



Case Study

ONBOARDING

How Growth99 Helps Aère Aesthetics Achieve
Digital Success

The **PROJECT:**

Aère Aesthetics, a leading medspa known for refined cosmetic treatments, boasts prominent locations in Los Angeles, CA and Denver, CO. 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



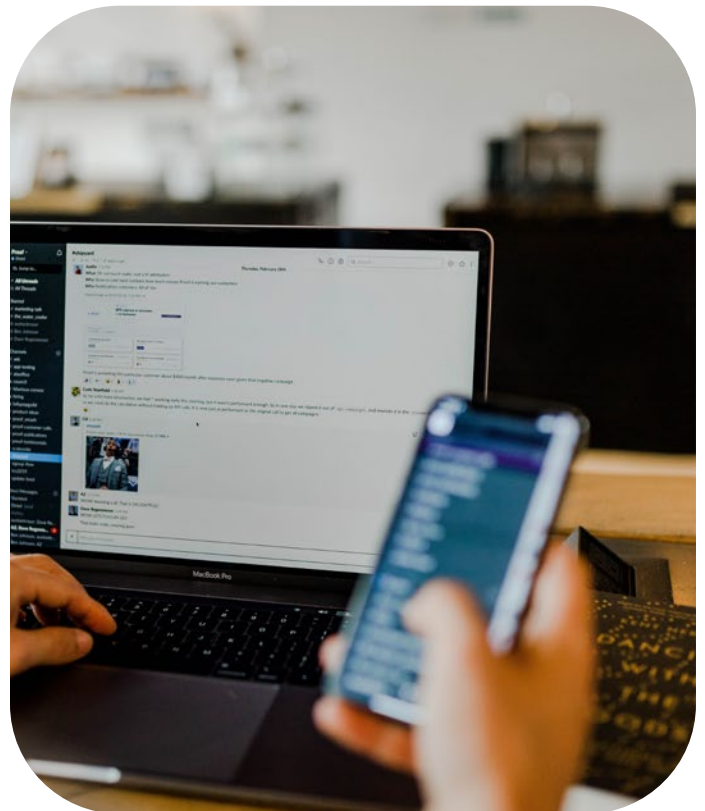
The **CHALLENGE:**

When Aère Aesthetics approached Growth99, its primary goal was to improve its online visibility and expand its customer base. Their goal was to attract more local patients seeking aesthetic services, to enhance their brand's reputation, and ultimately to increase revenue. Additionally, they wanted to revamp their website to offer potential clients a more seamless and user-friendly experience. Their goal was to provide comprehensive information about various aesthetic procedures and display before-and-after images of successful treatments.



The **SOLUTION:**

To overcome the challenge, Growth99's team began by comprehending the client's requirements and devised a website that looked visually appealing and provided a seamless user experience. The team worked on the layout and content as well as added pages to align with the client's preferences. To ensure that the migration was executed flawlessly, the team followed a rigorous process that involved comprehensive testing and optimization before launching the website.



The team made use of Growth99's tools to optimize their lead capture and operational procedures. With the CRM management tool, the clinic was able to handle lead inquiries effectively. The email/SMS marketing tool helped the clinic stay connected with clients and offer them updates and promotions. Additionally, the social media post-scheduling tool allowed the clinic to maintain a steady online presence. The AI chatbot was available to assist leads and clients promptly, while the custom landing pages and virtual consultation tools were useful in converting potential clients into actual customers.

The RESULTS:

After the website's release, Aère Aesthetics 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.



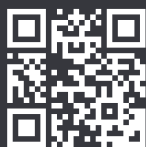
Leveraging Growth99's integrated tools, the business experienced more effective lead capture, smoother operations, and elevated conversion rates.

AÈRE

AESTHETICS EDUCATION RITUALS EXPERTISE

The **CONCLUSION**

In conclusion, Growth99's holistic approach to website migration and expansion strategies significantly enhanced Aère Aesthetics's online prominence, engagement, and conversions. The unwavering quality of service, coupled with the adept support from Growth99, particularly impressed the client. Their ability to adhere to stringent timelines while offering a top-tier suite of services further emphasized their expertise. The synergy between Aère Aesthetics and Growth99 epitomizes the transformative outcomes that arise from a solid and collaborative partnership between a client and a digital marketing agency.



GROWTH99