



CASE STUDY OF THE
#1 COOLSCULPTING
PROVIDER IN THE WORLD

THE COOL WAY TO NEW COOLSCULPTING CUSTOMERS

STEPS TO BECOMING THE TOP PROVIDER ONLINE

Google search for "coolsculpting nyc" showing results for "SKINNEY Medspa & Coolsculpting", "JustMelt Medical Spa & Coolsculpting", and "CoolSculpting • Fat Reduction - Skinney Medspa".

Search results include:

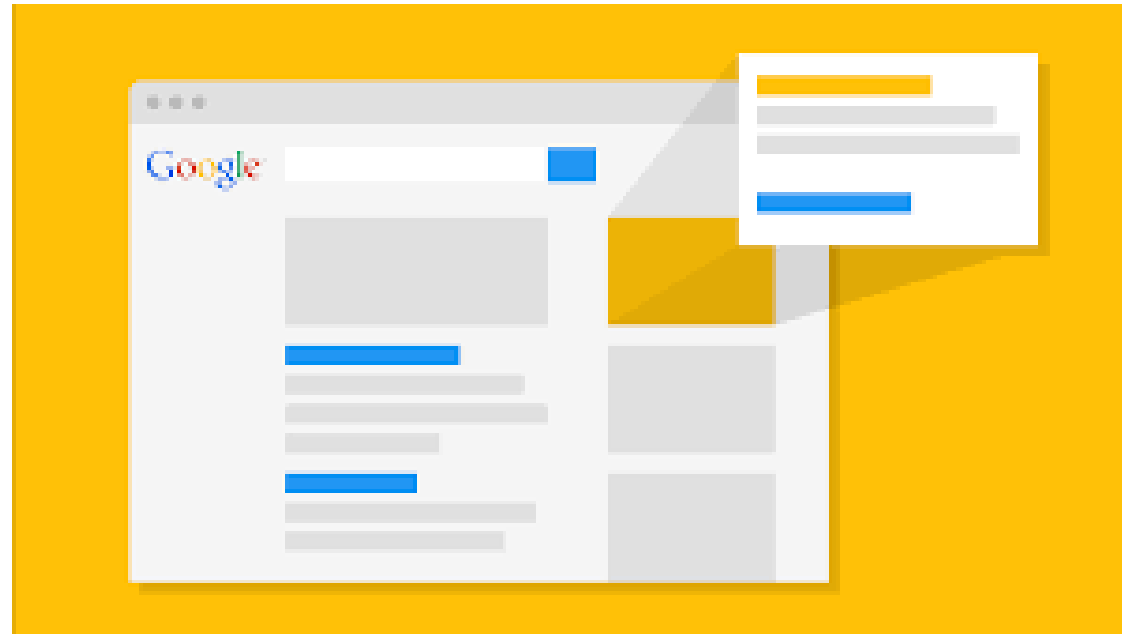
- SKINNEY Medspa (4.9 stars, 8 reviews)
- SKINNEY Medspa & Coolsculpting (5.0 stars, 9 reviews)
- JustMelt Medical Spa & Coolsculpting (4.4 stars, 25 reviews)
- CoolSculpting • Fat Reduction - Skinney Medspa (4.7 stars, 109 reviews)

Outrank your competitors online by completing the following:

- Have at least 1000 words of unique, SEO Optimized CoolSculpting content on your website.
- Get links from authoritative websites (press, bloggers, medical sites, etc.)
- Optimize & update review profiles, maps, and directories.
- Publish, new CoolSculpting content on a monthly basis to your website and social media.

