

MODERN LOOKS

MED SPA



# Case Study

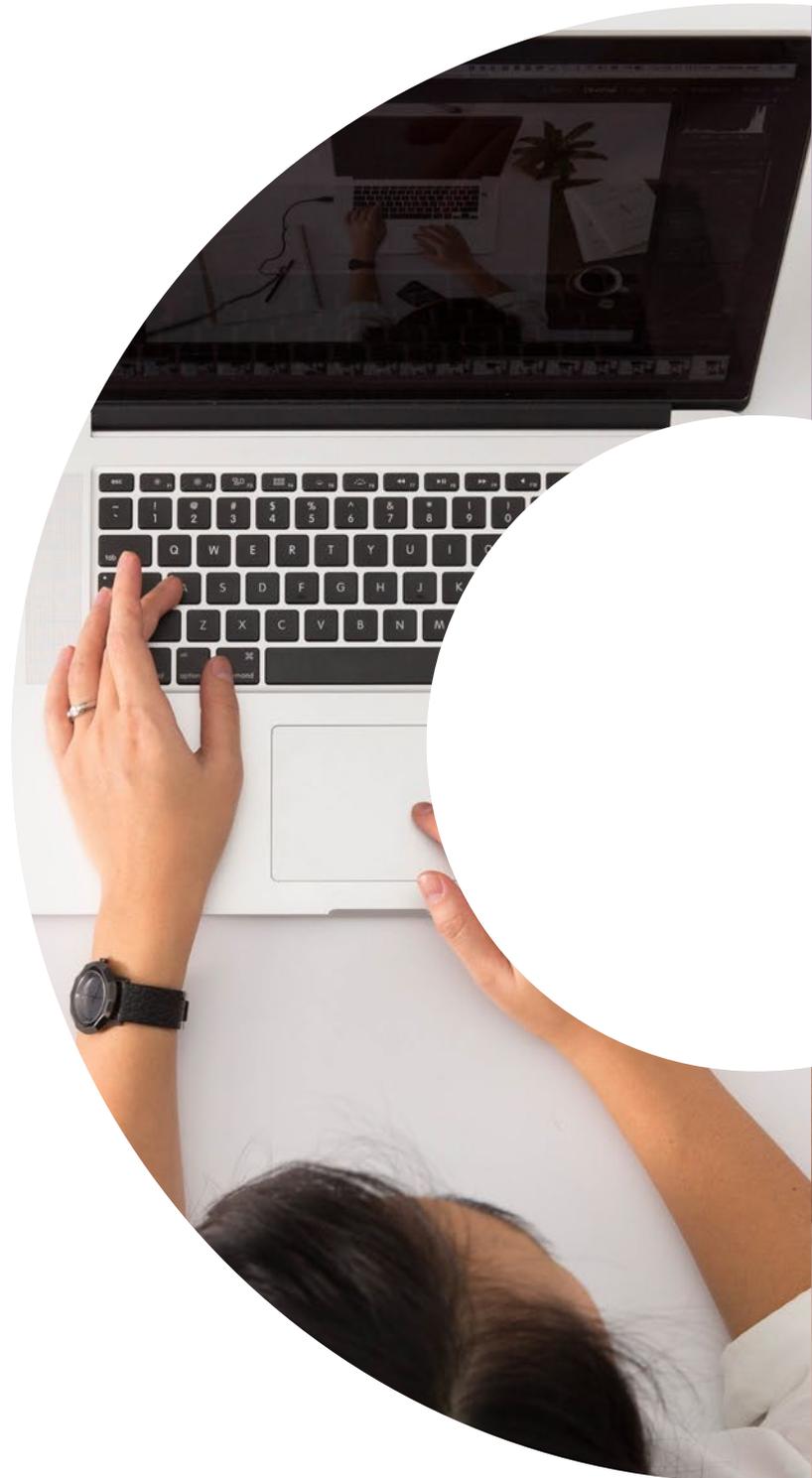
# ONBOARDING

How Growth99 Helps Modern Look  
Med Spa Achieve Digital Success

[www.modernlooksmedspa.com](http://www.modernlooksmedspa.com)

# The **PROJECT:**

Modern Look Med Spa is a boutique medical spa and aesthetics services company in Sandy Springs, GA. Recognizing the need for a digital facelift, they partnered with Growth99, a digital marketing agency, to undergo a comprehensive website redesign and bolster their online visibility. The collaborative project encompassed a website migration, which entailed significant alterations to its layout, a refresh of content, and the integration of additional, strategically crafted pages to enhance user experience and engagement.



