

8 High-Converting Micro-Campaigns

That Build Long-Term Value



Introduction

The med spa industry has fallen into a trap of its own making.

Somewhere along the way, aesthetic practices started competing on price instead of value. They began training patients to wait for the next 20% off promotion, the next holiday sale, the next "limited time" discount that comes around every six weeks like clockwork.

The result? Patients who book sporadically, chase deals, and view treatments as impulse purchases rather than investments in their long-term skin health. Revenue becomes unpredictable. Margins shrink. And the practice finds itself on a hamster wheel of constant promotion just to maintain baseline bookings.

There's a better way.

The most successful med spas don't compete on price. They act as marketers at their core, whether intentional or unintentional, and build relationships. They educate. They create value through expertise, consistency, and genuine care for patient outcomes. They understand that a patient who books regularly because they understand why timing matters is infinitely more valuable than one who only appears when you offer 25% off.

This playbook contains eight core email campaigns and complementary SMS strategies designed specifically for med spas that want to break the discount cycle. Each campaign is built on principles observed in high-converting wellness and retail brands, adapted for the unique needs of aesthetic medicine.



What makes these campaigns different:

- **Education over promotion** - Patients who understand the science become advocates for their own care
- **Natural urgency over artificial scarcity** - Biological timing and seasonal planning create genuine reasons to book now
- **Relationship over transaction** - Acknowledging patient journeys builds loyalty that transcends price sensitivity
- **Value over discount** - Focus on results, expertise, and personalized care rather than savings

These aren't theoretical concepts. They're proven frameworks that shift patient behavior from discount-seeking to value-seeking. They transform sporadic visitors into consistent patients. And they do it without training your audience to wait for the next sale.

Now, let's build a marketing system that creates long-term value instead of short-term transactions.

CAMPAIGN ONE

Last-Minute Availability



Email

Subject

It's never too late [First Name]

Preview

Your transformation is just one appointment away

Body Copy

It's Never Too Late

Life gets busy. We get it. You've been meaning to book that [treatment] for weeks now, but somehow it keeps getting pushed to the bottom of your list.

Here's the thing: taking care of yourself isn't something you need to earn or wait for the "perfect time" to do.

Our treatment menu is available now:

- [Treatment 1] - [Brief benefit]
- [Treatment 2] - [Brief benefit]
- [Treatment 3] - [Brief benefit]

Your future self will thank you for not waiting another day.

CTA Button: Book Your Appointment

Digital gift cards are also available - because sometimes the best gift is giving someone permission to prioritize themselves.

Secondary CTA: Send a Gift Card



SMS

"Hi [Name]. Just a reminder that we have [day/evening] appointments still available this week for [popular treatment]. Ready to prioritize yourself? Book here: [link]"

CAMPAIGN TWO

Treatment Education



Email

Subject

How [Treatment Name] actually works

Preview

The science behind the results you've been seeing

Body Copy

Results Over Resolutions

You've probably seen the transformations. The glowing skin. The confident smiles. But have you ever wondered what's actually happening beneath the surface?

How [Treatment Name] Works:

- **Step 1: [Process Name]** [Brief explanation] What this means for you: [Benefit]
- **Step 2: [Process Name]** [Brief explanation] What this means for you: [Benefit]
- **Step 3: [Process Name]** [Brief explanation] What this means for you: [Benefit]

How [Treatment Name] Works:

- [Specific outcome] in as little as [timeframe]
- [Clinical benefit]
- [Long-term benefit]

Most patients notice [specific result] after their first session, with optimal results appearing [timeframe].

Is [Treatment Name] right for you?

The best way to know is a complimentary consultation with one of our specialists. We'll create a personalized treatment plan based on your unique goals.