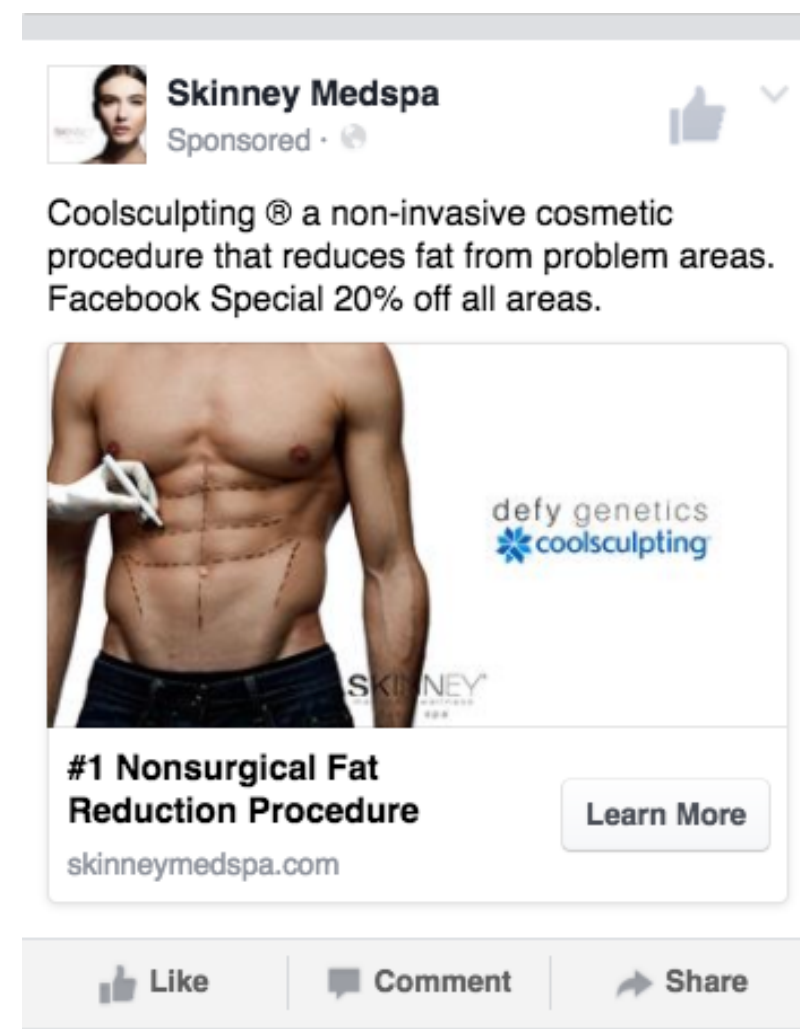
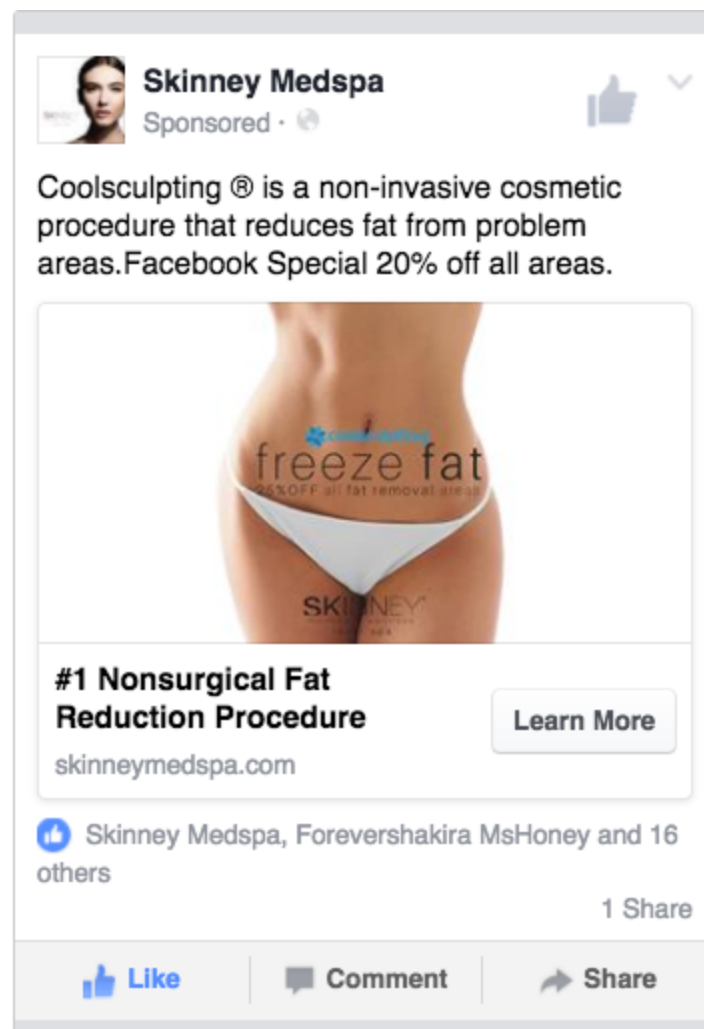
Case Study: Skinney #1 on Google in New York City

