

## Bella Medspa Digital Marketing Case Study

### **Overview**

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Founded in 2005 in the Philadelphia, PA Metro area, Bella Medspa's initial business model was to contract with local day spas to offer laser hair removal at their locations. The marketing plan revolved around converting the existing spa's client base to Bella Medspa services by creating a presence in the physical locations. This plan proved to be inadequate and they turned to web marketing as a source of new client acquisition.

Since their inception, 94% of Bella Medspa advertising dollars has gone to web marketing. They have avoided other mediums due to the lack of targeting and accountability. Forays into other venues have proven disappointing.

#### **Bottom line results:**

Bella Medspa has become one of the leading providers of Medspa Services in South Eastern Pennsylvania. What was started as a mobile laser hair removal service provided through local day spas has become chain of five full service medspas offering laser hair removal, cosmetic injections, Coolsculpting and laser skin treatments.

### **The Initial Challenge**

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Shortly after opening their doors Bella Medspa realized that relying on the marketing to the spa's client base would not be enough. In their second quarter, with sales not meeting expectations and struggling cash flow, they turned to NetLocal in search of effective lead generation via web marketing.

The challenge was to not only develop a web presence for Bella Medspa but to convert searches to phone and contact form leads. As a new company, Bella Medspa faced digital marketing challenges in many areas. Among other problems, their newness on the web posed SEO issues along with a competitive disadvantage due to the lack of an online reputation.

Their short term goal was to acquire new customers to generate immediate revenues with a limited budget. The long term goal was to establish a positive brand and retain established clients while continuing to add to the client base.

### **Solutions**

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#### **Phase One**

- Inexpensive starter web site
- Local business search engines, Vertical business directories, Online yellow pages, paid listings..ie CitySearch
- PPC Campaigns with call tracking and analytics feedback
- Onsite SEO to create a foundation

#### **Phase two**

- Website Redesign
- Reputation Management
- Ramped up SEO
- Email marketing
- Online Video and picture sharing

#### **Phase three**

- Social media marketing
- Mobile marketing
- State of the art conversion techniques

### **Testimonial**

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*"We felt we had a great idea and it has proven to be so. But having a great business idea is not enough. You also have to have a way to connect with potential customers in a cost effective way. Without that, you're a great idea that no one knows about.*

*NetLocal provided that piece of the puzzle for us. They allowed us to launch our company using our available ad budget and then to build on that success as we grew. We likely would never had survived through this economy if we hadn't chosen an aggressive web marketing strategy."*

Beth DiBella  
Bella Medspa Founder and President