

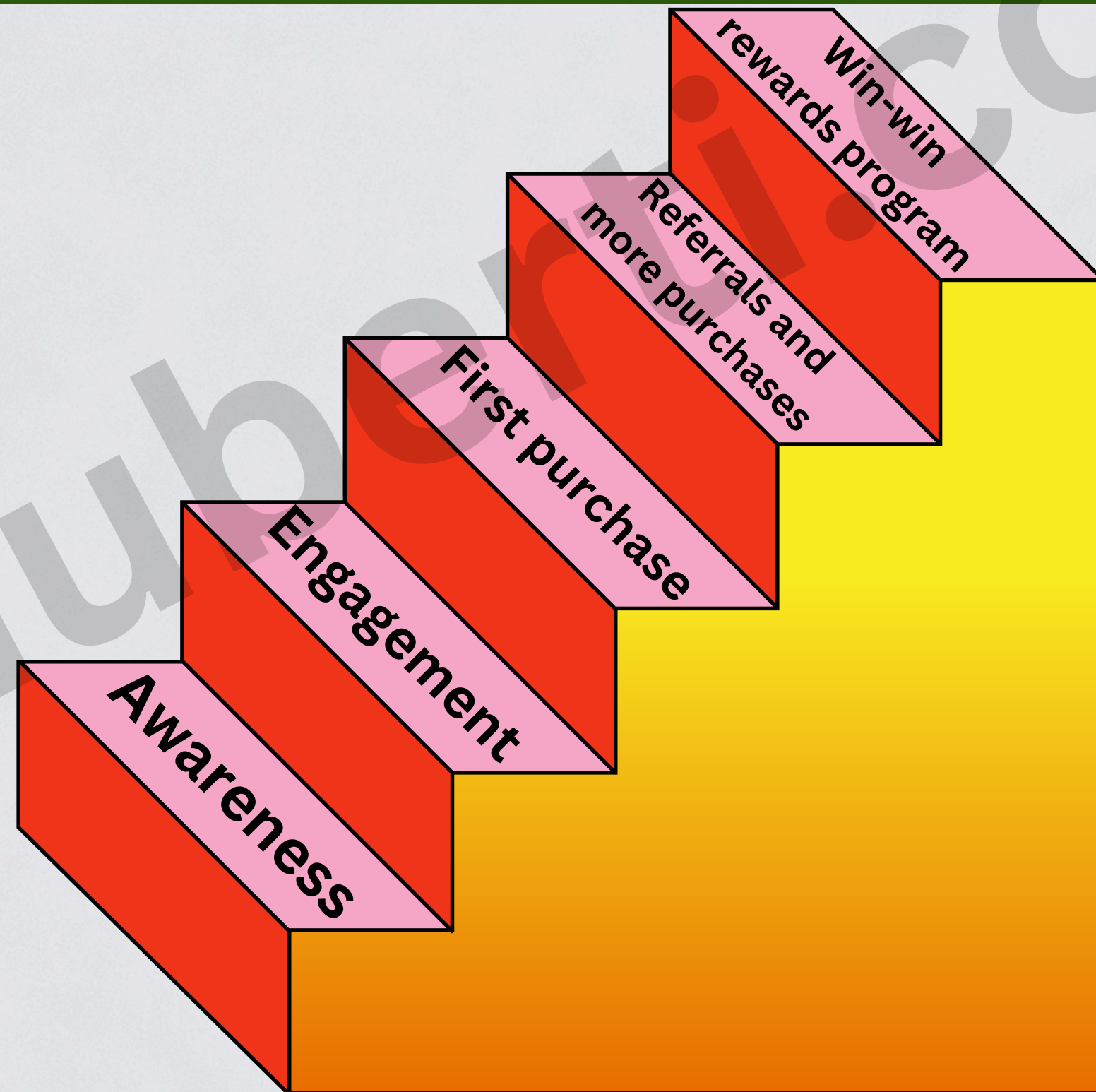
10 Do's and Don'ts When Running Paid Ads For Your Med Spa

Presented By :
Michael Guberti,
Marketing Strategist
MichaelGuberti.com



1 of 10: Do...

Track your return on investment regularly and monitor key advertising metrics once per week.



2 of 10:

Do...

Give your advertising efforts a full year to prove themselves.

You can change your campaigns, topics, promotions, and other marketing material, but commit to advertising for a full 12 months.

Business growth takes time.

There are no overnight successes.



3 of 10: Do...

