THE MED SPA

AURA GROWTH™ PLAYBOOK 2026

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How Top Med Spas Attract More Patients, Book More Consultations, Reduce No-Shows, and Increase Lifetime Patient Value





TABLE OF CONTENTS

TABLE OF CONTENTS

A Note Before You Begin ..... Page 3
Introduction ..... Page 4

Chapter 1 — AI Receptionists ..... Page 5
Chapter 2 — AI Follow-Up ..... Page 13
Chapter 3 — AI Booking ..... Page 21
Chapter 4 — AI Content ..... Page 28
Chapter 5 — AI Ads ..... Page 36
Chapter 6 — AI Retention ..... Page 43
Chapter 7 — AI Reviews ..... Page 50
Chapter 8 — AI Consultations ..... Page 57
Chapter 9 — AI Lead Nurture ..... Page 64

Conclusion: The AI-First Practice ..... Page 72
Your Next Step ..... Page 75

THE AURAOS™ PHILOSOPHY

You are reading this at a genuinely unusual moment in the history of medical aesthetics.
As we close the first quarter of 2026, more people are realizing artificial intelligence and technology innovation are no longer nice-to-haves in medical aesthetics. They are quickly becoming central to how high-performing med spas operate, grow, and compete.

The practices that will dominate this market over the next three years are not necessarily the ones with the best injectors, the most Instagram followers, or the biggest advertising budgets.
They are the ones that figured out — right now, in this window — how to make AI work across every revenue function in their practice.
That is exactly what this playbook shows you.

Nine chapters. Zero theory. Every strategy is being deployed in real practices generating real results right now. Read it with your specific practice in mind. Where you see opportunity, take the action item seriously. This is not a document to file. It is a playbook to run.



INTRODUCTION

The global medical spa market reached over $21 billion in 2024 and is projected to reach $78.23 billion by 2033. That growth sounds exciting. But here is what it actually means for your practice.

More growth means more competition. More competition means patients have more choices. More choices mean your practice has to be faster, more responsive, more personalized, and more operationally sharp than it has ever been before.

Artificial intelligence has moved from emerging technology to essential infrastructure for high-performing medspas. Practices that prioritize natural results, holistic wellness, and long-term skin health supported by smart technology will lead the next phase of medical aesthetics.
The window to build this competitive advantage before your competitors do is open right now.

Not for years. Not for months. For the next few weeks.

In 2026, beauty businesses are getting pulled in two directions at once. Demand keeps growing but the operating model is getting harder. Staffing is tight. Competition is louder. Clients are more impatient with friction. The winners will not necessarily be the shops with the newest device. They will be the ones that run a cleaner customer journey — fast response, easy booking, fewer no-shows, tighter retention loops, and better control over what gets promised to clients.

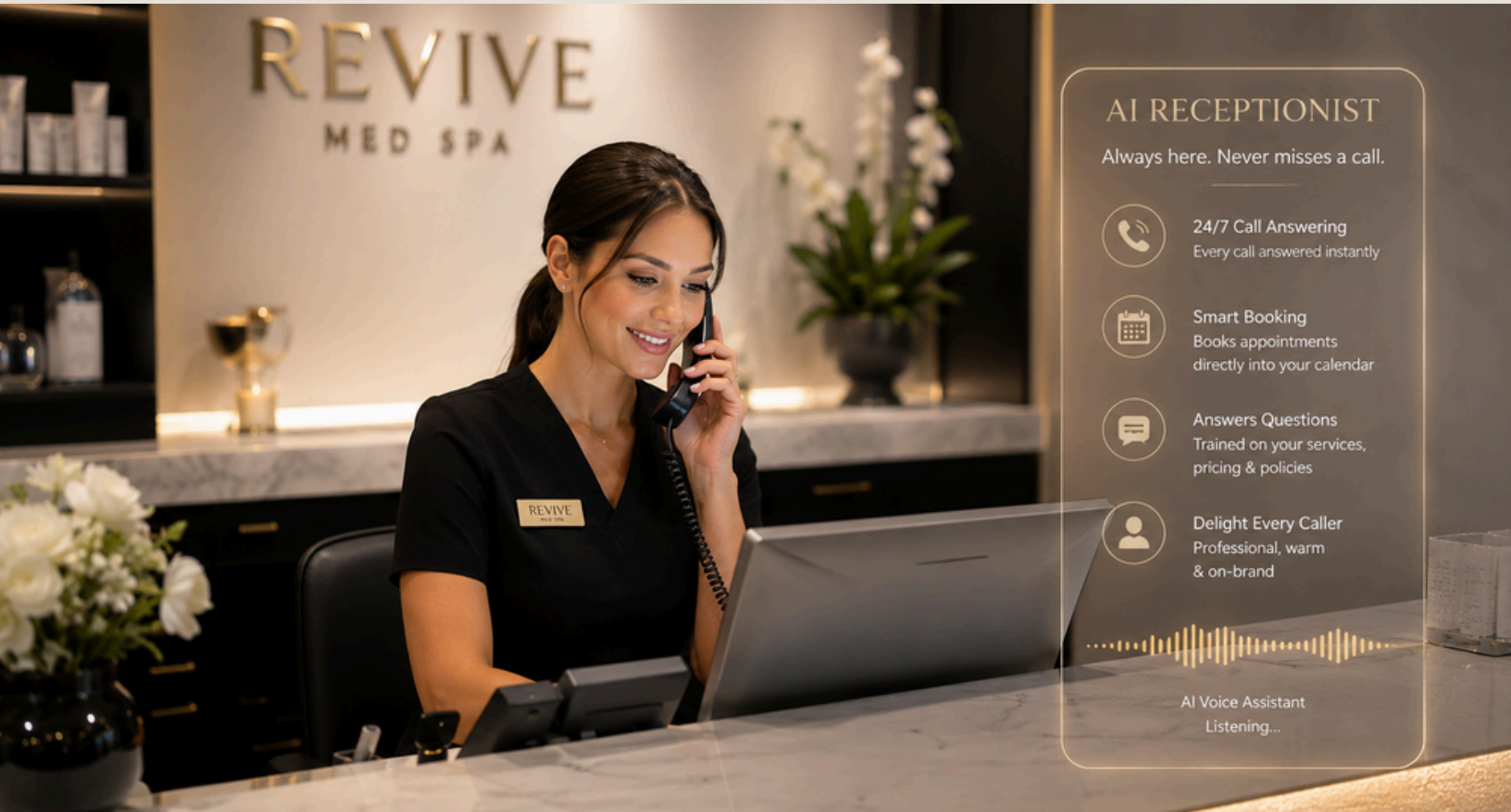
This playbook is your blueprint for building that cleaner customer journey. Chapter by chapter.



CHAPTER 1

AURAOS™ AI RECEPTIONISTS

The Invisible Front Desk That Never Misses a High-Value Lead
Powered by AuraOS™ Reception™



CHAPTER 1

THE CORE PROBLEM

Your front desk team is excellent. They are also human — which means they have shifts, lunch breaks, moments when two calls come in simultaneously, and a hard stop at 5 PM.