The client signed up for Growth99's Premium Plan, which included various services such as:

Website design, hosting, maintenance, and security backups



Search engine optimization



Listing syndication



Google My Business optimization



5-star review generator tool



Custom monthly blog posts



Social media graphic creation



Google and Facebook marketing



Growth99 tools such as CRM management, email/SMS marketing, social media post scheduling, custom landing pages, AI chatbot, and virtual consultation



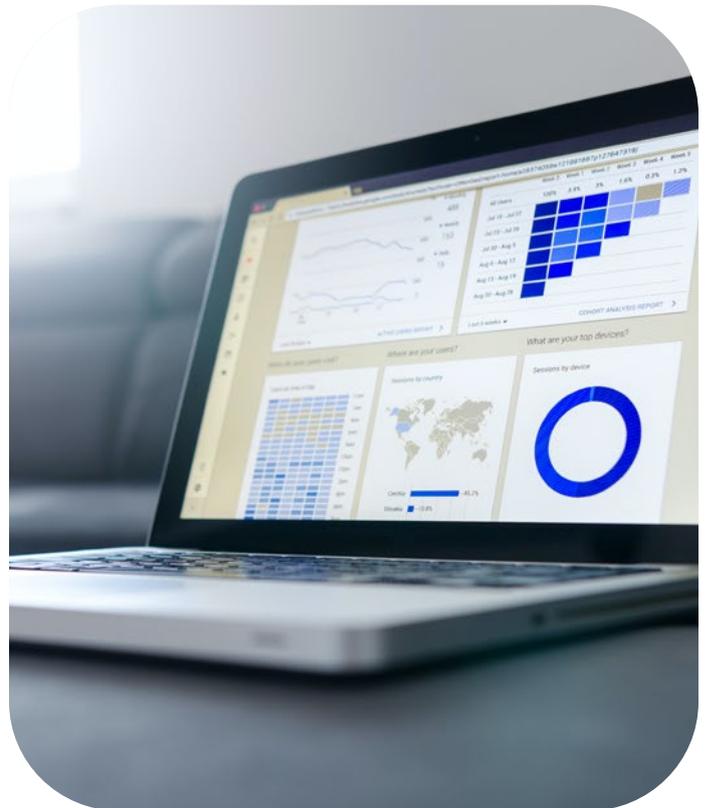
# The CHALLENGE:

Modern Look Med Spa initially contacted Growth99 to enhance their online presence and ramp up user interaction. They were motivated to shift their website to a more efficient, user-friendly platform and capable of drawing in potential clients. Moreover, Modern Look Med Spa aimed to bolster their website's search engine optimization, ensuring greater visibility in relevant search outcomes and fostering an increase in organic traffic.



# The **SOLUTION:**

Growth99 tackled the challenge by first understanding the client's needs and designing a website that was both visually attractive and user-friendly. The team focused on optimizing the layout, content, and added pages to match the client's specifications. To guarantee a seamless migration, the team followed a strict process that included thorough testing and optimization before the website went live.



The team utilized Growth99's tools to optimize their lead capture and operational procedures. The medspa was able to handle lead inquiries effectively with the help of the CRM management tool. The email/SMS marketing tool enabled the medspa to stay connected with its clients and offer them updates and promotions. Moreover, the social media post-scheduling tool aided the company in maintaining a steady online presence. The AI chatbot was always available to assist leads and clients promptly, while the custom landing pages and virtual consultation tools helped in converting potential clients into actual customers.

# The **RESULTS:**

After the website's release, Modern Look Med Spa observed noticeable enhancements in its online visibility, engagement, and conversion rates. Impressions, clicks, and the site's click-through rate (CTR) all showed positive uptrends.

The client's listing syndication was successfully completed, expanding their website's listing across multiple digital services, which bolstered their online presence and credibility. The 5-star review generator aided in accumulating numerous new reviews in the subsequent month across platforms like Google and Facebook, significantly enhancing the company's reputation.

Leveraging Growth99's integrated tools, the business experienced more effective lead capture, smoother operations, and elevated conversion rates. Customized monthly blog posts and social media graphics continuously engaged and updated the company's audience about their services and events.



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## The **CONCLUSION**

In conclusion, Growth99's approach to website migration and expansion strategies has significantly improved the online presence, engagement, and conversions of Modern Look Med Spa. The client was especially impressed by the high-quality service and adept support provided by Growth99. Their ability to meet strict deadlines while delivering top-tier services further highlights their expertise. The partnership between Aère Aesthetics and Growth99 exemplifies the transformative outcomes that can result from a strong and collaborative relationship between a client and a digital marketing agency.



GROWTH99