LEAD COOLSCULPTING CUSTOMERS TO YOU

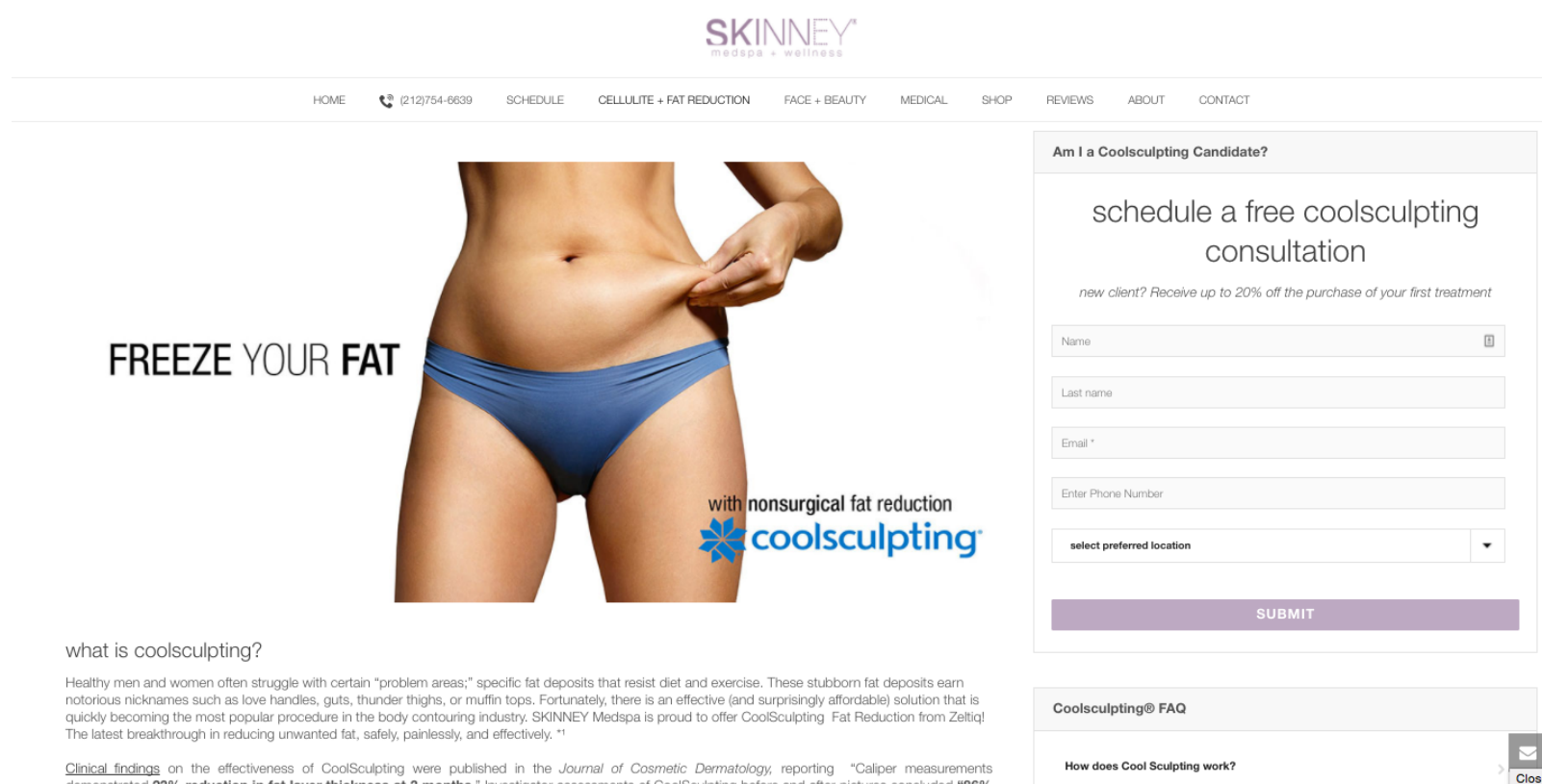


Spend your advertising dollars **ONLY** on people who show interest in CoolSculpting by completing the following:

- Define your target audience (ex: females, aged 25-60 in a 20 mile radius of your office location.)
- Advertise only to people who are actively searching for a CoolSculpting provider.
- Set up a targeted Google Adwords campaign.
- Create unique CoolSculpting images and video ads for your target audience on social media.