Launch ad campaigns showing videos of your clients receiving your treatments.

For example, you can show videos of laser hair removal, IPL, microneedling, lash lift and tint, etc.





**Put your
logo here**

4 of 10:

Do...

Run gift card campaigns during the Christmas and holiday season, as well as Mother's Day.

47% of U.S. adults have at least one unspent gift card.

5 of 10: Do...

Run ads promoting your monthly membership programs.

Show the benefits of your membership program in 1 picture.

Also point out the affordability of the membership program.

Beauty Club Perks



ENHANCE YOUR NATURAL BEAUTY

Look and feel fabulous with a Lash Lift and Tint, BodyFX, HydroLuxx, Chemical Peel, Laser Vein Treatment for the legs or face, Back Facial, Microdermabrasion, custom deep cleansing facial, or a HydraFacial (SkinWave) each month.

YES PLEASE :)



EXCLUSIVE SAVINGS

Save 10% off most services and products (excluding laser hair removal, sales packages, and prescriptions).

SMART MOVE GORGEOUS!



BUDGET FRIENDLY

The Beauty Club is just \$99 per month to receive one applicable treatment per month. A \$50 surcharge is due at the completion of a microneedling, HydraFacial (Skinwave), and Hydroluxx treatment.

\$99 PER MONTH



6 of 10:

Do...

Use real pictures and videos of your clients when available.

Monitor and respond to comments on your paid ad campaigns.

7 of 10:
Do...

Promote your in-person
events with your paid
advertising campaigns.

Split Rock Aesthetic Institute

**SAVE THE DATE
OCTOBER 26, 2023**

YOU ARE INVITED TO OUR MOST
FABULOUS BEAUTY EVENT OF THE YEAR!

**PATIENT APPRECIATION
RAFFLE PRIZES**

A portion of the proceeds will benefit
St. Jude Children's Hospital.

**EXCLUSIVE
BEAUTY SPECIALS!
BEST PROMOS OF THE YEAR!**

A TICKET TO THE EVENT IS
\$50 PER PERSON.

RSVP

203.831.8029

6 - 8:30 pm | 539 Danbury Rd, Wilton, CT



*Hors D'Oeuvres &
Specialty Cocktails*



8 of 10:
Do...

In 12 months, spend at least 90% of your social media and search-based advertising budget on reaching new people, and up to 10% on reaching existing clients.

9 of 10: Do...

Follow up with your leads and clients regularly.

This is a make-or-break factor for your marketing strategy and business as a whole.

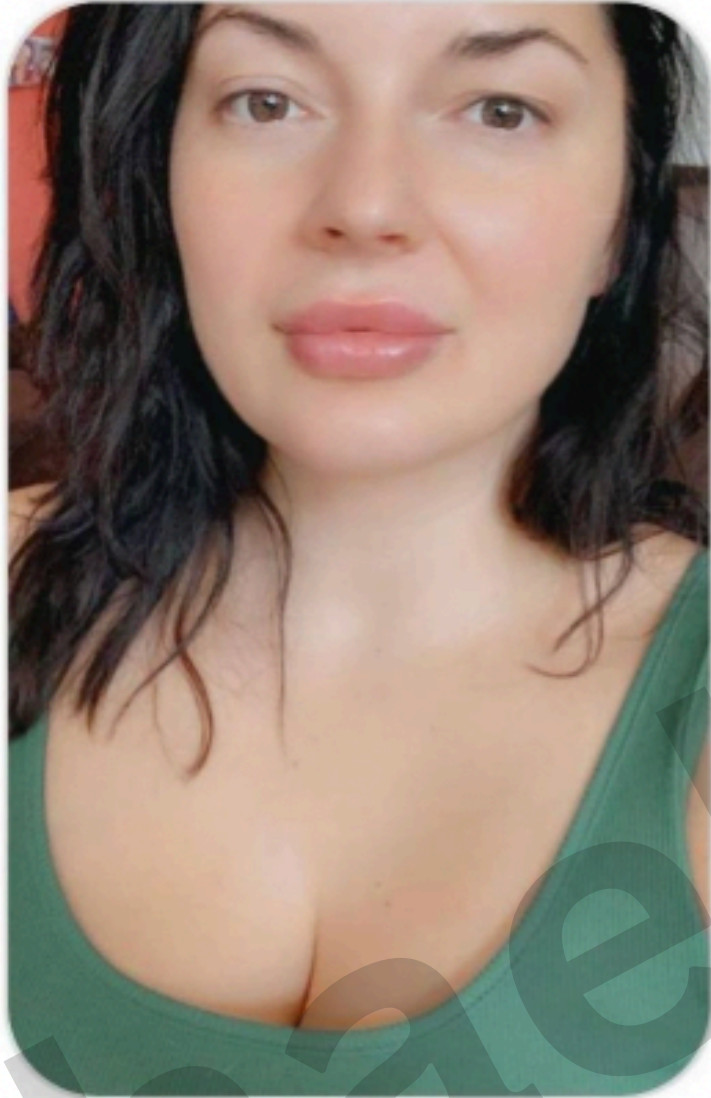


10 of 10: Do...

