

Paid Ads That Actually Work for Med Spas

The Non-Fluffy Deck

Real strategies. Real numbers. Real results.

Why Paid Advertising for Med Spas?



Capture High-Intent Clients

Reach potential clients actively searching for your exact services—Botox, fillers, laser treatments—when they're ready to book.



Predictable Growth Pipeline

Move beyond sporadic promotions. Build a data-driven system that consistently attracts new patients and drives bookings.



Measurable ROI

Track every dollar spent and every client acquired. Optimize campaigns in real-time based on actual performance data.



Competitive Advantage

Stand out in a crowded market. Strategic paid ads place your med spa at the top of search results and in target feeds.

The medical aesthetics industry is competitive. Paid ads are your fast-track to visibility and client acquisition.

Platform Selection: Google Ads vs. Meta Ads

Different platforms, different purposes—most successful med spas use both



Google Ads

Capturing High-Intent Clients

Best For:

Users actively searching for treatments (e.g., 'Botox near me').

Lead Quality:

High - users have clear intent and are close to booking.

CPC

\$2.62-\$10+

CPL

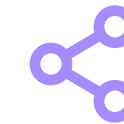
\$30-\$78

ROAS

3:1 to 5:1

Ad Types:

- ✓ Search & Local Services
- ✓ Display & Retargeting



Meta Ads

Creating Demand & Awareness

Best For:

Promoting offers, building brand awareness, and video showcases.

Lead Quality:

Lower intent - requires rapid, persistent follow-up.

CPC

\$0.77-\$1.32

CPL

\$15-\$50

ROAS

1.80x avg

Ad Types:

- ✓ Lead Gen & Engagement
- ✓ Local Awareness & Retargeting

Winning Strategy: Use Google to capture demand + Meta to create and nurture new prospects.

Offer Architecture: What to Advertise

The specific treatments and offers that drive bookings

High-Demand Services to Promote



Injectables

- Botox/Dysport
- Dermal Fillers



Skin Rejuvenation

- Microneedling
- Chemical Peels



Body Contouring

- CoolSculpting
- Laser Hair Removal



Specialty Services

- PRP Therapy
- IV Therapy

How to Structure Irresistible Offers

Introductory Offers

"\$4/unit Tox for new clients"

Low barrier to entry for client acquisition and upsell opportunities.

Package Deals

"\$799 Bio-Filler package (was \$1,200)"

Higher perceived value which increases average transaction size.

Limited-Time Promos

"20% off all fillers this week only"

Creates urgency to drive immediate bookings and action.

Free Consultation

"Free consult + skin analysis (\$150 value)"

Zero-risk entry point that helps build trust before any purchase.



Pro Tip: Price-sensitive offers work best for Google. Value-based packages perform better on Meta.

Campaign Structure & Targeting Strategies

Multi-Channel Campaign Architecture

Search Engine Ads (PPC)

Google Ads

Capture active searchers with high-intent keywords like 'laser hair removal' or 'dermal fillers.'

Priority: High

Social Media Ads

Facebook & Instagram

Generate leads and promote offers with visually compelling content for awareness campaigns.

Priority: High

Display & Retargeting

Google Display, Meta

Keep your spa top-of-mind by retargeting non-converted site visitors with banner ads.

Priority: Medium

Effective Targeting Strategies

Geographic Targeting

Target 5-10 mile radius around your spa

Focus ad spend on local clients who are most likely to visit.

Demographic & Interest

Age, gender, income + interests like skincare, anti-aging

Reach your ideal client profile based on their behaviors.

Lookalike Audiences

Create audiences from your existing client list

Target new users who share characteristics with your best clients.

Retargeting (Critical)

Serve ads to previous website visitors via tracking pixels

Recapture interest from past visitors to boost conversions.

 Always install tracking pixels (Meta Pixel, Google Ads Tag) before launching campaigns for optimization.

What **NOT** to Do: Common Paid Ad Mistakes

Avoid these budget-killers that plague med spa advertising

⊗ Boosting Posts

'Boost' offers limited targeting. Use Ads Manager for full control.

Impact: Wasted spend on irrelevant audiences

⊗ Targeting Too Broadly

Advertising to users too far away wastes budget. Keep your targeting local.

Impact: High cost per lead, low-quality leads

⊗ Sending Traffic to Homepage

A generic homepage confuses users. Send them to a dedicated landing page.

Impact: Low conversion rates, high bounce rates

⊗ Ignoring Retargeting

Most users don't convert on their first visit. Retarget them to stay top-of-mind.

Impact: Massive missed opportunity

⊗ Using Generic Stock Photos

Inauthentic images fail to build trust. Use real photos of your spa and team.

Impact: Poor engagement, low credibility

⊗ Violating Ad Policies

Strict rules apply to medical claims and imagery. Violations risk suspension.