Your patients do not have the same schedule.

According to Zenoti's 2026 booking communication trends, 64% of medspa regulars say 24/7 booking access is extremely valuable. 82% are more likely to rebook if a medspa were reachable 24/7. 62% of regulars are more likely to choose a salon or spa that offers after-hours support.

Your patients are making decisions at 9 PM on a Tuesday. They are researching options at 11 PM on a Sunday. They are ready to book at 7 AM before work starts. Every one of those moments that your practice cannot answer is a moment that goes to whoever can.



STRATEGY 1

CAPTURE EVERY MISSED CALL AUTOMATICALLY

An AI receptionist is not a voicemail system. It is a fully conversational voice agent trained on your specific practice — your services, your pricing ranges, your provider information, your booking flow, your most common patient questions — that answers every call in real time, at any hour, with the warmth and authority of your best receptionist.

One med spa implementing an AI voice agent captured 92% of all incoming calls, leading to an extra 15 to 20 new client consultations booked per month by the AI alone, representing a $15,000 or more monthly revenue opportunity that was previously being lost.

The moment a prospect calls and no one on your team is available, the AI answers. It greets the caller by name if they are an existing patient. It answers pricing questions, explains treatment options, handles objections, and books consultations directly into your calendar. The appointment confirmation goes out via text immediately.

The caller never knows they spoke with AI unless you tell them.

CHAPTER 1

Why the math works: Small and mid-sized clinics using AI receptionist systems have seen
dramatic improvements. By automating tasks like scheduling, refill requests, and general
inquiries, clinics achieved a 100% call answer rate and saved 15 to 20 hours of staff time weekly,
translating to an average annual cost savings of $87,000 and a 14x ROI.

STRATEGY 2

BUILD A 24/7 CONSULTATION CENTER

An AI receptionist does not just answer calls — it functions as a complete consultation center that never closes.

It can explain the difference between Botox and Dysport, walk a patient through what to expect on their first visit, explain downtime for Morpheus8, quote your membership options, and handle the 50 most common pre-consultation questions your front desk fields every single day.

AI tools allow smart booking that lets people book 24/7, and more than 40% of bookings happen when you are closed. Clinics with online booking saw up to 120% revenue growth.

The practice that can provide this level of responsiveness around the clock is not just more convenient. It is perceived as more professional, more trustworthy, and more worth paying for.

STRATEGY 3

ROUTE HIGH-VALUE LEADS INTELLIGENTLY

Not every call is equal. A prospect asking about a $400 Botox touch-up and a prospect asking about a $6,000 full-face Morpheus8 and filler package require different treatment.

AI receptionist systems can be configured to identify high-ticket treatment inquiries based on keywords, service mentions, and conversation signals — and route those leads with elevated priority. An immediate notification goes to your clinical director.

The lead is flagged in your CRM as high-value. A senior team member follows up personally within the hour.

A $6,000 lead should never sit in voicemail for 18 hours.
With intelligent routing, it never has to.

REAL IMPLEMENTATION EXAMPLE

A single-location med spa in a competitive metro market installs an AI consultation setter connected to their existing phone system and calendar.

On a Wednesday evening at 9:17 PM, a prospect calls asking about lip fillers. She found the practice on Instagram. The AI answers on the second ring. It explains treatment options, addresses her question about bruising recovery time, collects her name and number, and offers two available consultation times the following morning.

She books 10 AM Thursday.

A confirmation text arrives at 9:19 PM. A 24-hour reminder fires automatically the next morning.
She shows up. She books $1,400 in lip filler and cheek augmentation. She becomes a regular patient. Over 18 months she is worth $4,800 to the practice.

Before the AI was installed, that Wednesday night call went to voicemail. The voicemail was checked at 8:45 AM Thursday. By which time she had already confirmed her appointment with a competitor who answered.

THIS WEEK ACTION ITEM

Pull your missed call log from the last 30 days. Count every call that went to voicemail or was abandoned. Multiply that number by your average consultation value multiplied by 25 percent — a conservative conversion rate. That number is your monthly missed-call cost. Write it on a piece of paper and put it where you can see it every day. That is what an AI receptionist would recover.

EXPECTED IMPACT

Practices deploying AI receptionist systems report 20 to 40 percent increases in captured leads, measurable increases in after-hours consultation bookings, 15 to 20 hours of staff time saved per week, and annual revenue recovery ranging from $50,000 to $250,000 or more depending on call volume and average patient value.

COMPLIANCE NOTE FOR 2026

States are moving faster than ever on AI rules. Colorado's AI Act, taking effect February 1, 2026, is the first major state legislation. It requires practices to have risk-management processes, impact assessments for any high-risk AI, and clear disclosure when AI is involved in decisions that affect patients. 47 states introduced healthcare AI bills in 2025.

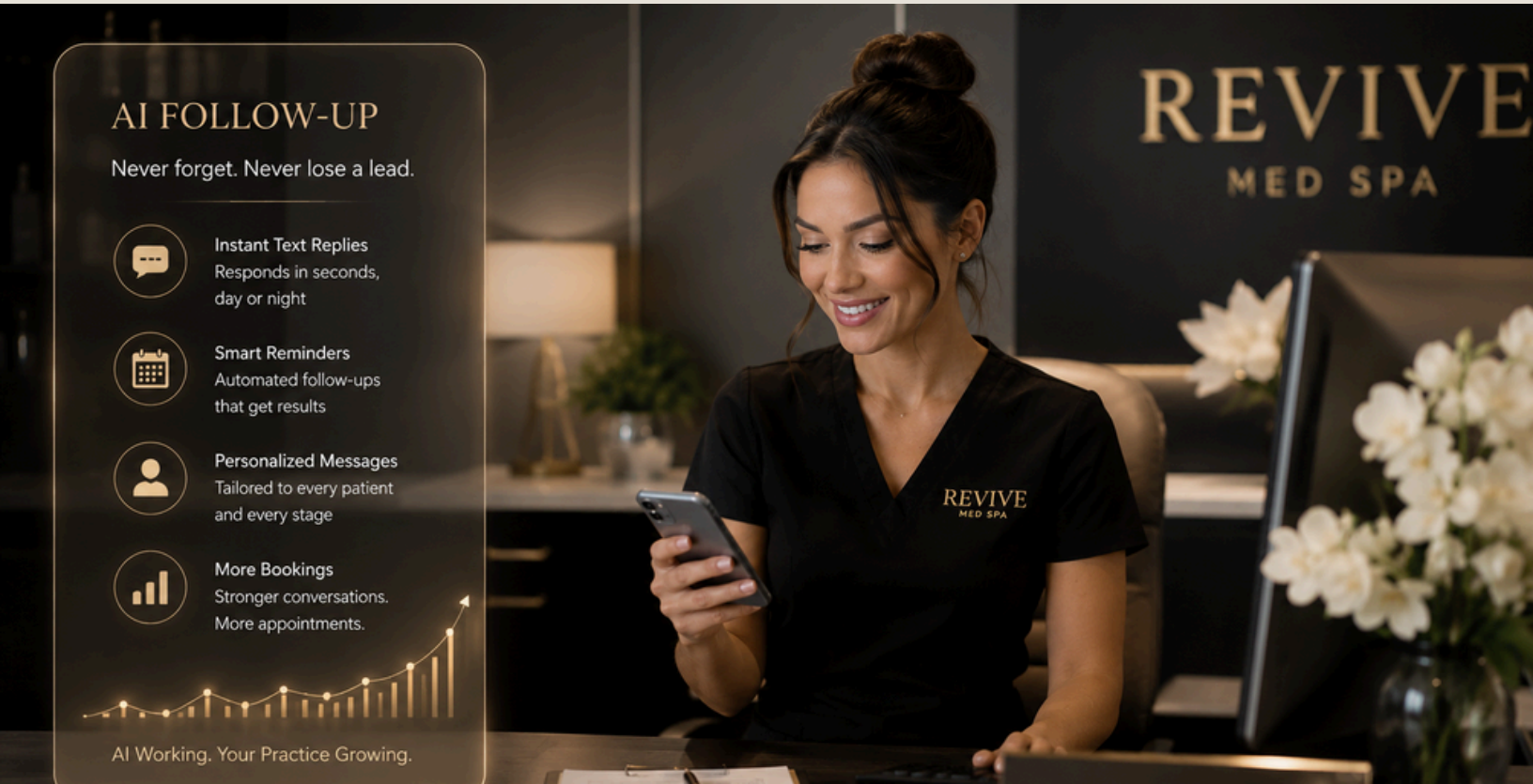
Always disclose that patients are speaking with an AI system at the start of the interaction. Make it easy for callers to reach a human at any point.

