

BODYTONIC™  
medspa

# Client Case Study

Rejuvenating, restorative, age-reversing effects of our world-class cosmetic beauty treatments.

## GOALS!



### +100K Reach

*Local search traffic across GMB listings*



### 8X Avg. ROAS

*In overall Return on Ad Spend across ads*



### 54% Increase

*in site total engagement including blogs*



### 4:1 Return

*from digital to in-person treatment bookings & sessions*



# Our Approach

## Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



# Marketing objectives and strategy

Expectations and outcomes

## Objectives

Bodytonic wanted to quickly dominate the Med Spa space in a new region in Cleveland by scaling rapidly and hitting specific growth goals per quarter. Their main focus was to create a high-converting website and then drive brand awareness and direct conversions to their consultation pages.

## Strategy

We focused on Content, Web Design, Local SEO, Google Ads, Meta Ads, Social Media, UGC, and Influencer Marketing to dominate an emerging vertical in Cleveland specific. We produced hyper targeted campaigns and content that specifically addressed concerns of high net worth clients looking to achieve beautiful skin.



## Company

**BODYTONIC™**  
medspa

## Website

[bodytonicmedspas.com](http://bodytonicmedspas.com)

## Company Focus

BodyTonic is a world-class medical spa that provides expert care, incredible results, and an exceptional experience with the primary goal of making you look, and feel, amazing.



### Findings

Their company was fresh into the market with little visibility and brand presence. We had to develop their branding while creating their marketing strategy at the same time.



### Findings

With little data to go off of, we made it a priority to test quickly and make improvements in real-time across our Paid, Social, Organic, Web, and CRO solutions.



# Our Market Strategies for Success

## **Organic social feed that shares results and drives conversions**

We created a cohesive and themed social media feed with UGC & Influencers to drive direct site traffic and trigger ads & conversion.

## **Performance Ads campaigns driving high MQL**

Through daily ads testing & keyword optimization, we honed down to specific client market qualified leads that drove consistent revenue.

## **Website designed from the ground up**

The web design was critical to attract a specific clientele for the Med Spa. The UX/UI had multiple optimizations for conversion.

## Blue Light LED Therapy

- Kills bacteria
- Calms inflammation
- Improves texture
- Non-invasive
- The perfect Hydra Facial add-on!



### Benefits of Broad Band Light Therapy:

- Targets hyperpigmentation, redness, facial vessels, and loss of elasticity.
- Stimulates collagen production and body's natural healing processes.
- Little to no downtime!



# Storytelling That Takes Action

We crafted bespoke creative strategies for each influencer, curating high-quality user-generated content (UGC) tailored to engage discerning clients and high-net-worth individuals.



# Website Drilldown

SEO optimized & client-focused headline focused to drive CTR

CTA-driven headlines

Break down of the popular services using custom illustration & UI

Backing up the expert

Social Proof driven reviews gathered through Email integration

Addressing typical client concerns through interactive content

**BodyTonic Med Spa Cleveland**  
Get ready to look, and feel, amazing.  
Experience the rejuvenating, restorative, age-reversing effects of our world-class cosmetic beauty treatments.  
[SCHEDULE A FREE CONSULTATION TODAY](#)

**Skin Rejuvenation**  
Cutting-edge treatments to rejuvenate, repair, smoothen, and lift skin without the need for invasive surgery.  
[Learn more >](#)

**Body Contouring**  
A groundbreaking non-invasive treatment that builds, strengthens, and tones muscle while eliminating stubborn fat.  
[Learn more >](#)

**Injectables**  
Botox® and all the most popular dermal fillers, to instantly reduce wrinkles, add volume, and enhance your natural features.  
[Learn more >](#)

**Facials & Peels**  
Medical-grade facials and peels to improve imperfections, revitalize, and restore your skin's natural youthful radiance.  
[Learn more >](#)

**Weight Loss**  
A revolutionary FDA-approved treatment for achieving dramatic weight loss, without ever feeling hungry or deprived.  
[Learn more >](#)

**More Treatments**  
Laser hair removal and IV Hydration therapy to keep you looking and feeling your best, inside and out.  
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**NEOCUTIS**  
IN-STORE EXCLUSIVE

**IS CLINICAL**  
IN-STORE EXCLUSIVE

**5.0**  
119 reviews  
Powered by **Yelp**

Trusted, Exceptional, Non-Invasive Medical Beauty Treatments

- ✔ Cutting-edge aesthetic treatments that achieve the highest-quality results
- ✔ Customized treatment plans to suit your unique needs and aesthetic goals
- ✔ Affordable, accessible prices
- ✔ Complimentary, in-depth, no-obligation consultations
- ✔ Expert team led by a Medical Director with 25 years' experience
- ✔ Highest priority on safety, trained and certified to national standards
- ✔ Generous membership program with regular offers and promotions
- ✔ Conveniently located in Westgate, just 15 minutes from downtown Cleveland

[MORE ABOUT US](#)

Want to Enjoy Regular Treatments at the Best Possible Value?  
Consistent treatments yield the best results, so we've developed a membership program to help you save money and reap rewards while looking and feeling your best.