Impact: Ad disapprovals, account suspension

⊗ No Conversion Tracking

Without tracking, you can't measure ROI or know which campaigns work.

Impact: Flying blind, unable to optimize

⊗ Set It and Forget It

Ads require continuous optimization and A/B testing to prevent fatigue.

Impact: Deteriorating ROI over time

Good news: All of these mistakes are fixable. The key is knowing what to avoid before you start spending.

Landing Page Anatomy: What Converts

Never send ad traffic to your homepage—use dedicated pages with these essential elements.

1

Single Focus & Message Match

Page content must exactly match the ad. If the ad is for a Botox offer, the page is 100% about that offer.



2

Compelling, Benefit-Driven Headline

Grab attention immediately. Example: 'Get Smoother Skin with Our \$4/Unit Botox Special.'



3

Strong, Clear Call-to-Action (CTA)

Use action-oriented buttons like 'Book Your Free Consultation.' Place the CTA above the fold.



4

Trust Signals & Social Proof

Build credibility with testimonials, before-and-after photos, bios, and reviews.



5

High-Quality, Authentic Visuals

Use professional, authentic photos of your spa, team, and clients. Avoid stock images.



6

Simple, Minimal Lead Form

Only ask for the essentials: Name, Email, and Phone. Long forms deter submissions.



7

Mobile Optimization (Critical)

Ensure fast load times, large tap targets, and easy navigation on mobile.



371%

Landing pages with a single CTA increase conversions by 371% (HubSpot)

Creative Best Practices for Med Spa Ads

What makes your audience stop scrolling and click

Visuals & Content That Convert

Use Authentic Visuals

Use professional photos of your actual spa, staff, and clients. Avoid stock images.

Leverage Video Content

Create engaging videos like skincare tips or testimonials. Always include captions.

Showcase Real Results

Where allowed, use high-quality before-and-after photos to provide social proof.

Educate Your Audience

Share info about treatments and benefits to build authority and trust.

Highlight Your USPs

Clearly feature what makes you different: advanced tech, luxury, or expertise.

Ad Copy That Drives Action

1

Hook

Grab attention in the first 3 words (e.g., 'Tired of fine lines?').

2

Value Proposition

State a clear benefit and offer for your client.

3

Social Proof

Build trust with credibility (e.g., 'Join 500+ happy clients').

4

Urgency

Create a reason to act now (e.g., 'Limited spots available').

5

Clear CTA

Tell them exactly what to do (e.g., 'Book Now').

Maintain consistent branding across all ads to build recognition and trust.

Budget Ranges: How Much Should You Spend?

Realistic monthly budgets by platform and business stage

Platform	Minimum Monthly	Recommended	What You Get	Best For
Google Ads	\$1,000	\$1k - \$10k	High-intent leads, search visibility	Established spas ready to scale
Meta Ads	\$500	\$0.5k - \$5k	Brand awareness & visual lead gen	New spas building awareness
Combined	\$1,500	\$2k - \$15k	Full-funnel: capture & create demand	Aggressive growth strategies

Budget Allocation by Business Stage



New Med Spa (Y1-2)

20-40%

of revenue

Invest to gain market share, build brand, and establish a client base.

Meta (awareness) + Google (intent)



Established Spa (Y3+)

5-10%

of revenue

Leverage reputation and referrals while capturing new demand.

Balanced mix with strong retargeting



Industry Average

7%

of total revenue

AmSpa benchmark for sustainable marketing investment.

Multi-channel optimization



Paid ads are an investment. Track ROI and scale what works.

Realistic Timelines: What to Expect

Paid ads aren't instant magic—here's the truth about the optimization journey



Month 1: Launch & Data

What Happens:

Campaigns go live, generating initial traffic and leads.

Key Activities:

- ✓ Install tracking & launch campaigns
- ✓ Test multiple ad variations
- ✓ Monitor basic metrics (CTR, CPL)

Focus on data gathering, not immediate profit. This is a learning phase.

Typical Results:

Initial leads arrive; CPL may be high and conversions are at baseline.



Mth 2-3: Optimization

What Happens:

Optimize targeting, creative, and pages using performance data.

Key Activities:

- ✓ Identify & scale winning ads
- ✓ Refine audience targeting
- ✓ Launch retargeting campaigns

CPL decreases and conversion rates rise. ROI becomes measurable.

Typical Results:

Lead flow stabilizes. Winning formulas emerge as ROAS trends positive.



Month 3+: Scaling

What Happens:

Scale winning campaigns and expand to new audiences.

Key Activities:

- ✓ Increase budget on top performers
- ✓ Expand to lookalike audiences
- ✓ Build a predictable lead pipeline

Campaigns are now profitable with a predictable lead flow for forecasting.