Patients appreciate the convenience but value transparency more. Proper disclosure protects your practice legally and builds trust with patients.

CHAPTER 2

AURAOS™ AI FOLLOW-UP

The Fortune Is Still in the Follow-Up. AI Just Does It Better Than Anyone on Your Team.
Powered by AuraOS™ Follow-Up™



CHAPTER 2

THE CORE PROBLEM

Eighty percent of high-ticket aesthetic sales happen after the fifth follow-up contact.

Forty-four percent of businesses give up after one or two attempts.

This is not a judgment on your team. Your coordinator is excellent at what she does. But when the choice is between following up with a lead from last Tuesday and checking in the patient who just arrived, the patient in the room wins. Every time. As it should.

The consequence is that leads go cold. Consultations that were almost booked get forgotten.

Patients who showed real interest three weeks ago have never heard from you again. They are not gone. They are dormant. And a competitor with an automated follow-up system is about to wake them up.



STRATEGY 2

AUTOMATE MULTI-TOUCH LEAD SEQUENCES

From the moment a lead submits a form, calls your office, DMs on Instagram, or attends a consultation without booking, an automated follow-up sequence activates immediately without any staff involvement.

The sequence uses multiple channels — text, email, and optionally voicemail drop — across multiple days. Timing is everything:

- Minute 0: Lead submits form or calls in after hours. AI responds immediately via text.
- Hour 1: Follow-up text if no response to the first message.
- Day 1: Educational email about the treatment they inquired about.
- Day 3: Soft booking nudge with availability options.
- Day 5: Social proof message. A patient story relevant to their inquiry.
- Day 7: Final personal-feeling outreach before sequence closes.

Each message is personalized to the specific treatment the prospect inquired about. A Sculptra inquiry gets a Sculptra-specific sequence. A Morpheus8 inquiry gets a Morpheus8-specific sequence. The prospect never feels like they are receiving mass communication.

STRATEGY 2

REACTIVATE DORMANT LEADS AND LAPSED PATIENTS

Every med spa has two databases that are vastly underutilized. The first is leads who inquired but never booked. The second is patients who visited once or twice and then drifted away.

Both groups are significantly warmer than cold traffic. They already know your practice. They already showed interest. They just needed consistent follow-up that never came.

AI reactivation campaigns — a sequence of three to five personalized messages over two to four weeks — consistently recover bookings from these lists at rates that surprise most practice owners.

CHAPTER 2

The message framework that works:

Message 1 — Reconnect: Acknowledge the time gap without making it awkward. Reference their specific interest or last treatment.

Message 2 — Value: Give them something useful. An educational tip, a new treatment update, a relevant seasonal promotion.

Message 3 — Invitation: A direct, low-pressure invitation to come back. An easy booking link. Atime-limited incentive if appropriate.

Patient communication automation delivers the highest immediate ROI by eliminating 6 to 8 hours of administrative work weekly per provider.

Automated appointment confirmations, payment collection, post-visit surveys, and recall campaigns reduce front-desk staffing needs while improving patient engagement. A five-location aesthetic clinic eliminated two front-desk positions through automation and redeployed staff to clinical support roles.

STRATEGY 3

PERSONALIZE FOLLOW-UP AT SCALE

The most effective follow-up messages feel personal even when they are fully automated. AI CRM systems connected to your patient database can segment leads by treatment interest, visit history, budget signals, and inquiry source — and customize every message accordingly.

A patient who came in for Botox six months ago and has not rebooked gets a different message than a brand-new lead who DM'd you last week about lip fillers. The Botox patient gets a rebooking reminder timed to their natural maintenance window.

The new lead gets an educational sequence about lip filler options, what to expect, and why your practice is the right choice.

Both feel personal. Neither required any staff time to send.

REAL IMPLEMENTATION EXAMPLE

A med spa uploads 4,200 inactive leads — people who had inquired about treatment in the past 24 months but had not booked or visited in over 6 months — into an AI follow-up platform.

The system segments the list by treatment interest and sends a personalized three-message sequence over 14 days. Messages are sent via text with email backup. Each references the patient's specific area of interest.

Result within 30 days: 42 consultation bookings. 17 of those consultations converted to treatment bookings averaging $1,300 per patient. $22,100 in revenue recovered from a database the practice had stopped contacting.

The staff did not send a single message manually.

THIS WEEK ACTION ITEM

Export every lead from your CRM that inquired in the last 12 months but has not visited or booked in the last 90 days. Do not filter by how warm they seem. Export all of them. That list is your highest-ROI marketing asset right now. A simple three-message text sequence sent to that list this week will produce bookings from people who are already warm to your practice and simply needed to hear from you again.

EXPECTED IMPACT

AI follow-up systems consistently produce 10 to 30 percent increases in lead-to-booking conversion rates, meaningful recovery from dormant lead databases, and significant reductions in staff time spent on manual outreach — time that redirects toward in-office patient experience where it produces the most value.