Add your clients' reviews to the wording of your paid ad campaigns.

Show pictures from clients and the positive feedback that they sent to you.

Hide the client's name for privacy reasons unless they give you permission.



I'm soooooooo in love thank
you again



*Feedback
from
Michael's
clients:*



Elaine H.
DermAesthetics Anti-Aging, Laser & Medical Skin Care Center



"It's a nice thing, when you send that out, and we get the calls. I love seeing that. I do always see an uptick in the phone calls when you send out your marketing materials."

Lisa Salerno,
Split Rock Aesthetic Institute



"I don't know where they found you, but you're incredible. Of all the companies I've ever worked for, they all hired big companies. You are unbelievable."

1 of 10: Don't...

use risque or overly revealing pictures in your paid advertising campaigns.

Facebook and Instagram will likely reject those paid ads.





2 of 10: Don't...

use copyrighted music in your paid advertising campaigns.

You can post reels with copyrighted music, but if you try to boost those reels, Instagram will deny your request because the music belongs to someone else.

Remember, these do's and don'ts are for your *paid advertising campaigns*.

3 of 10: Don't...

run ads on Facebook's "Audience Network" because often the clicks that come from the Audience Network are low-quality.

Even Facebook's representatives say that the Audience Network is not the best for brick-and-mortar businesses.



4 of 10: Don't...

boost posts from your phone. When you boost posts on your phone, Instagram gives you a small slice of its targeting functionality to choose from.

You may spend \$5 to boost your post from your phone and get 4 likes as a result.

Meanwhile, advertisers using all of Instagram's capabilities can promote a post, spend the same \$5, and get between 25 – 100 likes from potential customers.

One advertiser is using a small portion of Instagram's targeting options. The other is using everything that the platform has to offer.

Don't shortchange yourself. Avoid boosting posts from your phone. Instead, invest in high-quality marketing campaigns customized toward your business goals.



WARNING:
AVOID THESE
DIGITAL
MARKETING
DISASTERS





In addition to being both expensive and ineffective, Apple is now charging a 30% service charge for iPhone users who boost posts on Instagram's mobile app.

Therefore, it is estimated that if you boost an Instagram post for \$30 on the Instagram mobile app on your iPhone, your expense will be \$39 (\$30 to Instagram + \$9 to Apple because of the 30% service charge) before applicable taxes.

Insult to injury.

Don't overpay for underperformance.

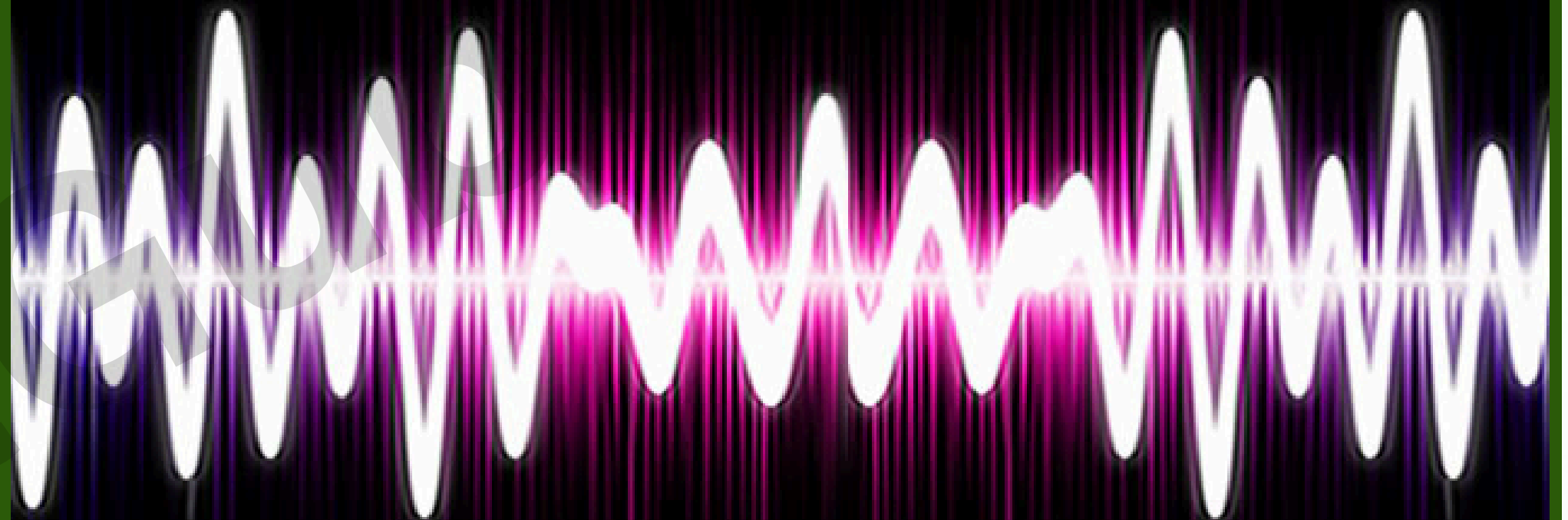
5 of 10: Don't...