CTA: Schedule Free Consultation



SMS

"Curious about [treatment]? We just published a blog breaking down exactly how it works and what results to expect. Check it out: [link]"

CAMPAIGN THREE

Seasonal Treatment Planning



Email

Subject

The treatment timeline no one tells you about

Preview

Start now to see results by [season/event]

Body Copy

Plan Now, Glow Later

Here's what most people don't realize: the treatments that give you red-carpet-ready skin don't work overnight. And that's actually a good thing.

Your [Season] Treatment Timeline:

- **Starting Now (12-16 weeks out):** [Treatment recommendation] - This is your foundation. [Brief explanation of why timing matters]
- **8-12 weeks out:** [Treatment recommendation] - Now we build. [Brief explanation]
- **4-6 weeks out:** [Treatment recommendation] - The finishing touches. [Brief explanation]
- **1-2 weeks before:** [Treatment recommendation] - Your final glow boost. [Brief explanation]

Why this timeline matters:

Your skin needs time to regenerate, heal, and reveal its best self. Rushing the process means compromising results.

The patients who look effortlessly radiant? They planned ahead.

CTA: Build Your Custom Timeline

Already behind schedule? We can create an accelerated plan that still delivers results. Book a consultation and we'll make it work.

Secondary CTA: Book Emergency Consult



SMS

"Planning for [event/season]? There's still time! Let's create your treatment timeline. Most patients start [X] weeks out for best results. Reply YES to book your consult."

CAMPAIGN FOUR

Product Integration



Email

Subject

What happens between appointments matters

Preview

The at-home routine that protects your investment

Body Copy

Your Treatment is Only Half the Story

You invest in professional treatments because you want real results. But here's what most med spas won't tell you:

What you do at home determines how long those results last.

After your [treatment name], your skin is in a heightened state of renewal. Think of it like this: we've created the perfect foundation, but you're the one who maintains the masterpiece.

The Essential Three:

- **Morning: Protection:** [Product name] - [Why it matters] What it does: [Specific benefit]
- **Evening: Regeneration:** [Product name] - [Why it matters] What it does: [Specific benefit]
- **Daily: Hydration** [Product name] - [Why it matters] What it does: [Specific benefit]

The difference this makes:

Patients who follow this protocol see their results last [X]% longer and book fewer correction appointments.

Not sure what your skin needs? We include a personalized product consultation with every treatment - no pushy sales, just honest recommendations based on your specific goals.

CTA: Shop Your Protocol

Questions about what's right for you?

Text us at [number] or reply to this email. We're here to help, not sell you things you don't need.



SMS

"Quick question - are you using [key product category] after your [treatment]? It can extend your results by weeks. Want our recommendation? Just reply!"

CAMPAIGN FIVE

VIP/Membership



Email

Subject

For patients who are serious about their skin

Preview

How our VIP members approach skincare differently

Body Copy

The Real Holiday Treat

Here's what we've noticed about our most radiant patients:

They don't wait for special occasions. They don't chase deals. They don't treat their skincare as an afterthought. **They have a plan.**

Our VIP Membership isn't about discounts (though members do enjoy preferred pricing). It's about:

- + **Consistency** - Monthly treatments that compound results over time
- + **Priority** - First access to appointments and new treatments
- + **Partnership** - A dedicated specialist who knows your skin history
- + **Results** - Visible transformation that doesn't require filters

How it works:

You choose your monthly treatment credit amount. Use it for services or products. Roll over unused credits. Pause when life happens. Simple.

The difference:

Members see [X]% better results because consistency compounds. Your skin isn't guessing what's coming next - it's continuously improving.

This isn't for everyone. It's for patients who've moved past chasing the next quick fix and are ready to invest in long-term skin health.

CTA: Learn More About Membership

Already a member? Thank you for trusting us with your skin journey.



SMS

"[Name], I noticed you've been coming in regularly for [treatment]. Have you considered our VIP program? It gives you [key benefit] plus [benefit]. Worth a conversation? Reply YES & I'll send details."

CAMPAIGN SIX

Re-Engagement



Email

Subject

We miss seeing you

Preview

Your skin has been asking about you

Body Copy

Come Back. We Miss Your Face.