OPTIMIZE YOUR WEBSITE TO 3X YOUR LEADS



SKINNEY MEDSPA + WELLNESS

HOME (212)754-6639 SCHEDULE CELLULITE + FAT REDUCTION FACE + BEAUTY MEDICAL SHOP REVIEWS ABOUT CONTACT

FREEZE YOUR FAT

with nonsurgical fat reduction
coolsculpting

Am I a CoolSculpting Candidate?

schedule a free coolsculpting consultation

new client? Receive up to 20% off the purchase of your first treatment

Name

Last name

Email*

Enter Phone Number

select preferred location

SUBMIT

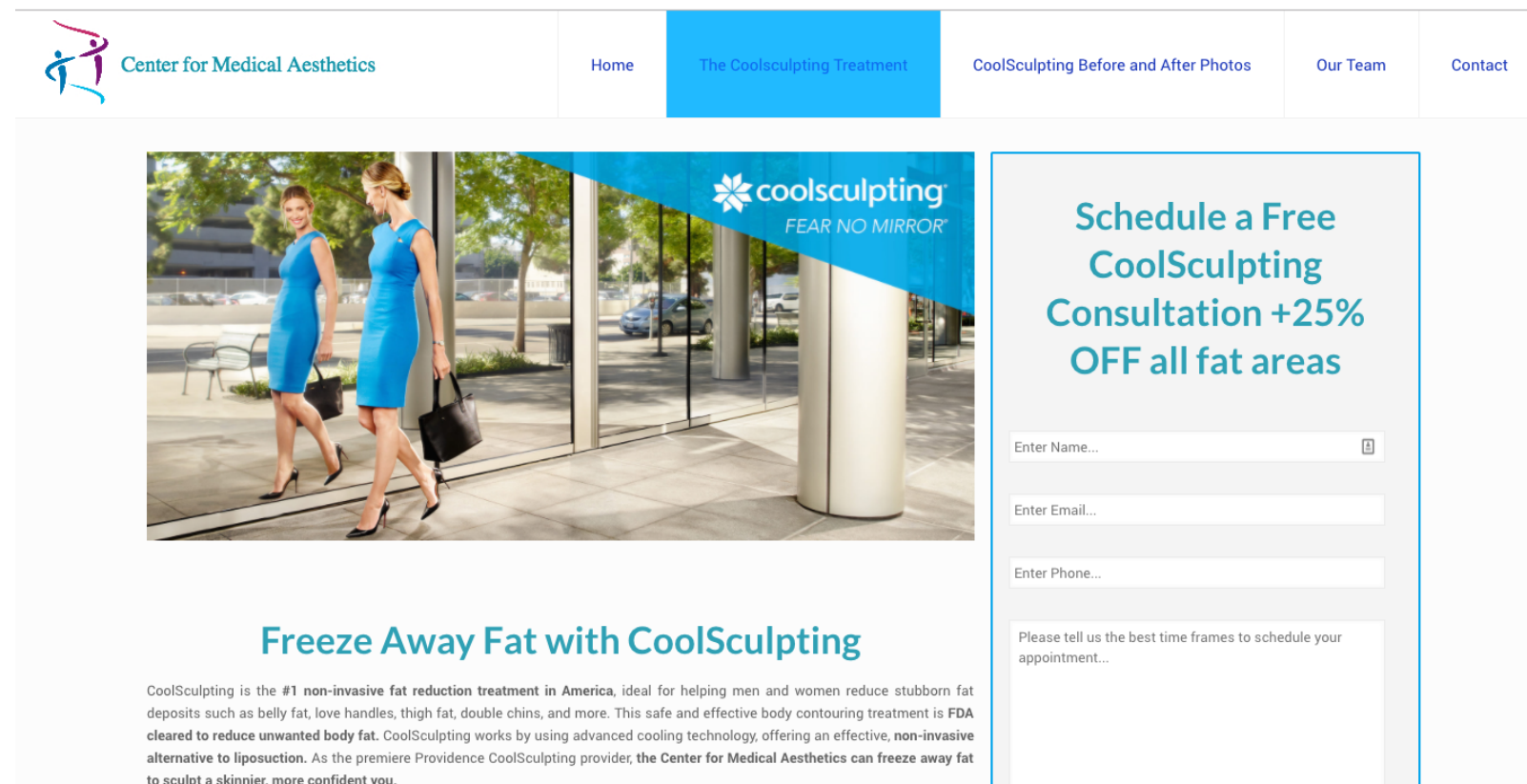
CoolSculpting® FAQ

How does CoolSculpting work?

what is coolsculpting?

Healthy men and women often struggle with certain "problem areas," specific fat deposits that resist diet and exercise. These stubborn fat deposits earn notorious nicknames such as love handles, guts, thunder thighs, or muffin tops. Fortunately, there is an effective (and surprisingly affordable) solution that is quickly becoming the most popular procedure in the body contouring industry. SKINNEY Medspa is proud to offer CoolSculpting® Fat Reduction from Zeltiq! The latest breakthrough in reducing unwanted fat, safely, painlessly, and effectively. **

Clinical findings on the effectiveness of CoolSculpting were published in the Journal of Cosmetic Dermatology, reporting "Caliper measurements demonstrated 20% reduction in fat layer thickness at 2 months. In addition, assessments of CoolSculpting before and after procedures revealed 40%..."



Center for Medical Aesthetics

Home The CoolSculpting Treatment CoolSculpting Before and After Photos Our Team Contact

coolsculpting
FEAR NO MIRROR

Schedule a Free CoolSculpting Consultation +25% OFF all fat areas

Enter Name...

Enter Email...

Enter Phone...

Please tell us the best time frames to schedule your appointment...

