Case Study Of The 13X ROI AuraOS™

MARKETING CAMPAIGN

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INTRODUCTION



Med spas don’t have a traffic problem, they have a system problem.

This playbook shows you the exact steps used so you can duplicate outcomes: lower cost-per-lead, more bookings, higher show rates, and more revenue.

You’ll see the complete stack and your 30-day launch plan.
If you'd like help implementing this system, Aura Growth™ can build and deploy it for your clinic.

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CASE STUDY SNAPSHOT

How $3,227 Ad Spend Turned Into $42,480 in 90 Days



Leads in 90 days

In just three months, 763 people raised their hand and asked to book. This campaign delivered 91 inbound calls.

Real names. Real phone calls. Real people ready for Fillers, Botox, and body treatments.

Cost per lead

Each lead cost $4.23, that's less than a latte. That means every $100 spent, brought in about 24 fresh leads.

That kept risk low and made it easy to scale. Turn the budget up, and the leads keep coming.





Revenue generated

Those leads turned into real money. $42,480 in sales. The ads paid for themselves many times over. The clinic filled the calendar, booked repeat visits, and grew memberships.

That's 13x return on $3,227 in ad spend in just 90 days. This isn't "likes." This is cash in the door.

Want Aura Growth™ to build this system for your clinic?
Book a Visibility Strategy Call.

Clinic name and city withheld at client request.
Revenue is clinic reported for the same 90-day period. Sources: Google Ads, Call tracking, and clinic POS export. Results will vary by market, offer, and response time.For illustrative purposes only. Past results do not guarantee future outcomes. No PHI disclosed. Results are client-reported. Independent verification not performed.

03

THE EXACT STEPS
THAT BOOKED APPOINTMENTS

1. Supercharged Google & Meta Ads + Keyword Automation

We didn't just guess at keywords. We let Google & Meta's AI do the heavy lifting, mining the exact terms people search before booking.
Every ad was laser-focused, pulling in leads that were ready to act.

2. Dedicated Landing Pages that Converted Like Clockwork

These weren't pretty websites—they were booking machines. Every headline, image, and CTA was built for one thing: turn clicks into consultations. Tested. Optimized. Proven.

3. Strategic Scaling With Precision

Once the funnel was validated, we "hit the accelerator", meaning we increased ad spend and scaled the campaigns to ride the wave, not blindly.
Growth with precision.

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THE EXACT STEPS
THAT BOOKED APPOINTMENTS

4. High-Intent Inbound Calls

We didn't just collect leads, we got 91 inbound calls in 90 days.
These weren't tire-kickers. That's real intent – you can hear it in their voice.

5. Local SEO & Google Business Optimization

We didn't stop at ads. By optimizing their Google Business Profile, posting weekly, and pushing reviews, they started ranking locally. That means free leads—organic visibility that stacks on top of paid campaigns.

6. Testimonials & Sales Growth

"Our sales have DOUBLED since working with Angel. Not only did we get more leads, but some clients are booking their 2nd appointments too."
That's repeat revenue, not just single bookings.

Want results like this?
Book your Aura Growth™ Visibility Strategy Session.

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HOW TO ETHICALLY COPY-PASTE THIS

MED-SPA LEAD MACHINE

PICK ONE OFFER TO LEAD WITH

Choose one treatment that is easy to fulfill and in demand.

- Botox or Tox new-patient special.
- HybridFacial new- patient glow.
- Laser hair removal small area package.

Offer Formula:

- Clear benefit for first-time patients.
- Simple price or incentive.
- Real deadline or limited spots.
- Consultation required.

Example copy: “New-patient Botox 10 dollars per unit. First 40 patients this month. Consultation required.”

SET UP TRACKING AND PIPELINE

Track what matters so you can scale with confidence.

- Install GA4 and Google Tag Manager
- Events to track: lead_submit, call_click, schedule_complete
- Call tracking number with dynamic swap
- CRM stages: New Lead → Contacted → Booked → Showed → Treated
- Turn on SMS consent checkbox on every form

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HOW TO ETHICALLY COPY-PASTE THIS

MED-SPA LEAD MACHINE

BUILD A LANDING PAGE THAT CONVERTS

One page. One offer. Zero distractions.

- Hero: strong promise, deadline, Book Now button
- Trust: reviews, team photo, policy-safe before and afters
- Details: what is included, who it is for, FAQ
- Local: map, tap-to-call, parking info
- Scheduler: embedded calendar, short form

Quick wireframe

- Headline and deadline
- Benefits in three bullets
- Review strip
- Short form with SMS consent
- FAQs and map

LAUNCH GOOGLE ADS THE SMART WAY

Be there when people search.