It's been [timeframe] since your last visit, and we've been thinking about you.

No judgment. No guilt trip. Life gets busy. We get it.

But here's what's happened since you've been gone:

New treatments we think you'd love:

- [Treatment 1] - Perfect for [their past concern]
- [Treatment 2] - Addresses [common goal]

What your skin might be telling you:

After [timeframe] without professional treatment, you might notice [common concern]. The good news? It's easily corrected.

Let's pick up where we left off.

Your previous treatment plan is still in our system. We can resume, adjust, or start completely fresh - whatever feels right for you now.

CTA: [Learn More About Membership](#)

Not ready to commit yet? That's okay too. Reply to this email and let us know what's holding you back. Sometimes you just need to talk it through.



SMS

"Hi [Name]! We'd love to see you again. Can we save you a spot this week? We have [day] at [time] available. Just reply YES and it's yours!"

CAMPAIGN SEVEN

Birthday



Email

Subject

A little something for your birthday

Preview

Because you deserve to feel celebrated

Body Copy

Happy Birthday [First Name]!

Another year of being amazing deserves to be celebrated properly.

Your presence is always more meaningful than any gift (thank you, gift cards, but you know it's true). But we also believe birthdays are the perfect excuse to do something just for you.

Your birthday month includes:

[Special treatment offering - could be upgrade, add-on, or exclusive access]

Valid through [end of birth month]

Why we're doing this:

Because loyalty matters to us. You've trusted us with your skin, your confidence, and your time. That's not something we take lightly.

CTA: Book Your Birthday Treatment

Not sure what to book? Text us at [number] and we'll help you choose the perfect birthday treatment based on what your skin needs right now.

Here's to another year of feeling confident in your own skin.



SMS

"Happy Birthday [Name]! We have something special waiting for you this month. Check your email for details, or reply BIRTHDAY for the quick version!"

CAMPAIGN EIGHT

Maintenance Reminder



Email

Subject

It's time, [First Name]

Preview

Your [treatment] results are asking for backup

Body Copy

Your Skin is Ready for Round 2

Based on your [last treatment] on [date], you're entering the optimal window for your next session.

Why timing matters:

[Treatment name] works by [brief explanation]. To maintain your results and continue building, the ideal timeframe is [timeframe].

What happens if you wait too long:

You won't lose your progress, but you will plateau. Think of it like working out - consistency is what creates transformation.

You're currently at: [Weeks] weeks since your last treatment

Optimal booking window: [Timeframe range]

CTA: Schedule Your Next Session

Quick booking options:

- [Day] at [Time]
- [Day] at [Time]
- [Day] at [Time]

Not seeing a time that works? Reply to this email or call us at [number].

P.S. - This is your complimentary reminder. We'll follow up once more, then leave you in peace. We're here when you're ready.



SMS

"Hi [Name]! Quick reminder that you're due for your next [treatment]. Want me to hold [day] at [time] for you? Just reply YES!"

SMS-Only Quick Campaigns

✓ Flash Availability

"[Name], we just had a cancellation for [treatment] tomorrow at [time]. Want it? First to reply YES !"

✓ New Treatment Launch

"You're one of our VIPs, so you're hearing this first: we just added [treatment] to our menu. Want to be among the first to try it? Limited spots available."

✓ Product Restock

"You're one of our VIPs, so you're hearing this first: we just added [treatment] to our menu. Want to be among the first to try it? Limited spots available."

✓ Strategic Pause

"Haven't seen you in a bit. Taking a skincare break, or is life just crazy right now? Either way, we're here whenever you're ready. No pressure."

✓ Weather-Triggered

"Perfect weather for [treatment]. No sun exposure needed afterward. We have same-day availability. Interested?"

✓ Consultation Follow-Up

"Hi [Name]! It was great meeting you yesterday. I put together some thoughts on your treatment plan. Should I email them over or would you prefer to discuss by phone?"