forget to send emails and text messages to your leads regularly.

You have to nurture them and communicate consistently because there is an abundance of distractions and reasons why people can become preoccupied.

You have to cut through the noise.

**You have to
cut through the noise.**



6 of 10:

Don't...

just ask for people's email addresses, ask for their phone numbers as well.

You can also ask them what services they are interested in, their preferred day of the week, and time of day for your team to call them.



IMPORTANT

7 of 10: Don't...

use a lifetime budget in
your full-fledged paid ad
campaigns.

Use a daily budget instead.



8 of 10: Don't...

start your ads and then review them 90 days later. Some organizations and ad agencies do this.

Instead, monitor your metrics regularly, recording them in a weekly spreadsheet that also includes statistics like your number of appointments and consultations scheduled over the next 30 days.



9 of 10: Don't...

pay to reach people who are outside of the geographical areas where you get clients from, or project to get clients from.



I have been asked to fix situations where an advertising agency is having its client pay to reach people in one state, when the client's business is located in a different state. That is what happens when you have a mismanaged ad campaign run by people who do not understand your specific business.



10 of 10:
Don't...

have someone with little to no experience spend your money on paid advertising campaigns.



A brick-and-mortar company decided they would have their receptionist run paid Google ad campaigns for their business.

The receptionist downloaded the Google Ads app on her phone, clicked a few of the targeting options for the campaign, chose the ad, submitted it for review, and the campaign began.



Sadly, because the receptionist had no experience creating or managing paid ad campaigns online, this brick-and-mortar business was paying to promote its physical location to people outside of their geographical radius and even outside of their country.

Why? Because the receptionist did not choose the right settings.

Therefore, the business paid to show its ads all over the world, virtually guaranteeing that no one who saw their ads would become a client.

All this without even knowing that they made the mistake. Google's dashboard showed that people were clicking on and viewing the ads. They looked no further than that.

The business continued to waste their money.





Don't leave the fate of your business and livelihood in the hands of someone who doesn't know what they are doing.

Avoid these costly digital marketing disasters.

Work with a marketing professional who knows what they are doing.

●● **BUILD YOUR THRIVING,
SUCCESSFUL PRACTICE**
WITH PROFESSIONAL,
DONE-FOR-YOU MARKETING SERVICES!



Just like the human body has vital organs (the brain, heart, lungs, kidneys, and liver), there are vital components to a thriving business, one of which is the organization's marketing strategy.

One of Michael's clients in the medical aesthetics industry mentioned, "from what I've learned about business, my advice to entrepreneurs is to get a good lawyer, a great accountant, and someone who knows what they are doing with marketing."



CLIENTS ARE
ESSENTIAL FOR A
BUSINESS.

HIGH-QUALITY
MARKETING CAN
HELP YOU GET MORE
CUSTOMERS.

**MEDICAL
AESTHETICS
PRACTICES
BENEFIT FROM A
STRONG
MARKETING
BUDGET AND A
COMMITMENT TO
ADVERTISING OVER
THE LONG TERM.**



In many ways, marketing success depends on the mindset of the business owner.

Do they see their marketing team and advertising budget as non-negotiables on their balance sheet, or do they see them as costs that need to be cut during tough times?