- One campaign per treatment
- Tight ad groups: exact plus broad match
- Negative keyword list updated weekly
- Geo radius 5 to 10 miles
- Ad schedule when staff can answer

RSA headlines to copy

- “New-Patient Botox 10 dollars per unit”
- “Top Rated Med Spa Near You”
- “Book Your Botox Today”

Descriptions

- “Limited spots this month. MD supervised. 500 plus five star reviews. Book in 60 seconds.”

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HOW TO ETHICALLY COPY-PASTE THIS

MED-SPA LEAD MACHINE

ADD META RETARGETING FOR CHEAP WINS

Turn interest into action.

- Show UGC clips and short testimonials
- Retarget site visitors and IG engagers 30, 60, and 90 days
- Exclude recent bookers

SPEED TO LEAD: ANSWER IN UNDER TWO MINUTES

Fast replies book more consults.

- Missed-call text-back on
- Three call attempts in 24 hours
- Friendly SMS with two time options

First reply SMS

- “Hi {{first_name}}. This is {{clinic}}. Want Tuesday 3:30 or Thursday 10:00 for your {{offer}}?”

No-show rescue SMS

- “We missed you today, {{first_name}}. Want Friday 1:15 or Saturday 11:00? Reply with a time.”

WIN LOCAL SEARCHES WITH GBP AND SEO BASICS

Show up where buyers look.

- Google Business Profile: correct category, services, booking link with UTM
- Weekly Posts and fresh photos
- Answer Q and A
- Treatment pages on your site. If multi location, add city pages
- Fix name, address, phone in top directories

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HOW TO ETHICALLY COPY-PASTE THIS

MED-SPA LEAD MACHINE

SCALE WITHOUT BREAKING IT

Only scale what works.

- Check KPIs daily for one week
- If CPL is inside target and booking rate is healthy, raise budget 15 to 25 percent every 3 to 4 days
- Duplicate winners to nearby zip codes

Watch these KPIs

- Cost per lead target: 10 to 20 dollars
- Booking rate: 20 to 35 percent
- Show rate: 60 to 75 percent
- Close rate: 40 to 55 percent of shows
- Cost per treatment start: falling over time

7-DAY QUICK START PLAN

- Day 1 to 2: pick offer, set tracking, buy call number
- Day 3: build landing page and thank-you page
- Day 4: load SMS automations and scripts
- Day 5: launch Google Ads, set retargeting audiences
- Day 6: train front desk on two-minute reply and two time options
- Day 7: review search terms, kill losers, keep winners

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MED-SPA LEAD MACHINE

MINI ROI EXAMPLE

- Ad spend 3,000 dollars at $4.23 cost per lead generates approximately 709 leads
- Book 20% converts to 142 booked consultations
- Show rate 65% brings approximately 92 patients through the door
- Close rate 50% results in approximately 46 treatment starts
- At $600 average first-visit revenue — that is $27,600 in direct treatment revenue
- Add memberships, upsells, and repeat visits — total 90-day revenue exceeds $40,000
- **That is over 13x return on ad spend — consistent with our featured case study**

READY TO INSTALL THIS?

If you want help, we will build the same machine for your clinic. First leads in 72 hours. Booked consults inside 7 to 10 days.

WHAT YOU GET WITH AURAOS™

- AI Visibility System
- AI Lead Capture System
- AI Follow-Up System
- AI Booking System
- AI Reporting Dashboard
- AI Growth Optimization

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Your Calendar Fully Booked in 30 Days Or Your Next Month Is Free

Turn every dollar into predictable booked consults. Simple system. Clear steps. Real growth.

Our 60 Day Promise

If we don’t hit the booked-consult target we agree on by Day 60, and we both follow the plan, your next month of management is on us.
We carry the weight with you.
(Conditions and mutual commitments outlined in service agreement).

Quick FAQs

How much ad spend do we need?
Most clinics see strong results with $3K–$6K/month.
We scale only when ROI is proven.

How fast will we see leads?
Usually within days of launch. Bookings grow as we tune the ads and follow-up.

Are we compliant?
Yes. We use consent boxes, safe wording, and platform-safe creative.
HIPAA/TCPA best-practice.

Ready to Fill Your Calendar?

BOOK A 15-MIN STRATEGY CALL TODAY.
In that call we’ll map your irresistible offer, ad budget, and custom 30-day booking plan.

CONTACT AURA GROWTH™

CALL OR TEXT

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Angel Del Carpio

THANK YOU

I've created the smartest Med Spa Ai GPT in the world specifically for industry professionals like you!

It's called **AuraOS™** and it's **FREE**!
Ask AuraOS™ anything about growing your med spa.
Business & Marketing, *Social Media*,
Staff & Operations, *Ai for Med Spas*, *HIPAA*,
Lead Generation, *SOPs*, *Scripts*, anything.

It's your fun, professional med spa consultant
built to help you reach your highest potential.

AuraOS™