✓ Post-Treatment Check

"How's your skin feeling after yesterday's [treatment]? Any questions or concerns? This is the normal [phase], but I'm here if you need anything."



Amanda Murphy
New Appointment
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From Discount Dependency to Sustainable Growth

If you've made it this far, you understand something critical: the way you communicate with patients shapes how they value your services.

Every email that leads with "20% off this weekend only" trains patients to wait for discounts. Every message that creates artificial urgency ("only 3 spots left!") when you have open availability erodes trust. Every generic promotion that treats all patients the same ignores the relationship you've built with them.



The campaigns in this playbook take a different approach.

They treat your patients as intelligent people capable of understanding why timing matters, how treatments work, and what differentiates your practice. They acknowledge that someone who has visited you four times has a different relationship with you than someone who downloaded a coupon and came once.

What happens when you implement these campaigns.

In the first 30-60 days, you may not see dramatic changes. These campaigns aren't designed for instant gratification. They're building a foundation.

But over 3-6 months, you'll notice shifts:

- Patients start asking about "the right timing" for their next treatment instead of "when's your next sale?"
- Rebooking rates increase because people understand the value of consistency
- Product attachment improves because patients see retail as treatment extensions
- High-value patients book more frequently while discount-seekers gradually self-select out
- Membership conversions increase as patients understand the value beyond savings
- Your marketing calendar becomes about planning and education instead of promotion

The transition won't be instant, and it won't be comfortable.

If your practice has been discount-heavy, you may experience initial resistance. Some patients will leave. That's okay - they weren't building long-term value anyway. The patients who stay will be more engaged, more consistent, and more valuable.

Three critical success factors:



Consistency matters more than perfection.

It's better to send these campaigns consistently with your authentic voice than to wait until every word is perfect. Your patients would rather hear from the real you than a polished corporate message.

Personalization scales better than you think.

You don't need expensive technology to personalize. Simply segmenting by treatment type and timing puts you ahead of 90% of med spas. Add patient names and treatment history, and you're creating genuine personal connections at scale.

Measure what matters.

Open rates and click rates are interesting, but what really matters is: Are patients booking more consistently? Is time between appointments decreasing? Are membership conversions increasing? Is your discount dependency declining? Focus on behavior change, not vanity metrics.

Your Next Steps

- ☐ **This week:** Review the eight campaigns and identify which 2-3 are most relevant to your current practice needs
- ☐ **This month:** Customize those templates with your specific treatments, voice, and brand personality
- ☐ **Month one:** Launch your first triggered campaign (maintenance reminders work well as a starting point)
- ☐ **Month two:** Add one educational or seasonal campaign to your regular calendar
- ☐ **Month three:** Introduce relationship-building campaigns (membership, re-engagement, birthdays)
- ☐ **Ongoing:** Monitor patient behavior, test variations, and refine based on what resonates with your specific audience

A Final Thought

Your expertise is valuable. Your treatments deliver real results. Your practice changes how people feel about themselves every single day.

Your marketing should reflect that value - not undermine it.

These eight campaigns give you the framework to communicate value, build relationships, and create sustainable growth. The templates provide the structure. Your expertise and authentic voice provide credibility. Your commitment to implementation provides the results.

Now go build a marketing system worthy of the transformation you create.



Questions?

Stuck on implementation? Want to discuss how these campaigns fit your specific practice?

The most successful med spas don't do this alone. They test, refine, and continuously improve based on their unique patient base. Use this playbook as your foundation, then make it your own.

Your patients are ready for a different conversation. One that treats them as partners in their skin health rather than transactions to be captured. One that educates rather than sells. One that builds long-term relationships rather than chasing short-term bookings.

Start that conversation today.



Growth99 makes investing in powerful digital marketing more straightforward than ever. Discover how your practice can acquire, engage, and retain more patients than ever, even in economic uncertainty.

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