The answer to that question can determine the future of the business.



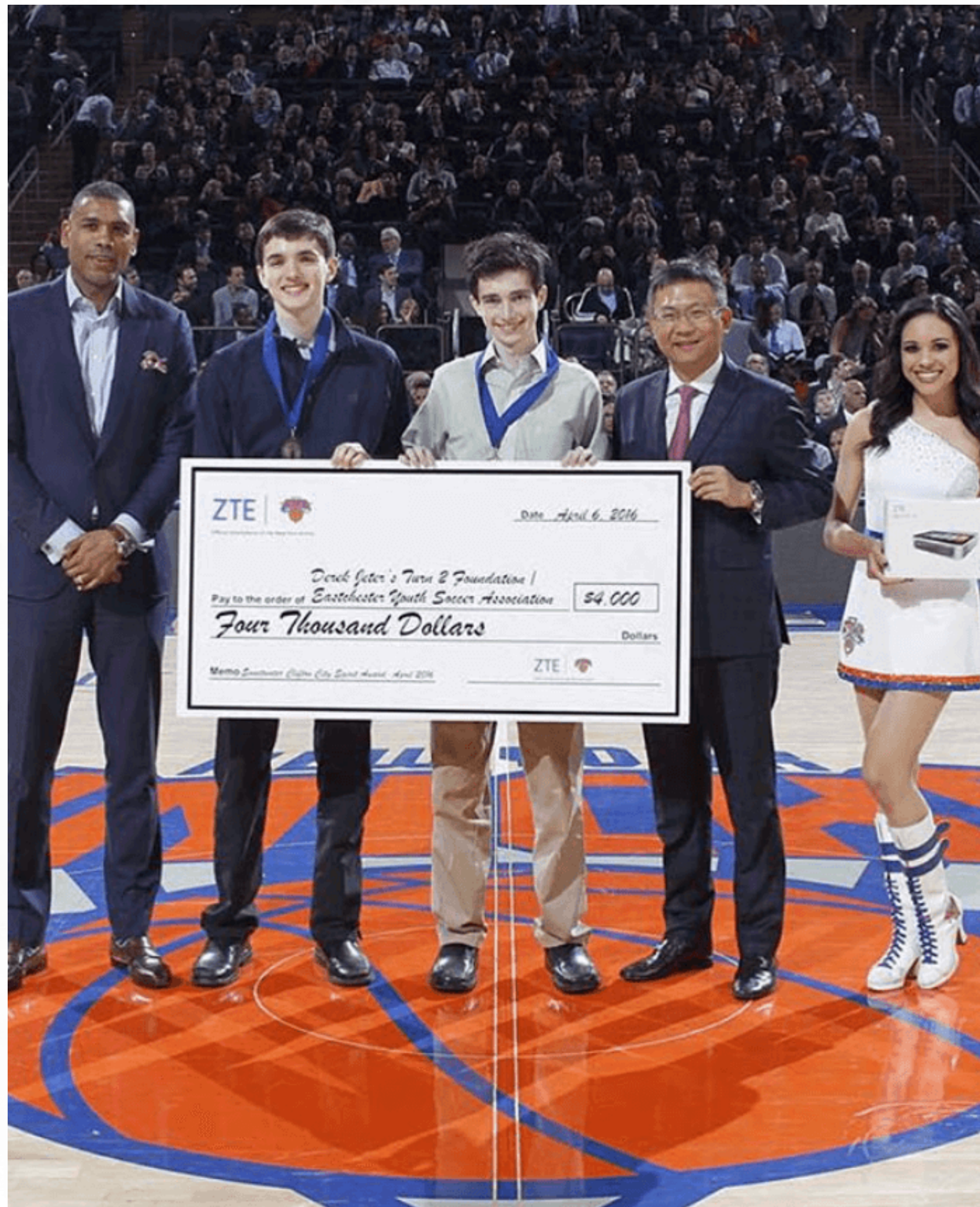
Meet Michael



Michael Guberti is a digital marketing strategist specializing in industries like medical aesthetics practices, orthodontics, and others.

His campaigns have driven over \$90 million in client revenue, and he has managed over \$1 million in online advertising.

Michael has presented at ISPAN, Vegas Cosmetic Surgery, and Gensler's NYC headquarters. His accolades include the Best Marketing Campaign of the Year Award, the Rule Breaker Award, and the New York Knicks' Sweetwater Clifton City Spirit Award. Learn more at MichaelGuberti.com.



