

THE ULTIMATE GUIDE TO
FACEBOOK ADS
FOR DAY + MEDICAL SPAS

This guide will cover the steps for how you can get your first Facebook ad up and running to generate new spa clients on autopilot. We are very happy you have decided to download this guide. It's an important one.

And we hope it can be a new start for a new journey for your medical spa or day spa business.



INTRODUCTION

Facebook and Instagram have become popular platforms to get new spa clients fast. They are powerful marketing tools to use when you have a new staff member with an empty client book or when you want to accelerate your already established business.

We will take you through the 9 steps to a successful salon Facebook ad. From getting things in place that you'll need to create your ad to how to set up your Facebook ad.

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1.

DECIDING ON YOUR FACEBOOK AD STRATEGY

Before doing anything, you need to have a strategy for your Facebook advertising. Without a clear strategy, you'll most likely end up spending money and time without really getting the result that you want for your spa. So, don't skip this step.

It's understandable that you're eager to get going, but spending a few minutes here will save you time and money in the long run.

Below are three questions that you should answer for yourself. We'll also add some perspective and examples to each to help you create your strategy.

Why do you want to advertise your spa?

Do you want to get more likes on your posts or do you want to get new clients coming into your medical practice or spa salon?

There are a lot of reasons why you may advertize on Facebook. But ultimately, you want to grow your spa business. And the most effective way to grow a spa is by getting more clients.

Who do you want to advertise to?

The power of Facebook ads lies in its capability to target the right people.

Showing an ad for vaginal rejuvenation to a 19 year old teenage boy will never work. So, it's important to use demographics, interests, etc. when setting up your ad. We'll cover that later on. So, advertising to your ideal client is crucial.

How much are you willing to spend?

You should have a budget in mind for your Facebook ad. Before you know how well your Facebook ad is working for you, we recommend you start with \$5/ day and that you're prepared to run it for at least 10 days (i.e. \$50) before you make any conclusion on if you should invest more or not.

When you have a Facebook ad that works, the only limit to how much you can invest is how many clients your spa can manage.



2.

CREATE AN IRRESISTIBLE FACEBOOK AD OFFER

If you want people who sees your Facebook ad to act, you better give them a good reason to do so. Think about it...

People who are scrolling through their feed on Facebook are not doing it to find the next new salon to book an appointment at. They are on these platforms because they want to get entertained by their friends and inspired by the influencers they follow.

So when you're approaching this audience with your ad, you need to give them a very good reason to drop what they were doing and instead care about what you have to say. A strong offer is essential to making that happen.

You're probably thinking something along the lines of: you don't want to give discounts on your services as you fear that might make your spa look cheap. Or that you'll undermine your regular prices. Or maybe you're concerned that it will hurt your profit if you're now going to give away your precious time at a discounted price.

These are all fair assumptions, trust us, you're not the only day or medical spa owner worrying about all that.

But let's look at the type of offers you can create and see why it indeed is the right thing to do to grow your profit.

How Your Spa's Facebook Ad Becomes Profitable

When you irresistably good Facebook ad offer, you should not expect to make a big profit at the new client's first visit to your day or medical spa. And this is fine.

You need to take the full lifetime value of a spa client into account when you calculate your return on investment (ROI) for your Facebook promotion. That is, let's say 50% of those who go for the offer also becomes loyal clients. And let's say your average loyal customer spend \$100/visit and (on average) visit your business 5 times. Then the value of each new customer is \$500.

Here's an idea:

Give 30% discount on the first visit with an ad spend of \$10. Then your total cost will be \$40 for a return of \$500. That's an ROI above 12!

Obviously, we're just throwing around some numbers here and the exact value of an average visit, the client retention rate, and ad cost will vary by day or medical spa. But it gives you an idea.

3.

CONVERTING VISITORS FROM AD INTO CLIENTS

Before we craft your Facebook ad that promotes your day or medical spa offer, we need to set up a place where you'll send people who want to take the offer.

This is crucial component of your ad setup. If you don't have a good place to send people who want to grab the offer, you'll lose a lot of potential new clients on the way which will only cost you ad money.