CHAPTER 3

AURAOS™ AI BOOKING

How Top Med Spas Eliminate Scheduling Friction
and Fill Their Calendars on Autopilot.
Powered by AuraOS™ Booking™



CHAPTER 3

THE CORE PROBLEM

The booking process is where motivated patients go to disappear.

They found your practice. They liked what they saw. They are ready to book. And then something in the booking process creates friction — an extra step, a required account creation, a redirect to call the office, a form that does not work on mobile — and they leave.

They did not stop wanting to book. They just stopped wanting to book with you.

Over 80% of patients will come back if they can book online, but 79% give up if the process is too hard. Automated reminders cut no-shows by 40 to 50 percent.

The practices filling their calendars consistently have one thing in common: they have made booking so fast and so frictionless that a motivated patient can go from first inquiry to confirmed appointment in under three minutes, from any device, at any hour of the day or night.



STRATEGY 1

MAKE BOOKING AVAILABLE EVERYWHERE, INSTANTLY

Every touchpoint where a patient discovers your practice — your website, your Instagram bio, your Google Business Profile, your Facebook page, your text conversations, your DMs — should have a direct booking link or embedded scheduling tool that allows immediate appointment confirmation.

Not a contact form. Not a request-a-call-back button. An actual booking system that shows real-time availability and confirms the appointment with a text confirmation before the patient puts their phone down.

The moment of maximum motivation is the moment of discovery. A patient who sees your Instagram Reel at 8:47 PM, gets excited about Morpheus8, and taps your booking link should be able to confirm a consultation before 8:50 PM. That is a realistic expectation in 2026.

And it is the standard the highest-performing practices are meeting.

STRATEGY 2

OPTIMIZE YOUR CALENDAR WITH AI INTELLIGENCE

AI booking systems do more than take appointments.
They optimize your revenue per hour.

Smart calendar systems identify your highest-revenue appointment slots and protect them for high-ticket treatments. When a cancellation opens a gap, the system automatically offers that slot to patients on a waitlist before the hour is lost. When your booking patterns show a consistent gap on Tuesday afternoons, the system flags it and suggests targeted promotions to fill that specific time.

Predictive scheduling and utilization tools reduce downtime and maximize provider availability.
Personalized treatment and product recommendations use client history and behavior to increase retention and lifetime value. Smarter rebooking and follow-ups help med spas proactively engage
clients before demand drops off.

A calendar that is 80 percent full of $400 Botox appointments generates very different revenue than an 80 percent full calendar that includes $1,500 filler packages, $2,000 laser treatments, and $3,000 body contouring sessions. AI scheduling can help shift that mix intelligently.

STRATEGY 3

ELIMINATE NO-SHOWS WITH MULTI-CHANNEL REMINDERS

The industry average no-show rate for aesthetic practices is 18 to 20 percent. Practices using automated multi-channel reminder systems consistently reduce that rate by up to 50 percent.

The system that works is not a single reminder the day before. It is a three-touch sequence:

- 72 hours before: Text and email reminder with appointment details and a confirmation request
- 24 hours before: Confirmation follow-up. If no response to the 72-hour message, escalate urgency
- 2 hours before: Final reminder with directions, parking information, and preparation instructions

Each message requires an active response — a reply YES, a button tap, a link click — before the appointment is considered confirmed. The practice knows in advance exactly how many patients are confirmed for the next day. Gaps are filled from the waitlist before they become revenue losses.

At 35 no-shows per month at $450 average — a recovery of even 50 percent of those no-shows through better reminders generates $7,875 per month in recovered revenue from a system that costs virtually nothing to run.

REAL IMPLEMENTATION EXAMPLE

A med spa integrates an AI booking system with their Instagram presence. Every Reel about a treatment includes a booking link in the caption. Their Instagram bio links directly to a mobile-optimized booking page showing real-time availability.

A prospect watches a Morpheus8 before-and-after Reel at 9:22 PM. She taps the booking link.

The page loads in 1.8 seconds and shows three available consultation slots. She selects Thursday at 10 AM. She confirms her name and phone number. A text confirmation arrives at 9:24 PM. A 72-hour reminder fires automatically.

She shows up Thursday. She books a $2,400 Morpheus8 treatment package.

From video view to confirmed consultation: 2 minutes and 14 seconds. Zero staff involvement.

THIS WEEK ACTION ITEM

Test your own booking process right now on your phone. Navigate to your website and attempt to book a consultation as a new patient. Time how long it takes. Count the number of steps and screens. Note every point where you had to pause, think, or switch devices. Every one of those friction points is a place where real patients are giving up. Fix the top three this week.

EXPECTED IMPACT

Practices that streamline booking with AI systems report higher booking completion rates, meaningful no-show reductions, improved calendar utilization, and a significantly better first impression — patients who book easily already trust you before they walk through the door.

CHAPTER 4

AURAOS™ AI CONTENT

The Med Spa Content Machine That Produces
While You Treat Patients.
Powered by AuraOS™ Content™



CHAPTER 4

THE CORE PROBLEM

The practices dominating Instagram, TikTok, and Google in 2026 are not necessarily the ones with the best results or the most experienced injectors. They are the ones that show up every single day with content that educates, entertains, and converts.

Consistency is the currency of social media. And consistency requires either a significant investment of time — which most practice owners running a full clinical schedule simply do not
have — or a system.

Companies using AI in marketing see 22 percent higher ROI and 32 percent more conversions. 84 percent of marketers say AI improved the speed of content delivery. 94 percent of marketers plan to use AI in content creation in 2026.

AI content systems do not replace the authentic, human moments that make a med spa brand compelling — the provider's personality, the patient transformations, the real clinic culture. They dramatically reduce the time required to turn those raw materials into polished, publishable content at the volume required to compete.

STRATEGY 1

BUILD PROCEDURE-BASED CONTENT PILLARS

Every major treatment in your practice is a content pillar — a single topic that supports dozens of individual content pieces across months of posting without ever repeating itself.

Botox alone supports content about:

- The procedure itself
- Timeline from injection to full results
- Common misconceptions (it does not freeze your face)
- The best age to start
- Botox vs. Dysport vs. Xeomin
- What happens to your face if you stop
- The lip flip
- The brow lift
- Preventative Botox for patients in their late 20s
- What to expect at your first appointment

That is ten content pieces from one treatment. Each becomes a Reel, a carousel, a Story, a caption, and an email. Use AI content tools to generate hooks, captions, scripts, and educational angles for each pillar in minutes. Your team reviews, personalizes with your clinic's voice and visuals, and publishes.

Production time drops by 60 to 80 percent. Posting volume increases. Engagement improves. Consultations follow.

STRATEGY 2

USE AI FOR SCROLL-STOPPING HOOKS

Generative AI lets marketers deliver up to 72 posts per week, making high-frequency posting sustainable. 83 percent of marketers say generative AI helps them produce much more content than without it.

But volume without quality is noise. The hook — the first 1.5 seconds of a Reel or the first line of a caption — determines whether anyone watches or reads past that point.

