

A 5-Part System for Med Spas Who Want a Real Pipeline

Most med spas do not have a marketing problem. They have a pipeline problem. This is what the pipeline looks like.

The reframe: Posting on Instagram is not a pipeline. Running a Groupon is not a pipeline. A pipeline is a repeatable system that brings strangers in every week, qualifies them, and books them, without you in the room. Five parts. Each part feeds the next.

1 Offer Architecture

The "first visit" hook engineered to convert a cold stranger. Not your menu of services. Not the standard "\$99 consult."

Do this week: Define one signature first-visit offer with a specific outcome, a clear price anchor, and a reason to act in the next 14 days.

2 Local Visibility Loop

Own "[treatment] near me" in your city. Google Business Profile is the new homepage. Reviews, photos, posts, Q&A.

Do this week: Audit your GBP. Add 10 photos, post 3 service updates, request 5 fresh reviews. Track the map pack ranking weekly.

3 Paid Amplifier

Small, targeted Meta and Google spend pointed at the offer in Part 1. Not generic awareness. Not boosted posts.

Do this week: Run one campaign, one offer, one audience radius. Start at \$40 per day. Measure cost per booked consult, not clicks.

4 AI Front Desk

Instant response on every inbound channel: web, SMS, Instagram DM, Google. Books the consult while interest is hot.

Do this week: Audit your inbound speed. If anything takes more than 5 minutes during business hours, or more than 1 hour after hours, the pipeline is leaking.

5 Referral and Reactivation Flywheel

Every happy patient becomes a source of two more. Every dormant patient is brought back on a schedule, not on accident.

Do this week: Build one referral offer (give a friend, get a credit) and one reactivation sequence for patients who have not booked in 90+ days. Automate both. Measure the reactivation rate monthly.

The honest truth about this system

Most practices have one or two of these parts running halfway. Almost none have all five connected. The practices that win the next 5 years will not be the ones with the best Botox pricing. They will be the ones with a real pipeline.

If you want me to map this onto your specific practice, I run a short Commercial Audit. The output is a one-page picture of where your pipeline leaks and what to do about it, in order.