And, even if you already have a beautiful website for your business, you cannot just send them to your spa's home page. The key here is that you send them to a dedicated page where they can grab your offer and they cannot do anything else there.

The page cannot have any distractions. Only your offer.

But I don't know how to create such a page, you may think. Luckily, there's solutions available that allow you to do this very easily which we can [help you with that](#).

What the Spa Offer Landing Page Should Do

The page should do the following:

1. Present the offer they just clicked on from the Facebook ad back to them. It's important that you present the exact same offer as you had in your ad or you'll confuse people.

2. Overcome any objections they may have. After you've presented the offer, you should overcome any objections they may have to book. Most important is that you clearly show the location of your business.. If there's other information about how the offer works or if you have any thing else that help tackle any reasons why they may not take the offer, you list it below the offer.

3. Require them to enter their name and email address to get the offer. This is two-fold. You have their contact information should you need to follow-up with them. And, you're building your email subscribers list.

4. Send their voucher/coupon to their email. You can also notify yourself that you've received a new lead so that you can follow up with them if they for some reason don't book.

5. Forward them to your online booking system. You should also share your phone number here as they prefer the old way of booking.

4.

SETTING UP ACCOUNTS YOU NEED IN FACEBOOK

You'll need a spa Facebook Page and Business Manager account to run ads on Facebook.

The Facebook Business Manager is where you manage all your Facebook pages. It's also where you access the Facebook Ads Manager which is the tool you'll work in when creating your Facebook ads.

The Facebook Page is the representation of your salon on Facebook. It'll also be the sender of your ads. You'll likely already have a Facebook Page setup which you can then use for your ads. If not, you can create one in just a few minutes.

To get setup, go to <https://www.facebook.com/business/ads> and create your profile. Just follow the steps outlined by Facebook. If you don't have a Facebook Page yet, you can also create your Facebook page from here.

Take the opportunity to populate your Facebook page with information about your spa business. Change profile picture to your logo and make sure your spa name is clearly spelled out in the page name, ideally followed by a description of your type of salon – e.g. “Genova Medical & Aesthetics”. People will see this information in your ad and you want all parts of your ad to work for you.



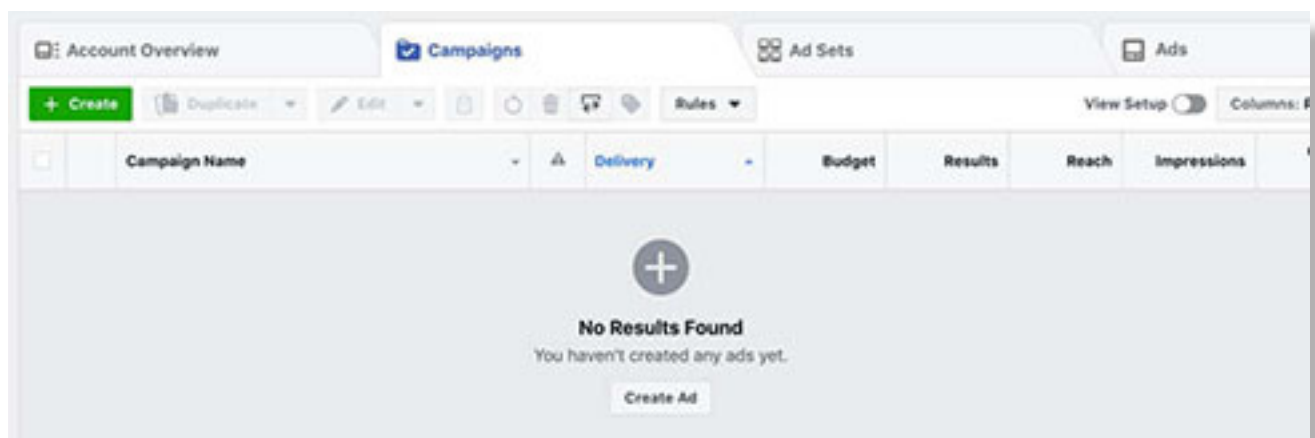
5.

CREATING YOUR SPA FACEBOOK AD

It's time to get your Facebook ad setup.