AI hook generators trained on high-performing aesthetic content can produce 20 hook variations for any procedure in under 60 seconds. Your team picks the strongest one. Content that would have taken a weekend to produce gets done in an hour.

Hooks that consistently outperform in med spa content:
• "The one Botox mistake that ages you faster than not getting it at all."
• "I asked 100 women what they wish they knew before their first filler. Here is what they said."
• "Why your Botox is wearing off faster than it should."
• "The 3 AM skin routine that changed everything for my most anxious patients."
• "What happens to your face at 35 if you have been getting Botox since 28."

None of these take more than five seconds for an AI to generate. Any one of them can be the
opening of content that reaches tens of thousands of people.

STRATEGY 3

REPURPOSE ONE PIECE INTO AN ENTIRE CONTENT CALENDAR

One ten-minute Q&A video recorded on an iPhone between patients becomes — with AI assistance — eight Instagram Reels, five captions, three email newsletter sections, two blog posts, one long-form YouTube video, and a 30-day content calendar outline.

The process:

1. Record the video on your phone. No production equipment required.
2. Upload to an AI video tool (CapCut, Descript, or similar).
3. AI transcribes, clips, adds captions, and generates social media copy.
4. Review, add your brand's visual identity, and schedule across platforms.

42 percent of marketers have adopted generative AI for video creation. AI-written emails show a 41 percent click-through rate. Email conversions improve by 42 percent with AI personalization.

The input is one recording. The output is a month of content across every platform. That is the leverage AI content tools provide to practices that use them correctly.

REAL IMPLEMENTATION EXAMPLE

A med spa's lead injector records a 12-minute Q&A video on her iPhone answering the seven most common questions about Morpheus8.
No ring light. No makeup artist. Shot between patients in the treatment room.

An AI content tool processes the recording and produces: nine short-form video clips with captions, six Instagram caption variations, four email newsletter sections, and two blog post outlines.

The injector reviews and approves everything in 30 minutes. The content publishes automatically across platforms for the next four weeks.

Result: Three new Morpheus8 consultation requests come in directly from the content. The entire production process took less time than one treatment appointment.

CHAPTER 4

THE AUTHENTICITY IMPERATIVE

One critical warning: When people suspect content is AI-generated, engagement drops sharply.

98 percent of consumers agree that authentic images and videos are pivotal in establishing trust with brands.

AI should write your captions, generate your hooks, and repurpose your content — but your face, your provider's personality, your real patient results, and your genuine practice culture should still be at the center of every piece. AI handles the production. Authenticity remains your responsibility.





THIS WEEK ACTION ITEM

Identify your five highest-revenue treatments. For each one, write down the five most common questions patients ask before booking that treatment. You now have 25 content topics — enough for five weeks of daily posts. Use an AI writing tool to generate 10 hook variations for each topic. Pick the best one for each. You have your content calendar for the next month done in one afternoon.

EXPECTED IMPACT

Practices implementing AI content systems report more consistent posting, lower content production costs, increased engagement rates, and measurable increases in inbound consultation requests attributable to organic content — without adding headcount.

CHAPTER 5

AURAOS™ AI ADS

How AI Is Making Med Spa Advertising Smarter,
Faster, and More Profitable.
Powered by AuraOS™ Ads™



CHAPTER 5

THE CORE PROBLEM

The average cost per lead for med spas running paid advertising on Google and Meta ranges from $80 to $250 depending on market, platform, and campaign optimization.

Many practices are at the higher end — or above it — because their campaigns are being managed manually on a weekly review cycle while AI-powered competitors are optimizing in real time.

Every dollar you spend on paid advertising either returns a multiple or it disappears.

The practices generating the most consistent returns from paid media are not necessarily spending more. They are testing faster, targeting sharper, and optimizing with a speed that manual management cannot match.



STRATEGY 1

HYPER-TARGET YOUR LOCAL PATIENT PROFILE

Paid media for med spas is a hyper-local game. You are not selling to everyone in your city. You are selling to a specific subset of people within a specific radius who have the disposable income, aesthetic interest, and psychological readiness to book a consultation.

AI targeting systems analyze your existing patient data — demographics, geographic concentration, service interests, visit frequency, average spend — and build audience profiles that find more people who look exactly like your best patients.

These systems update continuously based on campaign performance. Audiences that convert stay. Audiences that cost money without converting get eliminated. The targeting gets sharper every day without requiring manual intervention.

40 percent of med spas now leverage AI technology for customer service and streamlined appointment scheduling. The ones that also use it for ad targeting are creating a compounding advantage that gets harder to close as months pass.

STRATEGY 2

TEST CREATIVE AT A SPEED HUMANS CANNOT MATCH

The most important variable in any paid campaign is the creative — the hook, the visual, the offer. The difference between a $60 CPL and a $180 CPL is almost always the creative. Not the targeting. Not the budget. The creative.

AI creative testing tools generate dozens of headline variations, ad copy options, and video script alternatives in the time it previously took to write one. A/B testing that once required weeks of budget now produces meaningful data in days.

The practical workflow:
1. Use AI to generate 10 hook variations for your featured treatment
2. Test all 10 with a small equal budget
3. After 72 hours, the AI identifies the top two performers
4. Scale budget to those two. Eliminate the eight losers.
5. Generate 10 more variations testing against the current winner
6. Repeat continuously

This process, run properly, produces a steadily declining CPL and steadily increasing ROAS over
a 60 to 90 day campaign lifecycle.

STRATEGY 3

RETARGET WARM AUDIENCES SYSTEMATICALLY

Most people who see your ad for the first time do not convert immediately. They need multiple exposures across multiple platforms before they take action. Retargeting campaigns — ads shown specifically to people who have already engaged with your content or visited your website — consistently outperform cold audience campaigns by 3 to 5 times in conversion rate.

AI retargeting systems automatically segment your warm audiences and serve them personalized follow-up ads without requiring manual audience building for every campaign.

Segment your retargeting audiences by behavior:

- Website visitors who viewed a specific treatment page but did not book
- Instagram users who watched more than 50 percent of a specific Reel
- Email list subscribers who clicked but did not convert
- Past patients who have not returned in 90 or more days

Each group gets different creative that speaks to their specific level of familiarity with your practice. A website visitor who read your Morpheus8 page gets an ad about Morpheus8 results. A past Botox patient gets an ad about their natural rebooking window.

This is personalization at scale. Manual management cannot execute it consistently. AI can.



REAL IMPLEMENTATION EXAMPLE

A med spa launches a Meta campaign for lip fillers targeting women aged 25 to 45 within 15 miles. Using an AI creative testing system, they run 10 different hooks, 5 thumbnail options, and 3 offer structures simultaneously with a $50 per day test budget.

Within 7 days, data shows two clear winning combinations. Budget shifts automatically. The other eight combinations are paused.

The winning campaign generates consultations at $71 per lead. This practice's previous campaigns averaged $188 per lead. Same market. Same budget. Different approach.

