

Skin Talk Club

A quick audit of everything that grows an aesthetic practice

The Med Spa Marketing Checklist

Brand foundation

- ☐ A clear ideal patient and signature transformation
- ☐ Consistent fonts, colors, and photo style
- ☐ A defined, recognizable brand voice

Website

- ☐ Fast and looks great on mobile
- ☐ Online booking easy to find on every page
- ☐ Clear services and starting prices
- ☐ Before/after, reviews, and provider bios

Social media

- ☐ On-brand profile with a working booking link
- ☐ A posting rhythm you can actually maintain
- ☐ A mix: educate, prove, connect, invite
- ☐ Short-form video in regular rotation
- ☐ Prompt replies to comments and DMs

Content system

- ☐ A monthly content calendar
- ☐ A caption and idea library
- ☐ Branded, editable templates
- ☐ A way to batch and schedule ahead

Conversion & retention

- ☐ Clear calls to action everywhere
- ☐ Lead capture and follow-up
- ☐ Reviews actively requested
- ☐ Patients rebooked before they leave
- ☐ A membership or package program
- ☐ A simple referral reward