To do this, go to <https://business.facebook.com> and login to your Facebook Business Manager.

You'll see a view that looks something like the below. It may look a bit technical with a lot of new terminology, but don't worry about that. We'll show you what you need to know to get your medical spa or day spa ad setup.



Before we create your campaign, let's clarify the tabs that you'll see on the screen above as they are a central part of how you manage a Facebook ad and it's not immediately obvious what they are.

Facebook Manager Ad Tabs

Campaign – This is the higher level definition of your campaign. This is where you define the goal of your campaign. For example, if you want your ad to send people to your website or if you want to get more likes on your post.

Ad Set – This is where you define the settings of your campaign. For example, who you want it to be targeted to as well as how much you want to spend.

Ad – This is where you create the ad itself. For example, what image or video to use in your ad and what the text should say.

We'll go through exactly how you can get your Facebook ad setup in the steps, but it's good to already be familiar with the three levels; campaign, ad set, and ad as you'll work with these throughout the ad creation process.

Now, it's time to create your ad. Just press the "Create Ad" button or the plus sign, and we'll see you on the next step.



DEFINE THE GOAL OF YOUR SPA'S FACEBOOK AD

The first thing to answer is – what do you want your Facebook ad to do for you?












You can do a lot of different things with Facebook ads. You can build awareness of your salon by giving your ad maximum reach. You can drive likes and comments on your post. You can sell your product or service and much more.

Depending on which objective you give your ad, Facebook will optimize your ad for that. This means that if you want people to like and comment, Facebook will make sure your ads reaches those people that typically like and comment on posts. If you want your ad to drive sales, Facebook will show your ad to people who are prone to buy online. And so on.

For the purpose of this ebook, we're focusing on getting new clients to book an appointment with you.

To do this, you should set the objective to driving traffic to your website, where we'll convert the visitor into a new client. Don't worry if you don't have a website or if you have one but you're not sure about how well it converts visitors into clients. We'll go through how you can create a specific page to do this for you.

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	<input checked="" type="checkbox"/> Traffic 	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	

Choose the “Traffic” objective for your Facebook ad. Ignore the other options, and hit the “Setup Ad Account” button.



FIND YOUR IDEAL SPA CLIENT TO ATTRACT

Find your ideal client that you want to attract to your medical spa or day spa. After you've set your ad objective and configured your ad account, it's time to setup your Ad Set.

There's quite a few different settings you can play with here if you want but the most important ones are:

Traffic – Choose to drive traffic to your website.

Budget – Set this to \$5/day to start with.

Audience – This is where you tell Facebook who you want to show your ad to. This is the most important part of the Ad Set so let's go into it a bit more detail.

You can leave everything else on their default settings.

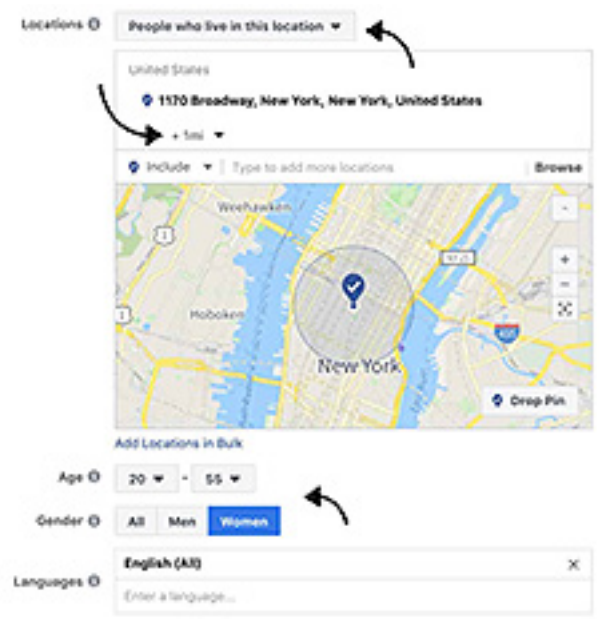
Target People Close To Your Salon

Enter the exact address of your spa as the location you want to target with your ad.

Set the radius around your spa for what is reasonable that someone would travel to go to your medical spa or day spa.