Over 90 days the campaign generated 147 consultations at an average of $71 each. Total ad spend: $10,437. Total consultation bookings: 147. Treatment conversion rate at 55%: 81 new patients. Average first-treatment value: $890. Revenue directly attributable to campaign: $72,090 on a $10,437 ad investment.



THIS WEEK ACTION ITEM

Calculate your current cost per lead from paid advertising. Take last month's total ad spend and divide it by the number of consultation requests generated. If you do not know the number, you have a tracking problem that needs to be fixed before you scale anything. That CPL number is your benchmark. Every optimization you make going forward is measured against it.

EXPECTED IMPACT

Practices implementing AI-assisted paid media consistently achieve 30 to 60 percent lower cost per lead, faster creative iteration, better return on ad spend, and the confidence to scale campaigns with verified unit economics.

CHAPTER 6

AURAOS™ AI RETENTION

The Real Money in Your Practice Is the Patient
Who Already Loves You.
Powered by AuraOS™ Retention™



CHAPTER 6

THE CORE PROBLEM

Most med spas spend the majority of their marketing budget acquiring new patients while systematically underinvesting in keeping the patients they already have.

This is economically backwards.

A new patient costs $80 to $250 in advertising to acquire. An existing patient costs almost nothing to rebook. The practice that retains 70 percent of its patients and achieves 5 to 8 visits per year generates dramatically more revenue per marketing dollar than the practice constantly chasing new patients to replace the ones who drifted away because nobody followed up.

Cash flow can be unpredictable in aesthetic medicine. Demand for certain aesthetic treatments can be seasonal. Membership and loyalty programs backed by accurate revenue and reporting tools become essential for designing successful programs that fit your patient base, support predictable recurring revenue, and are easy for your team to administer.

AI retention systems make consistent, personalized patient reactivation automatic — so your existing patient base becomes a recurring revenue engine rather than a leaky bucket.



STRATEGY 1

PREDICT REBOOKING TIMING BY TREATMENT

Every treatment in your practice has a natural rebooking window based on clinical longevity:

- Botox: 3 to 4 months
- Lip filler: 6 to 9 months
- Cheek filler: 12 to 18 months
- Sculptra: Series of 3 sessions every 4 to 6 weeks
- Morpheus8: Optimal results with 2 to 3 sessions
- Chemical peels: Monthly or quarterly
- HydraFacials: Monthly

AI retention systems track every patient's treatment history and automatically send a personalized outreach message as each treatment approaches its natural rebooking window — before the patient thinks to call you, before a competitor's ad catches their attention, and before the results wear off enough that they start reconsidering.

The message that works: "Hi Sarah — your Botox results were about 3 months ago and you may be starting to notice some natural movement returning. Ready to book your touch-up? Your favorite Thursday morning slot might still be available."

This is not a promotional blast. It is a clinically-timed, personally-addressed communication thatfeels like your best coordinator personally remembers every patient. And it requires zero staff time when automated correctly.

STRATEGY 2

BUILD AI-POWERED MEMBERSHIP PROGRAMS

Memberships are the highest-retention tool in aesthetic medicine. A patient on a monthly membership visits more frequently, spends more per visit, refers more friends, and cancels less often than a non-member patient.

AI systems can:

- Analyze your patient database to identify which patients are the best candidates for membership based on visit frequency, treatment history, and spending patterns
- Trigger automatic membership invitations to qualifying patients at the optimal moment in their patient journey
- Send members personalized communications about their membership benefits, upcoming renewals, and exclusive member offers
- Predict which members are at risk of cancellation based on engagement decline and trigger preemptive retention offers

A practice that converts 20 percent of its active patient base to a $199 per month membership generates predictable recurring revenue that exists completely independent of how many new patients walk through the door in any given month.

STRATEGY 3

BUILD PERSONALIZED PATIENT JOURNEYS

A patient who came in for Botox and loved it is a candidate for filler education.

A patient who has done fillers for two years is a candidate for a conversation about Sculptra for longer-lasting volumization.

A patient who has done both is a candidate for a comprehensive facial rejuvenation package conversation.

AI CRM tools map each patient's service history, identify logical next-service recommendations based on their treatment progression, and trigger personalized educational content that moves
patients naturally toward expanded treatment plans.

Education creates desire. Desire creates appointments. Appointments create revenue.

REAL IMPLEMENTATION EXAMPLE

A med spa connects its CRM to an AI retention platform. The system automatically identifies Botox patients whose last appointment was 90 days ago and sends a personalized rebooking text reminder with a direct calendar link.

Of 180 patients who received the automated 90-day reminder, 71 booked a touch-up appointment within two weeks.

71 appointments at an average of $380 per Botox session: $26,980 in revenue generated by a message sequence that required zero staff involvement to send.

THIS WEEK ACTION ITEM

Pull a list of every patient who received Botox more than 90 days ago and has not rebooked.

Send a personal text to 10 of those patients this week. Keep it warm and specific — reference their last treatment. Track how many respond. The response rate will show you exactly what an automated retention system would generate at scale across your full patient database.

EXPECTED IMPACT

Practices with strong AI retention systems consistently achieve higher patient lifetime value, increased visit frequency, more predictable monthly revenue, lower new-patient acquisition cost, and reduced dependence on paid advertising to maintain revenue targets.

CHAPTER 7

AURAOS™ AI REVIEWS

How Smart Med Spas Turn Every Happy Patient
Into a Trust Machine



CHAPTER 7

THE CORE PROBLEM

Your Google review count and rating are among the first things a new patient evaluates before calling. Practices with 4.8 stars and 200 reviews get called. Practices with 4.2 stars and 40 reviews get scrolled past.

The practices with the most reviews are not necessarily the best practices. They are the ones with the most consistent review-request process.

Most patients who have a great experience are willing to leave a review. They just never think to do it unless someone asks. And asking consistently — for every patient, immediately after every positive appointment — is something most practices simply do not do systematically.

AI review systems make the ask automatic, perfectly timed, and completely frictionless.

STRATEGY 1

AUTOMATE REVIEW REQUESTS WITH PERFECT TIMING

The optimal moment to request a review is within 24 hours of a positive appointment. Not a week later when the experience has faded. Not immediately in the chair when the patient is still processing. The morning after — when the results are visible, the experience is fresh, and the patient's satisfaction is at its peak.

An automated review request sent via text within 18 to 24 hours of an appointment, with a direct deep link to your Google review page that opens the review composer immediately, is the single most effective review generation system in existence.

No redirects. No searching. One tap and the review form is open. The barrier is as low as possible.

Practices implementing this system consistently see their review volume increase by three to five times within the first 90 days.

STRATEGY 2

FILTER UNHAPPY EXPERIENCES BEFORE THEY REACH GOOGLE

Not every appointment goes exactly as hoped. When it does not, you want to know about it — privately — before the patient takes that frustration to Google.