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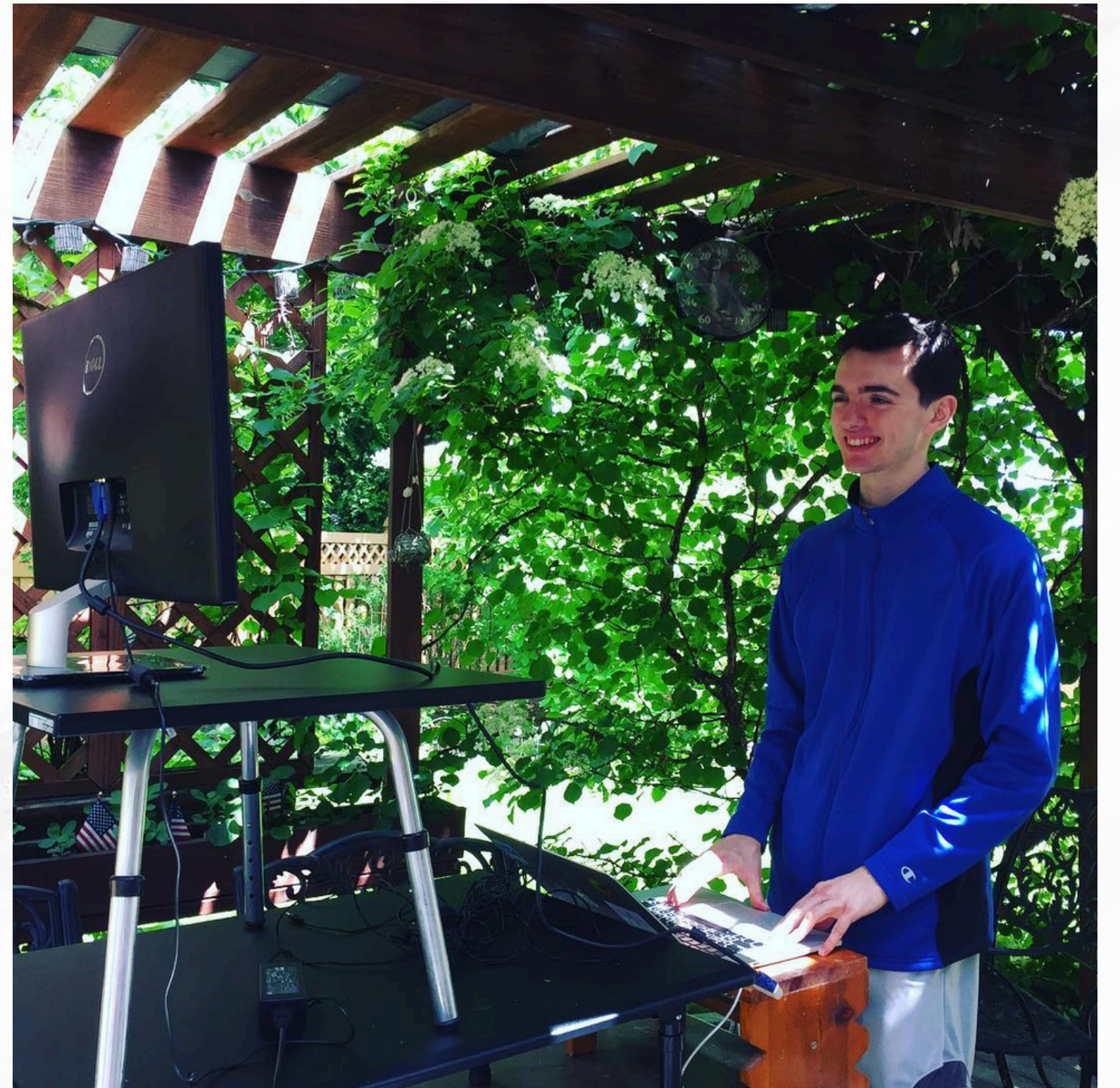
*Looking forward
to seeing you
implement these
strategies and
achieve success!*

-Michael Guberti



To invest in high-quality marketing campaigns for your business, schedule a complimentary discovery call to see if we are a good fit to work together.

If you want to know how the service works, how often we would communicate, what work is done, etc., schedule a call to get your questions answered.



Visit MichaelGuberti.com / Schedule to schedule your complimentary discovery call.

*Scan the QR code
to book your
discovery call to see
if you and Michael
are a good fit to
work together!*

