

Customer Story

Skin Deep Cosmetics & Aesthetics

Skin Deep Cosmetics & Aesthetics is an aesthetic medical spa located in Houston, Texas. The spa functions with the aim of helping their clients feel good and comfortable with their appearance. The spa offers a range of anti-aging and skincare treatment options like Kybella, Botox, and Sculptra.

Every client gets a customized treatment plan that is carefully crafted after symptomatic evaluation and a consultation with the doctor/aesthetician. The latest technology and the newest equipment are used to combine age-old beauty secrets with the science of cosmetology.

Challenge

When Skin Deep Cosmetics & Aesthetics approached Growth99 in 2021, the spa had a website that did not have a strong infrastructure or robust server. The spa wanted a complete digital overhaul for its online business with the aid of a knowledgeable digital marketing strategy.

The spa website had not managed to make any waves online to increase its popularity among web users. Website visitors could not easily find the information they needed, leading to a click-through rate that was very low.

Solution

Growth99 took on the responsibility of online reputation management for the Skin Deep Cosmetics & Aesthetics website. After giving a digital makeover to the existing website, Growth99's SEO team formulated a customized strategy that would suit the business model of the spa.

Google ads and other forms of paid advertising helped the spa get more traffic and more leads. The spa now serves a larger clientele than before and is enjoying some well-earned fame.

AT A GLANCE

Company : Skin Deep Cosmetics & Aesthetics

Business : Aesthetic Medicine Spa

Location : Houston, Texas

Customer Since : 2021

Website :

<https://skindeepcosmetics.com/>

Use Case : Growth99 enabled successful automated email and SMS campaigns for Skin Deep Cosmetics & Aesthetics, which helped the spa increase online bookings.

Skin Deep Cosmetics & Aesthetics Says,

"Growth99 shows up day and night to support us. They educate, consult, and implement."