AI review systems can include a pre-screening question triggered 24 hours after the appointment: "How was your experience today?" with a simple 1 to 5 rating embedded directly in the text message. Patients who respond with 4 or 5 stars are immediately directed to Google with a booking link. Patients who respond with 1 to 3 stars are routed to a private feedback form and a prompt for the team to reach out personally and address the situation.

This is not reputation manipulation. It is proactive service recovery — the kind that turns a potentially negative public experience into a resolved private conversation and sometimes into your most loyal patient.

STRATEGY 3

TURN REVIEWS INTO REVENUE-GENERATING CONTENT

A five-star Google review is not just a trust signal. It is:

- Instagram testimonial content
- Facebook ad social proof
- Website homepage credibility
- Email newsletter material
- Sales conversation ammunition

AI tools monitor your reviews, identify the most specific and compelling ones, and automatically repurpose them across your marketing channels. Y

our happiest patients are already writing your best marketing.

A system that amplifies that content across every channel is the highest-ROI content strategy available to a med spa with limited marketing staff.

REAL IMPLEMENTATION EXAMPLE

After implementing an automated post-appointment review request system, a med spa goes from an average of 4 new Google reviews per month to 23 new reviews per month. Their Google
rating increases from 4.2 to 4.7 stars within 5 months.

Their Google Business Profile call volume increases by 38 percent over the same period — attributable primarily to the improved rating affecting their local search ranking.

More calls.
Same practice. Same services.
Better review infrastructure.

THIS WEEK ACTION ITEM

Text five of your happiest patients from the last two weeks right now. Keep it genuine: "Hi [name] — it was so great having you in recently. If you have two minutes, we would absolutely love a Google review. Here is the direct link: [link]. It genuinely means so much to us." Do this manually as a test this week. The response rate will validate exactly how much an automated review system will generate at scale.

EXPECTED IMPACT

Practices with active AI review generation systems achieve higher Google local search rankings, increased new patient call volume, higher booking conversion rates from better social proof, and more referral traffic from organic sources — without any additional advertising spend.



CHAPTER 8

AURAOS™ AI CONSULTATIONS

AI-Assisted Consultations That Increase Treatment Acceptance Without Any Sales Pressure



CHAPTER 8

THE CORE PROBLEM

The consultation is where the sale happens or it does not. Most practices leave this moment entirely to chance — relying on the natural skill and energy of whoever is conducting the consultation that day, with no standardized pre-consultation preparation, no educational priming, and no systematic follow-up afterward.

The result is inconsistent conversion. A skilled provider on a good day converts 70 percent of consultations. The same provider on a busy day, without pre-consultation information about the patient's goals, converts 40 percent of the same quality consultations.

AI does not replace the human consultation. It makes it dramatically more effective by preparing the patient before they arrive, preparing the provider before they walk in, and reinforcing the treatment recommendation after the patient leaves.



STRATEGY 1

PRE-QUALIFY AND EDUCATE PATIENTS BEFORE ARRIVAL

An AI pre-consultation sequence — three to five automated messages sent in the days before a consultation — does two things simultaneously.

It collects critical information from the patient: their specific aesthetic goals, the treatments they are most interested in, their primary concerns or hesitations, their comfort level with investment in aesthetic treatments. This information reaches the provider's tablet before the consultation begins.

And it educates the patient: relevant before-and-after results, a video explanation of the treatment by the provider, answers to the most common questions about the specific procedure. By the time the patient arrives, they are not a blank slate. They are an informed, prepared, motivated prospect who has already spent 20 minutes engaging with your practice's content and building trust in your clinical approach.

The provider walks into the consultation already knowing the patient's goals, concerns, and investment signals. The exploratory phase is shortened. The recommendation phase is stronger.

The patient feels heard before the conversation begins.

STRATEGY 2

USE AI-POWERED SKIN ANALYSIS AS A CONSULTATION TOOL

AI skin analysis tools use photos and machine learning to measure pore size, wrinkles, spots, and can even predict how skin will age. This helps practices give treatment plans that are personal and data-driven.

AI skin analysis apps — placed on an iPad in your consultation room or embedded on your website for pre-visit completion — give patients an objective, visual representation of their skin's current state and the specific areas where improvement is possible.

When a patient can see their skin analysis score on a screen, treatment recommendations stop being suggestions and become obvious responses to data.

Treatment acceptance rates improve dramatically when recommendations are data-driven rather than conversation-driven. Patients do not feel sold to. They feel diagnosed and helped.

STRATEGY 3

FOLLOW UP ON EVERY CONSULTATION THAT DID NOT BOOK

Most patients who leave without booking are not gone. They are undecided. The provider made a recommendation. The patient is thinking about it. That thinking period — which for high-ticket aesthetic treatments can extend 7 to 14 days — is where systematic AI follow-up can tip the decision.

An automated post-consultation sequence launched within hours of any consultation where a treatment was recommended but not booked:

• Day 1: A warm follow-up from the practice acknowledging the consultation, answering any lingering questions, and providing the specific treatment recommendation in writing

• Day 3: Educational content directly relevant to the recommended treatment — results, timeline, patient experiences

• Day 7: A gentle invitation to book with a direct link — sometimes with a time-limited incentive

This sequence, running automatically, consistently produces bookings from consultations that appeared to be lost.

REAL IMPLEMENTATION EXAMPLE

A med spa implements a digital pre-consultation intake form sent via text 48 hours before every new patient appointment. The form collects treatment goals, specific concerns, budget comfort
signals, and any questions the patient wants answered during the visit.

The provider reviews the completed form for 2 minutes before entering the consultation room.

Treatment acceptance rate in consultations with completed AI intake forms: 67 percent.

Treatment acceptance rate in consultations without intake forms: 39 percent.
Same providers. Same treatments. Same market. Different system.

THIS WEEK ACTION ITEM

Create a five-question digital intake form for new consultation patients using Typeform or a Google Form. Send it manually to your next five consultations via text 48 hours before their appointment. Review the responses before each appointment and note how it changes the consultation dynamic. The difference will be immediately apparent — and immediately measurable.

EXPECTED IMPACT

Practices with AI-assisted consultation systems consistently report higher treatment acceptance rates, more efficient consultations, lower patient anxiety entering the treatment decision, and stronger conversion from consultation to first treatment — often improving acceptance rates by 20 to 30 percentage points.



CHAPTER 9

AURAOS™ AI LEAD NURTURE

The System That Converts Curious Prospects Into Paying Patients on Their Timeline, Not Yours



CHAPTER 9

THE CORE PROBLEM

Not every lead books immediately. Some patients need 30 days to decide. Some need 90 days.

Some need to be educated about a treatment for six months before they feel confident enough to move forward. Some need to see 15 more before-and-after results. Some need to watch their friend get the treatment and love the outcome.

The patients who do not book in the first week are not bad leads. They are unconverted leads.
And most practices abandon them after one or two contact attempts — which means a competitor with a nurture system captures them at month two or three when they are finally ready.

Eighty percent of sales in high-ticket aesthetics happen after five or more touchpoints. Most practices stop after two.