# Retargeted Conversion Ads

Using Google Ads & Meta Ads we retargeted all of our organic site visitors and social traffic with bottom of funnel ads to schedule free consultations to hit an 8X ROAS.

Bodytonic Medspa  
Sponsored  
Library ID: 451358177473755

BodyTonic Med Spa's advanced skin and beauty treatments are customized to your goals so you achieve results perfect for you.

BODYTONIC™ medspa

## Ready For Your Glow-Up?

- Expert care
- Custom treatment
- Incredible results

BODYTONICMEDSPAS.COM  
Book A Free Beauty Consult  
Science-Backed Treatments. Beautiful Results.

Bodytonic Medspa  
Sponsored  
Library ID: 1194733931715147

BodyTonic Med Spa's advanced skin and beauty treatments are customized to your goals so you achieve results perfect for you.

BODYTONIC™ medspa

## Meet Your Best Skin Yet

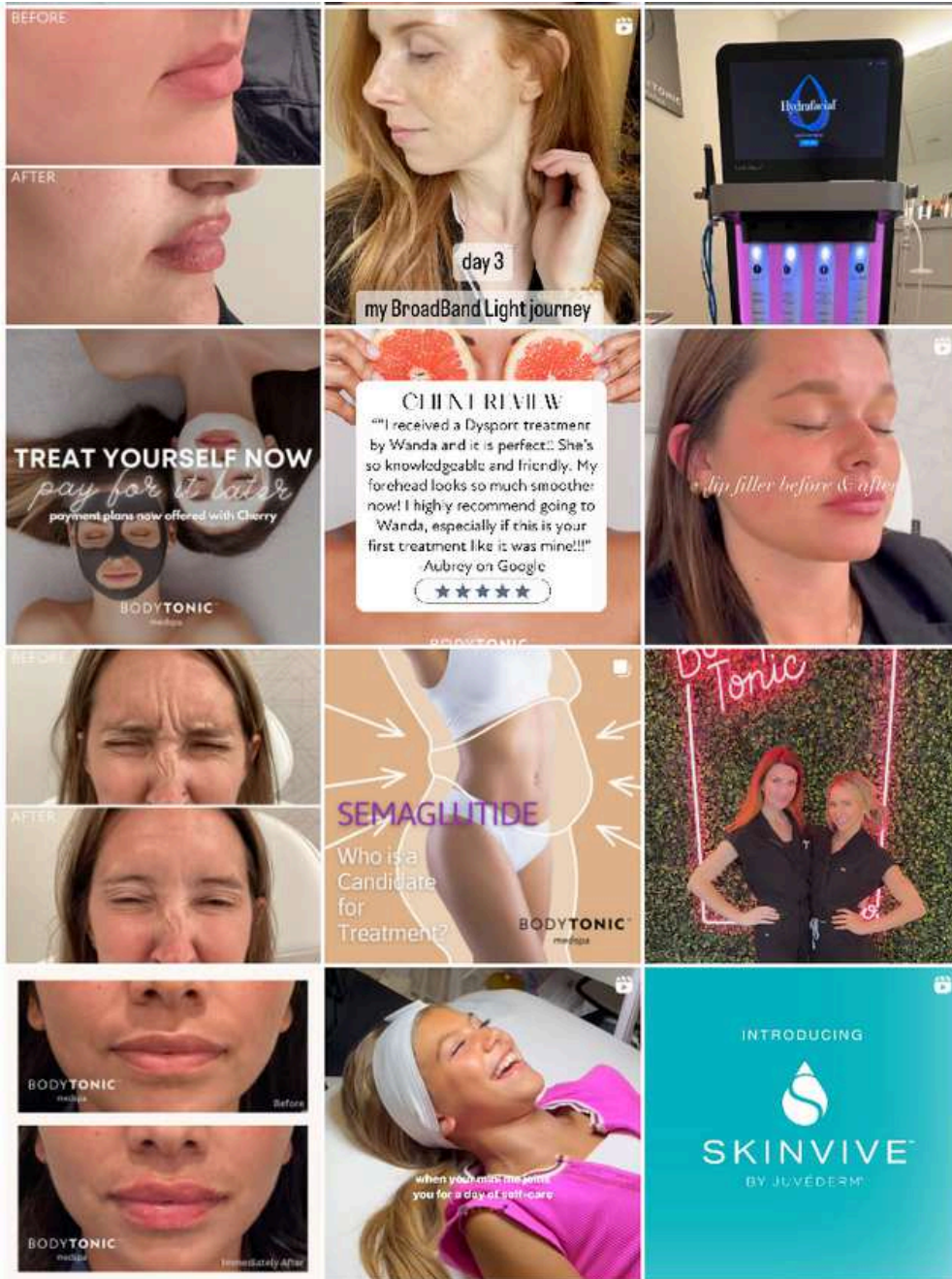
World-class cosmetic beauty treatments by BodyTonic Med Spa

[Book a Free Consultation](#)

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Ready For Your Glow-Up?  
Science-Backed Treatments. Beautiful Results.

[Learn More](#)





# Oozing with Social Proof

The feed was the first place to share unique results from the Med Spa and drive conversions directly to booking with tracked links.



# Interested? contact us



## Website

[brentonway.com](http://brentonway.com)

## Contact

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