



# MED SPA

*Social Media Case Study*

A HOUSTON, TX MEDSPA CLIENT'S RESULTS

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**BACKSTAGE**  
DIGITAL

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# Company Overview

## GOALS & OBJECTIVES

A newly launched, local Houston, TX Medspa needed to generate clients for their wide range of services in the Downtown Houston market.

### *Primary Goals of Hiring Backstage Digital*

- *Generate Brand Awareness*
- *Increase Social Media Followers*
- *Build Trust in a Saturated Market*
- *Use Social Media to Drive ROI and Lead Generation*

## TARGET MARKET

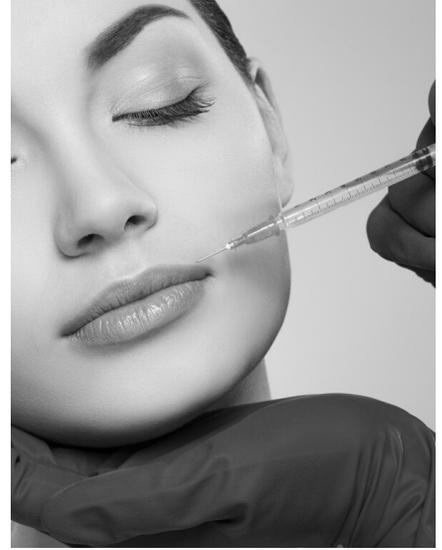
The audience for this Medspa had a wide range of demographic and interest behaviors, due to the specific services offered. It was imperative to segment these audiences and test which groups provided the highest ROI on social media platforms.

## HOW WE DID IT

We continuously generated monthly leads that fed this MedSpa's business. By utilizing a strategic approach to social media marketing aligned with overall business goals, we achieved these results month over month.

- *Strategic Content Creation*
- *Consistent Brand & Messaging*
- *Targeted Ad Campaigns*





# Results

We are proud to support our clients and provide them the leads that build their business month after month.

Our social media marketing efforts are all aligned with a strategy. Posting at random, boosting a post or providing unclear messaging are ineffective when it comes to converting social media efforts into revenue.



**1,390%**  
*Increase in  
Instagram  
Followers*



**200%**  
*Increase in  
Facebook  
Followers*



**~ 105**  
*Monthly  
Social Media  
Leads*