STRATEGY 1

BUILD TREATMENT-SPECIFIC EDUCATIONAL SEQUENCES

A patient who is curious about Sculptra but not ready to book does not need to be sold to. She needs to be educated. She needs to understand how Sculptra is different from filler, what the timeline of results looks like, what the treatment experience involves, what the commitment is, and — most importantly — what the results look like on patients who are similar to her.

A 30 to 45 day educational sequence — delivered via email and text, timed appropriately across the weeks — answers every question, addresses every concern, and shows the patient exactly
what is possible before she ever picks up the phone.

By the time she is ready to book, she is not comparing your practice to five competitors. She is comparing times to call you.

STRATEGY 1

Each sequence should include:

• Week 1: Welcome and overview — what the treatment does and why patients choose it

• Week 2: The process — what to expect at the consultation, during treatment, and after

• Week 3: Real results — before-and-after case studies with specific patient profiles matching the lead's demographic

• Week 4: Addressing hesitations — the most common concerns and the honest answers to each

• Week 5: Invitation — a warm, personal invitation to take the next step with a direct booking link

STRATEGY 2

SEGMENT BY TREATMENT INTEREST AND LIFECYCLE STAGE

A lead who inquired about Botox and a lead who inquired about CoolSculpting are at different stages of a different journey. Sending them the same content is a waste of both messages.AI CRM systems automatically segment leads by:

• Treatment interest: What they specifically inquired about

• Decision stage: New inquiry versus someone who attended a consultation and did not book

• Engagement level: How actively they are opening emails and clicking links

• Time in funnel: How long they have been in the nurture system without converting

Each segment gets content that is precisely calibrated to their specific situation. The result is that every prospect feels like they are receiving communications designed specifically for them —
because they are.

STRATEGY 3

COORDINATE MULTI-CHANNEL NURTURE INTELLIGENTLY

The most effective nurture systems do not rely on a single channel. They coordinate email, text, retargeting ads, and organic social media into a coherent presence that a prospect encounters consistently across multiple platforms.

A lead who entered your nurture sequence through a web form download sees your Botox educational Reel on Instagram. Then receives an email about the treatment. Then sees a retargeting ad featuring a patient testimonial. Then gets a text invitation to book.

Each touch reinforces the others. The cumulative effect is trust built at a speed that no single channel could achieve alone.

AI orchestration tools coordinate this multi-channel presence automatically based on the lead's behavior — opening emails triggers one follow-up, clicking a link triggers another, watching a social media video triggers a third. The system responds to what the lead does, not just to the passage of time.



REAL IMPLEMENTATION EXAMPLE

A lead downloads "What to Expect From Your First Botox Appointment" from a med spa's Instagram link. She is automatically added to a 35-day Botox educational nurture sequence.

Over 35 days she receives 8 text messages and 6 emails — each one educational, warm, and specifically about Botox. She watches three short videos from the lead injector. She sees the practice's before-and-after content on Instagram three times. She opens 9 of the 14 messages.
On Day 38 she books a consultation.
On Day 45 she comes in. She books $680 in Botox and $420 in lip filler.
On Day 135 she comes back. She brings her sister.

From a download to a loyal patient: a journey that happened entirely because the practice had a system that stayed present, consistent, and valuable across 35 days without requiring a single staff member to send a single manual message.

THIS WEEK ACTION ITEM

Create one lead magnet for your highest-demand treatment. A simple PDF guide works perfectly — "What to Expect From Your First Morpheus8" or "The Complete Guide to Lip Filler: What Every Patient Asks Before Booking." Make it available in your Instagram bio and on your website in exchange for a name and phone number. Build a three-message text sequence to follow up over 10 days. This is a basic nurture system you can build in one afternoon that will produce consultation bookings from people who would otherwise never reach out directly.

EXPECTED IMPACT

Practices with AI lead nurture systems consistently achieve higher overall lead-to-patient conversion rates, longer and more valuable relationships with leads who take more time to decide, and better ROI from every marketing dollar invested — because leads are followed up with systematically until they convert rather than being abandoned when they do not immediately respond.



CONCLUSION

THE AI-FIRST PRACTICE

You have just read about nine systems. Before you set this playbook down, understand one thing.

These are not nine separate strategies. They are one integrated system — a complete operating architecture for a med spa that captures every lead, converts every consultation, retains every patient, and scales without requiring you to hire proportionally more staff for every dollar of additional revenue.

The implications are significant. Many practices struggle with speed-to-lead, often losing a meaningful percentage of prospective patients simply because no one responds quickly enough. AI-driven systems can now engage those leads almost instantly, effectively capturing demand that would otherwise disappear. The result is not just incremental improvement but sizable lifts in conversion and revenue.

The practices that will look back on 2026 as the year everything changed are not the ones that read this playbook and filed it.

They are the ones that read it, identified the two or three chapters where their biggest gaps live, and implemented immediately — before their competitors figured out that the same playbook existed.



The window is not permanently open. The practices that act now build a compounding advantage in lead capture, retention, and operational efficiency that gets harder for late movers to close with every month that passes.

According to Ben Wolber, CEO of Ilume: most practices operate across several platforms and AI-powered analytics is beginning to solve that problem — connecting disparate systems and translating raw data into actionable insight. For smaller and mid-sized practices in particular, this represents a meaningful shift.

You do not need to implement all nine chapters simultaneously. You need to identify your highest-leverage gap and close it first.

If you are losing leads after hours:
Chapter 1 is your first action.

If your follow-up is inconsistent:
Chapter 2 is your first action.

If your no-show rate is above 15 percent:
Chapter 3 is your first action.

If your content is inconsistent:
Chapter 4 is your first action.

If your ad CPL is above $150:
Chapter 5 is your first action.



If your patient return rate is below 50 percent:
Chapter 6 is your first action.

If you have fewer than 100 Google reviews:
Chapter 7 is your first action.

If your consultation acceptance rate is below 55 percent:
Chapter 8 is your first action.

If you are abandoning leads after two contact attempts:
Chapter 9 is your first action.

One system. Implemented well. Is worth more than nine systems implemented poorly.

Start with your biggest gap. Build that system first. Measure the results. Then move to the next.

The practices that will dominate medical aesthetics in 2027 and 2028 are being built right now.

Not by the owners with the deepest pockets.
By the ones who moved first.

This is your invitation to be one of them.

YOUR NEXT STEP

The fastest way to close your biggest gap is not to build these systems yourself from scratch. It is to work with a team that has already built them, installed them in practices like yours, and can have yours running within 72 hours.

Aura Growth™ AI installs AI consultation setters, follow-up systems, booking automation, and lead nurture sequences inside med spas — fully customized to your practice, set up within 72 hours, optimized over 14 days, and running without requiring any additional work from your team beyond the first onboarding call.

Your 14-Day AI Challenge starts here: challenge.getauragrowth.com

Or speak with Angel directly: 702-666-4174 | angel@getauragrowth.com

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