Typical Results:


Achieve strong ROAS (3:1+) with consistent bookings & a scalable system.


Meaningful results typically arrive within 90 days. Consistency is key.


Tracking, Analytics & Optimization

You cannot improve what you do not measure

Essential Tracking Setup


 **Install Tracking Pixels** CRITICAL
Install Meta & Google pixels to track user actions and measure campaign effectiveness.

 **Set Up Conversion Goals** CRITICAL
Define and track key conversions: form submissions, phone calls, and appointment bookings.


 **Ensure HIPAA Compliance** REQUIRED
Never send Protected Health Information (PHI) to ad platforms. Use privacy-safe methods.


 **Use UTM Parameters** RECOMMENDED
Tag ad URLs to track traffic sources accurately in Google Analytics.

Metrics That Matter

 **Click-Through Rate (CTR)**
Why it matters: Measures ad relevance. Benchmark: 2-5%

 **Cost Per Lead (CPL)**
Why it matters: Measures lead cost-efficiency. Benchmark: \$15-\$78

 **Conversion Rate**
Why it matters: Shows landing page effectiveness. Benchmark: 2-5%

 **Return on Ad Spend (ROAS)**
Why it matters: The ultimate profitability metric. Benchmark: >3:1

 **Continuous Optimization Strategy**
A/B test ads, audiences, & landing pages. Scale what works, kill what doesn't. Refresh creative often.

Test. Measure. Optimize. Repeat. The cycle of profitable advertising.

Real Case Studies: Proof It Works

Actual results from med spas using strategic paid advertising



Face Fabulous Med Spa

30 Days

\$64,022

Total Revenue

Tox Special: **\$36,246**

Bio-Filler: **\$27,776**



Skin Revive MD Spa

90 Days

Google Ads

763

Patient Leads

\$4.23

Average CPL

Targeted Google campaigns captured high-intent prospects efficiently.

The Skin Studio

48 'Tox' leads in 30 days

\$7.21 CPL

Google Ads

Arizona Medspa

125% lead increase (349 total)

53% CPL reduction

Conversion rate doubled

Luma Med Spa

1,000+ leads generated

\$40,000 revenue

Display Ads



These results are real. The right strategy, targeting, and offer creates a profitable client acquisition engine.

Your Paid Ads Success Framework

Three pillars for profitable med spa advertising

1

Strategic Foundation



- ✓ Choose the right platform(s) for your goal
- ✓ Set realistic budgets (min \$1,500/mo combined)
- ✓ Define high-demand offers and promotions
- ✓ Install tracking pixels BEFORE launching
- ✓ Target tight geographic radius (5-10 miles)

Start with strategy, not tactics

2

Conversion-Focused Execution



- ✓ Create dedicated landing pages (never homepage)
- ✓ Use authentic visuals of your actual spa
- ✓ Write benefit-driven ad copy with clear CTAs
- ✓ Keep lead forms simple (name, email, phone only)
- ✓ Ensure mobile optimization

Every element must drive the click and conversion

3

Data-Driven Optimization



- ✓ Monitor key metrics: CTR, CPL, conversion rate, ROAS
- ✓ A/B test ad creative, copy, offers, audiences
- ✓ Launch retargeting campaigns to warm traffic
- ✓ Optimize continuously—no 'set and forget'
- ✓ Give campaigns 90 days to show meaningful results

Test, measure, optimize, repeat

This framework works. The question is: Are you ready to implement it? →

Med Spa Uplift

medspauplift.com

Elevating Med Spas Through Data-Driven Marketing

We specialize in white-label GHL automation, SEO, paid advertising, and digital marketing exclusively for med spas.

GHL Certified Partner

Results-Driven. No Fluff. Just Growth.

What We Do



Paid Advertising

Google Ads & Meta campaigns that actually convert



SEO

Rank higher for high-intent med spa searches



Automation

White-label GHL systems to streamline operations



Digital Marketing

Full-stack growth strategies for med spas

Proven Track Record



150+

Med Spas Served



3.5x

Average ROI Increase



98%

Client Retention Rate

- ✓ Strategies built specifically for medical aesthetics
- ✓ Track record of real, measurable results
- ✓ Transparent reporting and continuous optimization

Ready to grow your med spa with paid ads that actually work?

medspauplift.com



The Bottom Line

- ✓ Paid advertising works for med spas—when done right
- ✓ Strategy beats spending: platform choice, offers, landing pages matter
- ✓ Avoid common mistakes: boosting posts, broad targeting, no tracking
- ✓ Budget realistically: \$1,500-\$15,000/month for meaningful results
- ✓ Give it time: 90 days to optimize and see strong ROI
- ✓ Track everything, optimize continuously, scale what works

This isn't theory. This is what works in the real world for real med spas.

Med Spa Uplift

medspauplift.com

Let's build your paid ad strategy together.