



Willow Med Spa **CASE STUDY**

GROWTH99



THE PROJECT

Willow Med Spa

Willow Med Spa & Salon, located in Morgantown, WV, is dedicated to providing a serene and revitalizing experience for its clients. The team at Willow Med Spa & Salon takes pride in offering personalized treatments tailored to address various skin concerns, helping clients achieve a radiant glow.

Their team consists of knowledgeable and supportive experts who guide clients on their journey to their most beautiful selves. Clients can enjoy one-on-one treatments in cozy private rooms, focusing on refreshing the mind and rejuvenating the body. Willow Med Spa & Salon strives to offer the ultimate in relaxation and renewal.

Location: 186 Fairchance Rd, Morgantown, WV 26508



THE CHALLENGE

Willow Med Spa wanted to rank locally for specific service-based keywords relevant to their business, including medical aesthetics, facials, Botox, fillers, CoolSculpting, Emsculpt, body contouring, Juvederm, Restylane, Dysport, microneedling, Kybella, and PDO threads, among others.

Previously, the client had been running ads but struggled to achieve local ranking, and the cost per conversion was notably high. Additionally, the ads generated minimal traffic before they partnered with Growth99.



THE SOLUTION

On February 11, 2022, Willow Med Spa began its partnership with Growth99, a well-established medical aesthetics lead generation expert. Growth99 brought their expertise to the forefront, assisting Willow Med Spa in pinpointing crucial keywords essential for their industry, thus aligning with the search behaviors of their intended audience.

The skilled paid media team at Growth99 thoroughly optimized Willow Med Spa's paid advertising campaigns. This involved setting up targeted Google Brand campaigns and search campaigns for specific services, leveraging high search volume keywords. Their comprehensive efforts aimed to enhance the performance of Google ads, focusing on generating leads, reducing costs-per-result, and improving overall ad metrics such as keyword impressions, Google lead rates, and cost per lead.





The Paid Media Team started with the basics, which include:

- Competitor Research
- Keyword Research for writing ad copy
- Facebook Ad copy with high search volume keywords
- Creating appealing creatives/graphics
- Setting up Integrately (3rd Party CRM) for lead tracking



Techniques that helped boost the campaign performance and made the ads are relevant and optimized include:

- Closely monitoring each campaign's performance
- Changing creatives if needed
- Change the primary text and headline to get more traction
- Create a Look-alike audience campaign
- Customize Facebook campaigns to the client's needs





The improvements Growth99 made above were just the beginning. As part of our monitoring process, the Paid Media Team continued to:

- Closely monitor each campaign's performance
- Verify that the lead form is set up correctly
- Check the lead conversion tracking
- Verify that Integrately (3rd Party CRM) is set up correctly for tracking Facebook leads
- Cross-checking leads on Growth 99+ to ensure that all leads are going into the CRM correctly



THE RESULTS

Clicks and Impressions

Our ads' visibility and user interactions are measured by clicks and impressions. These metrics have consistently and gradually increased over time, demonstrating the effectiveness of our Facebook optimization strategy.

Month-to-Month Comparison

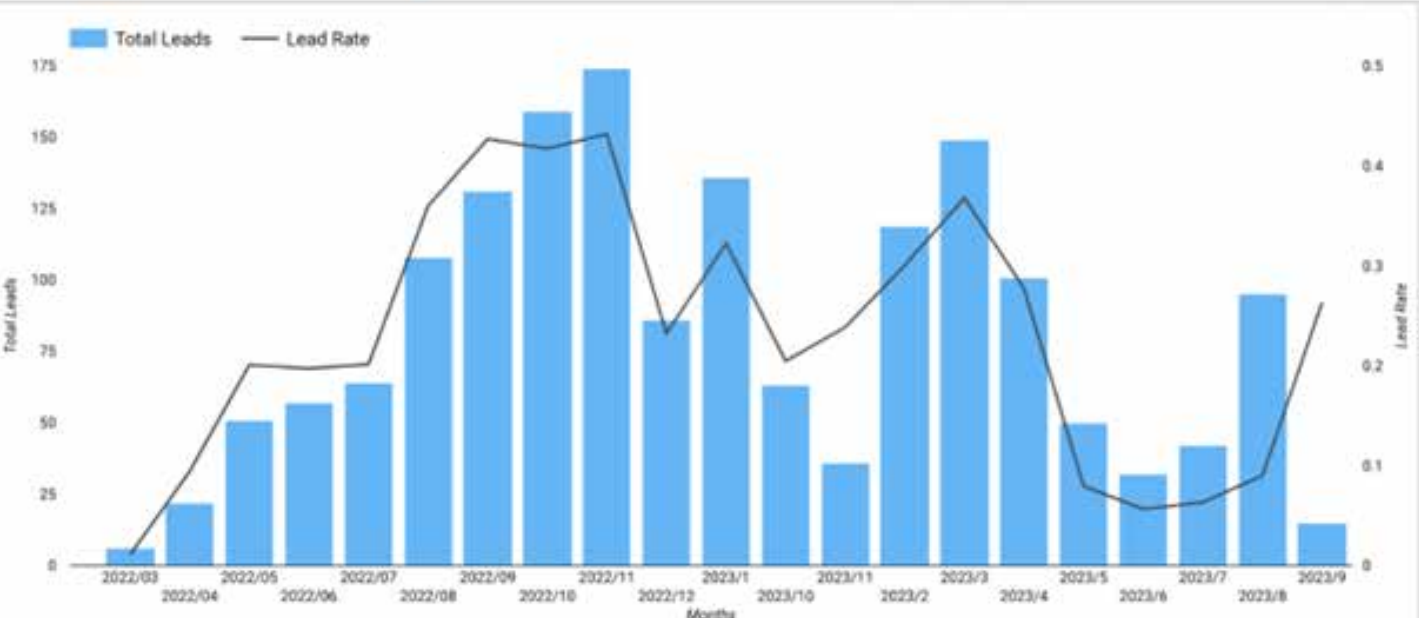
Services ▲	Impr.	Clicks
BBL Photofacial	3	0
Botox	19	3
Botox/Dysport	19,227	160
Brand	5,999	2,021
Chemical Peel	735	73
CoolSculpting	655	65
Coolsclupting	1,378	180
Derma planning	422	39
Dermal Filler	3,584	486
Diamond Glow	41	4
Filler	14,175	186
Hair	36,153	1,177
Halo Laser	2,186	242
Hydra Facial MD	3	0
Kybella	762	115

Current Keyword Ranking

Below are some of the ranking keywords of Laser Hair Removal
(November 5 - November 17, 2023)

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Cost / conv.	Final URL	↓ Clicks	Impr.	CTR	All conv.	Quality Score	Ad relevance	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	"Laser Hair Removal"	\$11.29	—	99	893	11.09%	29.00	7/10	Above average	27.27%
<input type="checkbox"/>	<input checked="" type="radio"/>	"Hair Removal"	\$23.08	—	76	1,024	7.42%	9.00	5/10	Above average	11.84%
<input type="checkbox"/>	<input checked="" type="radio"/>	"Laser Hair Removal Near Me"	\$10.63	—	28	212	13.21%	7.00	6/10	Below average	17.86%

Month over Month Comparison



THANK YOU

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