In the example on the image here, we're using an address in the NoMad on Manhattan. Clearly, a lot of people live here so even with a narrow target (1 mile radius) you get a large audience to target.

You'll be able to see on the map which area your ad cover. You can choose if you want to go after people who's just visiting the location or who live there. We recommend you start with people living in the area.



Gender and Age

Here you simply specify the demographics that is most relevant for your spa.

Interests

If you run a salon that is focusing on a specific niche, you can target specific interests of people. For example, if your salon only use vegan products and that's your point of difference to other spas in the area, you can choose to only go after people who have an interest in vegan related topics. This will make your audience even more specific and you can tailor your message in the ad even better to that audience.

8.

CREATE AN ATTENTION GRABBING AD

You know who you want to target. You have an offer to reel the new clients in with. You have an offer page to send them to that will convert them into clients.

But, there's one critical part missing.

The actual ad that you want to place in front of people to catch their attention while they are scrolling through their social feed.

There are many things vying for the attention of people in the newsfeeds today. And your ad needs to grab people's attention despite all the other noise.

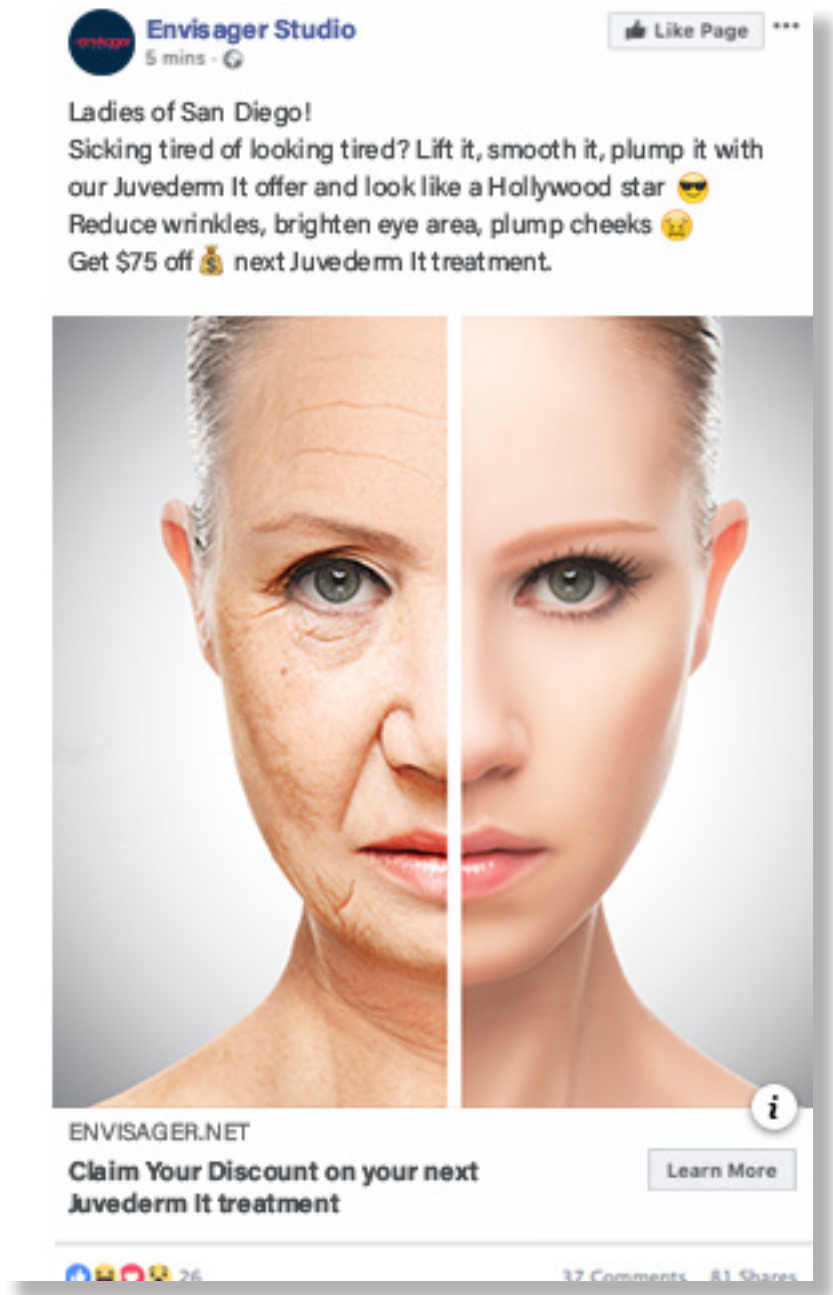
Let's now go through the critical components of the ad that'll help you achieve this. We'll then set it up in Facebook ads manager.

