

Success Case: Premium Aesthetics Center - "Hydrafacial + Korean Mask" Campaign

This success case demonstrates how a high-end aesthetics center successfully generated 597 leads for its Hydrafacial + Korean Mask service through a comprehensive Facebook Ads strategy combined with SMS automation, email marketing, and an elite tracking system.

With a cost per result (CPR) of just \$8.55 and a total investment of \$5,105.05, this campaign consistently attracted new clients and proved how a well-optimized digital strategy can maximize conversions and profitability.

 by **VIP TECH CONSULTING**



Campaign Objectives

1 Promote the Service

Promote the Hydrafacial + Korean Mask service.

2 Generate Leads

Generate leads interested in booking an appointment.

3 Ensure Conversions


Ensure effective conversions through a system of SMS and email marketing automation, along with a manual and automated elite tracking system.




Audience targeting ×


Audience targeting

Demographic targeting ×

 **Women 25-50** ✓
Women
Ethnic: Skincare & Wellness

 **Interest from** ×
Skin care
Skincare & Wellness

Interest targeting ×

 **Geographic: Wellness** 7:00 - 01
Geographic & Wellness

Precise Targeting Strategy

Target Audience

Women aged 25 to 50 interested in beauty, skincare, and wellness.

Location

Geographical reach close to the aesthetics center to ensure effective conversions.



Creatives and Messaging

Highlighted Benefits

Hydration, deep cleansing, and instant glow.

Unique Selling Point

Korean Mask as an innovative skincare addition.

Social Proof

Testimonials and before-and-after images to increase credibility.

Advanced Automation and Tracking

1

SMS Campaigns

Automated messages to interested leads, reminding them of the exclusive offer to book their appointment.

Limited-time offers to create urgency.

2

Automated Email Flows

Email 1: Registration confirmation and service benefits.

Email 2: Testimonials and success stories to build trust.

Email 3: Final reminder with a direct CTA to book an appointment.

3

Elite Tracking Sheet (Google Sheets CRM)

Automation: Each time someone filled out the form on the landing page, their information was automatically sent to a tracking sheet.

Manual follow-up: Marking leads who had been contacted, those in progress, and those still pending follow-up.

Client notes: Allowed closers to have key information about the prospect's interest, facilitating the sales process.

- ◆ Outcome: Greater control and efficiency in the conversion process, reducing lead loss and maximizing closing rates.

Key Campaign Results

Metric	Value
Total Leads Generated	597 (reported in BM)
Cost per Lead (CPL)	\$8.55
Total Ad Spend	\$5,105.05
Total Reach	46,316 people
Total Impressions	46,316

- ◆ Additional Optimization: The use of remarketing (SMS and email) and elite tracking improved the conversion rate of the generated leads, ensuring that more prospects became paying customers.



Conversion to Sales and ROI

Effective Clients

597 leads × 25% conversion rate with SMS, emails, and manual follow-up = 149 clients.

Estimated Revenue

149 clients × \$129 per service = \$19,221.

ROI (Return on Investment)

≈276.5%

What Does This ROI Mean?

✓ The campaign was highly profitable.

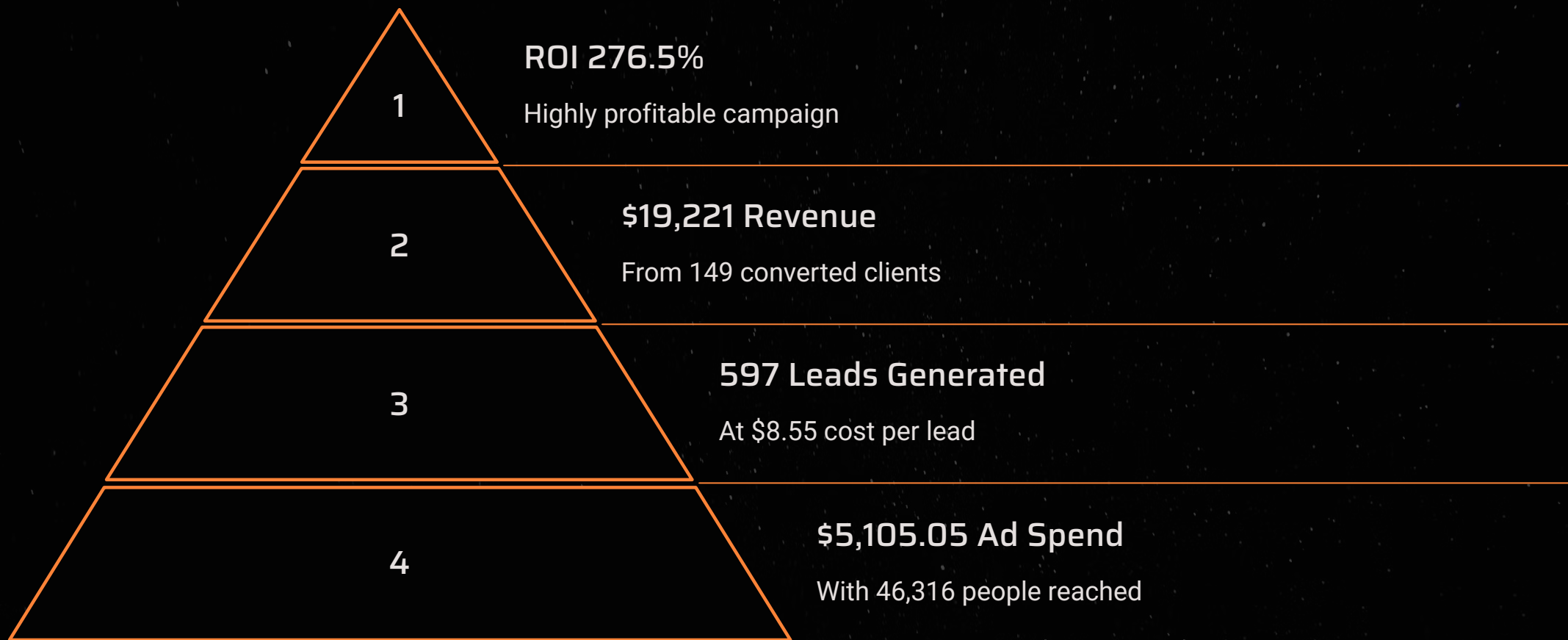
The 276.5% ROI means that for every dollar invested in advertising, the aesthetics center earned \$3.76 in return.

In monetary terms, the campaign generated \$14,115.95 in net profit after deducting advertising costs.

⚠ Important:


- This calculation does not include additional sales generated through retargeting or referrals from satisfied customers.
- By integrating cross-selling and future promotions, long-term profitability increases even further.

Conclusion and Key Metrics



The Facebook Ads + Automation + Elite Tracking campaign for this aesthetics center generated 597 leads with a CPR of \$8.55, ensuring a steady stream of new clients.

Additionally, with an ROI of 276.5%, this strategy was highly profitable, achieving over \$14,000 in net profit.

 Want to achieve these results? Contact us today and transform your business!