



MED SPA MARKETING MASTERY

A case study on JAG Medical Spa's rapid expansion in new patient numbers with Salt Marketing's tailored strategies

EXECUTIVE SUMMARY

Salt Marketing helped JAG Medical Spa catapult their new patient rate by 33% in just one quarter with a robust publication calendar, consistent social media, a renaming and rebranding, and a website that captivates visitors and drives them to engage online.

The JAG Medical Spa marketing strategy is based on Salt Marketing's 5 step framework, providing a comprehensive look at performance and success:

- **Differentiation:** Messaging that makes the customer the hero
- **Publication:** Focusing on the questions new patients ask most
- **Optimization:** Full website redesign to showcase JAG's authority
- **Amplification:** Consistent messaging that shares new content
- **Automation:** Online bookings that go straight to the CRM for follow-up



AT A GLANCE



[/jagmedicalspsa/](https://www.instagram.com/jagmedicalspsa/)



http://

jagmedicalspsa.com

THE STORY OF JAG MEDICAL SPA

Dr. Jared and Ashton Guichard are the founders of and visionary minds behind JAG Medical Spa in South Carolina. Together, they've grown their practice over the last several years, but reached a plateau in 2023 that had them wondering about next steps. Social media had become a chore instead of a choice and their new patient numbers, while promising, remained stagnant.

They knew that the market for their services was expanding and that reaching those they could help would allow them to make a real difference in the community.

Salt Marketing stepped in with social media management, a Website Optimization Plan, a rebrand as JAG Medical Spa, and an eye toward future growth.

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THE CHALLENGE OF GROWTH WITHOUT A MARKETING STRATEGY...

Jared and Ashton identified untapped potential within the market. They knew that in order to capture more market share, they would need to make some changes.

Keeping in mind the journey their clients experience, they embarked on a transformation to redefine the brand's identity and enhance its online presence.

WHY JAG CHOSE SALT MARKETING

"Our website was just a placeholder that we neglected for far too long," explained Dr. Guichard. "We knew we needed a web presence but didn't give it much thought beyond that." When the Guichards met with the Salt Marketing team, they expressed a need for a more consistent social media presence, an updated name and brand, and a more effective website that actually marketed the spa and drove additional traffic and conversion.

While they had experienced some success with Google Ads, it was not as successful as they would have liked. Additionally, their DIY social media strategy was often inconsistent as the practice grew. Salt Marketing began by creating a publication calendar with three weekly posts, approved and scheduled in advance. By leveraging existing content, highlighting events and connecting with the spa's followers, the number of followers grew - as did their engagement with published posts.

Soon after, the Guichards appeared on Salt Marketing's [Worth Your Salt Podcast](#), which helped drive additional interest in JAG both in-person and on social media.

Dr. Guichard asked what else they could be doing to take advantage of the momentum, and requested a custom audit in the form of Salt Marketing's Website Optimization Guide. "In an era where online visibility can make or break a business, making sure your website remains relevant and competitive is crucial," explained Salt Marketing CEO Jennifer Orechwa.

The Website Optimization Guide included an SEO audit, site structure map, homepage wireframe and customer journey chart to help JAG understand how they could better connect with prospects, turn those prospects into clients, and turn those clients into raving fans who recommend JAG to others.



SOCIAL MEDIA + STRATEGY = REMARKABLE RESULTS!

Understanding the pivotal role of social media in shaping brand perception, JAG Medical Spa partnered with Salt Marketing to curate a consistent and relevant social media strategy. Over the last 90 days, the results of this collaboration have been nothing short of remarkable, reflecting a significant positive impact on the brand's engagement metrics.

1. Accounts Engaged

The concerted effort to deliver compelling content has resulted in an outstanding **+55.4% increase** in accounts engaged. This metric encompasses both followers and non-followers who have been exposed to JAG Medical Spa's content, underlining the expanded reach and relevance of the brand.

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2. Content Interactions

A testament to the resonance of the content strategy, interactions with posts, stories, and other content have seen an impressive growth rate of **+57.2%**. This surge signifies an enhanced connection with the audience, as they actively engage with the brand's narrative and offerings.

3. Post Interactions

The heart of social engagement, post interactions, including likes, comments, saves, and shares, have witnessed a remarkable surge of **+91.6%**. This surge underscores not only the increased visibility of JAG Medical Spa but also the depth of engagement fostered by the curated content.

4. Story Interactions

The dynamic world of stories has seen a significant uptick, with interactions increasing by **28.5%**. This growth showcases the effectiveness of storytelling and ephemeral content in captivating and retaining the attention of the audience.

JAGMEDICALSPA.COM: A FRESH PERSPECTIVE & A NEW APPROACH

After transitioning from JAG Medical Cosmetics to JAG Medical Spa, accompanied by a revamped logo and color scheme, Salt Marketing shifted focus to creating a digital space that seamlessly communicates the essence of JAG and enhances the visitor experience.

Rebranding and Website Overhaul:

JAG's new digital home at JAGMedicalSpa.com not only showcased the refreshed visual identity but, more importantly, became an intuitive gateway for visitors to understand the array of services JAG Medical Spa offers and the transformative impact these services can have on clients' lives. The Salt Marketing team designed the site structure with ease of use in mind, enabling prospective patients to navigate effortlessly to the specific services they sought.

Empathy-driven Content:

A pivotal aspect of the website's success lies in the infusion of empathy-driven original content. The Salt Marketing team made sure that each service is accompanied by a wealth of information, allowing the JAG team to connect with prospective patients on a personal level. By articulating their understanding of the client's journey and offering authoritative insights into overcoming challenges, the new content establishes JAG Medical Spa as not just a service provider but a partner in the individual's wellness journey.

Educational Resources and Booking Simplicity:

The new website goes beyond being a mere informational platform; it serves as an educational hub. Prospective patients can now educate themselves thoroughly on various services before taking the next step. Booking a free consultation is made seamless, with a user-friendly interface allowing online booking from any page dedicated to a specific service.

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RESULTS

The impact of the strategic overhaul is evident in the numbers. JAG Medical Spa has witnessed a remarkable **33% increase in the number of new patients seen**. This surge in engagement displays the effectiveness of the revamped website in not only attracting but also converting prospective patients into valued clients.

As JAG Medical Spa continues to champion excellence, innovation, and client-centric care, the success of their digital transformation serves as an inspiring case study in leveraging online platforms to redefine brand perception, enhance user experience, and drive tangible business growth. Here's to a future filled with continued success and the empowerment of countless more individuals on their respective wellness journey!



If you've ever said, "Marketing doesn't work!," come sit next to us. At Salt Marketing, we'll help you stop wasting money on random acts of marketing that don't move the needle and instead focus your time, money and effort on strategy that works. [Visit our website](#) for a free Marketing Assessment and take the first step toward great leaps forward in the growth of your company.



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