The Image – Your image is in fact the most important part of your ad. The image is what makes people stop and get interested in what you have to offer or say. Make sure it's high resolution and representative of what you're offering.

The Text – Try to use informal tone in your language. Spice it up with emojis. Start by calling out the audience you've targeted so that they feel the ad speaks to them.

Include your call-to-action (CTA) before Facebook hides your text. You want to make sure people get to see the action you want them to take before they need to click “read more”.

Talk about benefits rather than features in your offer. Peoples decision to click on an ad is based on emotion and not rational argument. Try to make the viewer of the ad picture him or herself what it would feel like when they’ve been at your spa rather than listing how long the service is, what products are used etc.



Try to create a sense of urgency to act. For example, you can say “only 15 deals available” or “only available this week”. Of course, whatever element you have in your ad to create the urgency to act needs to be true.

SETTING UP YOUR SPA AD IN FACEBOOK ADS MANAGER

Setting up an ad is pretty straightforward. You'll see a few different options which you can try out. However, for this beginners guide, we'll keep it simple.

Videos ads are typically more effective than image ads. So, creating a sales video for your spa is a good idea. But in the example, we'll use an image ad.



You can now upload the image you want to use. You can use an image from your spa or an appropriate stock image.

Plus, you can upload a few different images and let Facebook try out the different ones. Facebook will automatically show the one that work the best for your spa when the alogrithm has learned which ones gets the most clicks.

Next, fill out your copy that should go with the ad and the url to your landing page where people can claim their offer. Below is an overview of what your ad can look like. If you want to use emojis in your copy you can grab them from [Emojipedia](#).

The image shows the Facebook Ad creation interface. On the left, the 'Links' section is active, showing options for 'Website' and 'Facebook Event'. The 'Text' field contains the following copy: 'Ladies of San Diego! Sicking tired of looking tired? Lift it, smooth it, plump it with our Juvederm It offer and look like a Hollywood star 🤗. Reduce wrinkles, brighten eye area, plump cheeks 🤗. Get \$75 off 🤗 next Juvederm It treatment.' Below this, there are fields for 'Website URL' (https://envisagenet/facebook-a-ds-for-medical-spas/), 'Headline' (Get \$75 Off Your Next Juvederm It Treatment), and 'Call To Action' (Learn More). On the right, the 'Ad Preview' section shows a mobile news feed view of the ad. The ad features the Envisager Studio logo, the same text as the 'Text' field, and a split-image of a woman's face showing 'before' and 'after' results of the treatment. The ad footer includes the text 'ENVISAGER.NET Claim Your Discount on your next Juvederm It treatment' and a 'Learn More' button.

When your ad is ready, just click confirm. You'll be asked to enter your credit card details for that should be charged for the ad cost.



TESTING AND IMPROVING YOUR AD

Congratulations! You now have your first Facebook ad for your medical spa or day spa ready and running!

Please keep in mind though, that you may not nail a highly profitable ad in the first go. That's just how it is.

You'll need to test and try a few variations before you lock down the best one that gives you the highest return on investment (ROI).

But don't spend a lot of time getting it perfect the first time. Do the very best that you can and see what happens. You'll learn what works and not, then you can improve over time.

In fact, put Facebook to work for you here. You can upload several images and let facebook pick what works best. You can also create a different target audience and run the same ad to a different audience to then see which one gives best result.

Getting good with Facebook ads is all about testing. And you should let Facebook test for you.

However, don't switch between ads too quickly. Give Facebook a week or so before you draw any conclusions whether your salon's Facebook ad is working or not. Facebook can then collect more data and improve over time.





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