Freeze Away Fat with CoolSculpting

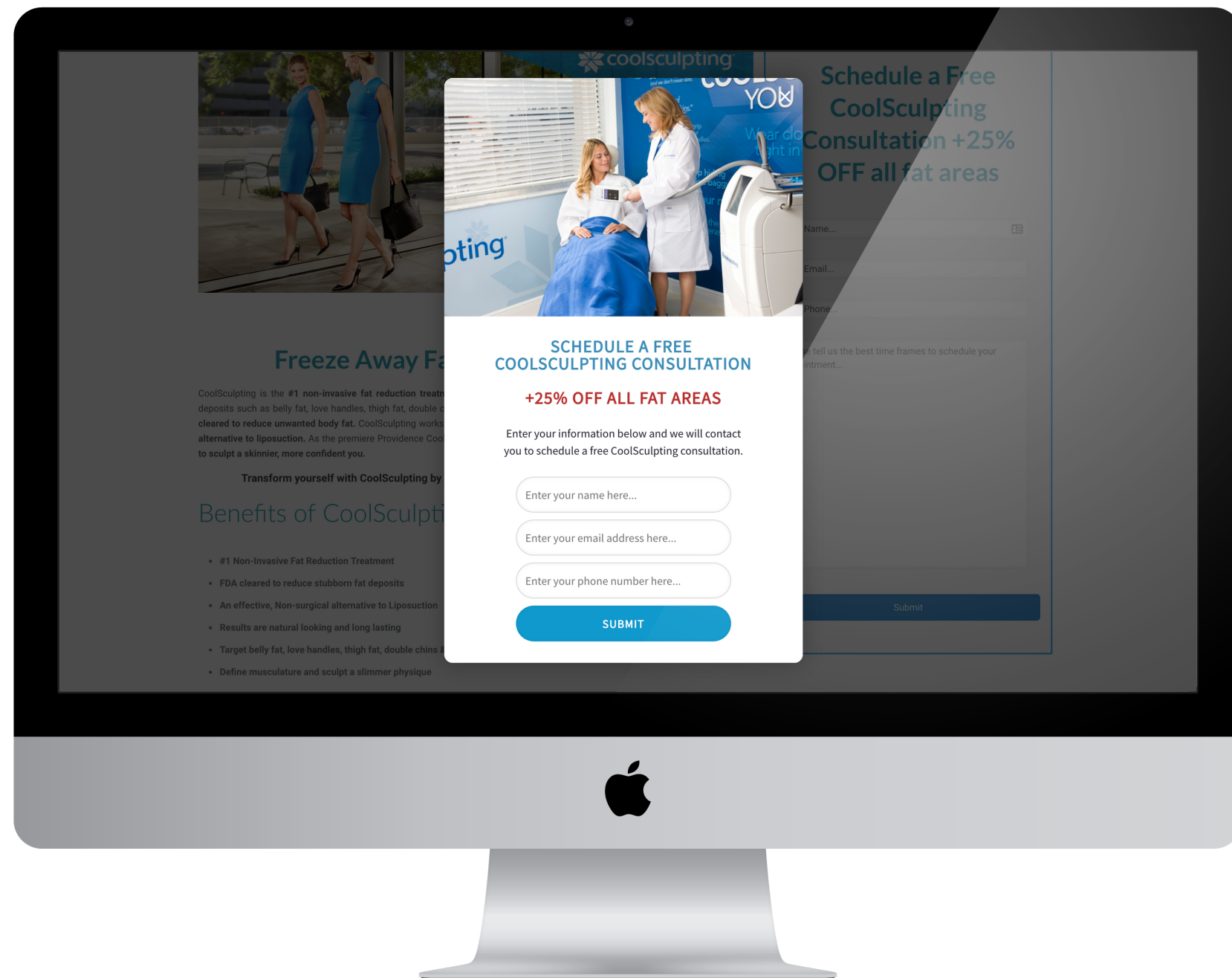
CoolSculpting is the #1 non-invasive fat reduction treatment in America, ideal for helping men and women reduce stubborn fat deposits such as belly fat, love handles, thigh fat, double chins, and more. This safe and effective body contouring treatment is FDA cleared to reduce unwanted body fat. CoolSculpting works by using advanced cooling technology, offering an effective, non-invasive alternative to liposuction. As the premiere Providence CoolSculpting provider, the Center for Medical Aesthetics can freeze away fat to sculpt a skinnier, more confident you.

Attract CoolSculpting customers by making it easier to do business with you than your competitors:

- Ensure your website loads fast (under 3.5 seconds) and is mobile responsive.
- Have a main graphic, phone number and consult request form above the fold (area of website seen without scrolling.)
- Have a consult request pop-up with exit intent technology.
- Follow a long form sales layout: benefits, before and after, call to actions, etc.
- Ensure your website is optimized for mobile devices.

CONVERT MORE OF YOUR LEADS TO CUSTOMERS

Convert more CoolSculpting prospects into paying CoolSculpting customers:



- Set up conversion tracking and phone tracking. Know your cost to generate a lead!
- Monitor lead response time and listen to your staff's calls. (They sound worse than you think.)
- Train your staff on how to speak with leads. Trained staff converts 300% more leads to customers.
- Implement proper sales protocol (automated email, call day 1, text day 1, call day 2, call day 3, final email, etc.)

CASE STUDY: SKINNEY MEDSPA

SKINNEY MEDSPA

The #1 CoolSculpting Provider in the World in 2018



- Secured # 1 position on Google in New York City for CoolSculpting related search terms.
- Optimized website to convert three times as many websites visitors to leads, saving money in media costs and gaining more customers.
- Set up and managed the most successful paid media campaign on Google, Facebook and Instagram.
- Worked with the sales team to increase consult booking rate and consult to customer conversion sales rate.

SCHEDULE A COOLSCULPTING STRATEGY SESSION

Let's talk about your CoolSculpting business.
Contact me to schedule a Complimentary
CoolSculpting Sales Strategy Session. It will take
about 20 minutes and you will learn what I do
to help providers become #1 in their area.



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Our CoolSculpting + Aesthetic Treatment Marketing Services

- Website design & development.
- Search engine optimization (SEO) + Content management.
- Set up and management of targeted digital media campaigns on Google, Facebook & Instagram.
- Conversion optimization (convert more leads to customers.)