10 Marketing Mistakes Med Spa Owners Make

(And What To Do Instead)

By Mohammad Asif Mansoori | Med Spa Marketing Strategist

You didn't open your Med Spa so you could spend your days fighting with IG, websites, or ad dashboards.

You opened it because you're good at what you do, and you want a full calendar of happy, returning patients.

The problem is, even great Med Spas lose bookings because of a few quiet marketing issues that never get fixed.

This guide is here to help you see those clearly.

This guide will help you 👇

✅ Spot which marketing mistakes are slowing down your bookings

✅ Understand why they matter (without any heavy jargon)

✅ Know what to focus on first so your effort actually leads to more consults

Note: You don't have to fix everything at once. You just need to see the full picture and then move in the right order.

How to use this guide 👇

📌 Read through each mistake and be honest with yourself

📌 Put a ✔️ next to anything that sounds like your Med Spa.

📌 At the end, choose a few areas to start with and, if you want more support, you'll see an option to **get a personalized Audit & Strategy Call.**

> "A good Med Spa isn't enough.
> People also need a clear path from
> finding you to feeling ready to book with you."

\- Mohammad Asif Mansoori | Med Spa Marketing Strategist

Mistake 01: No Real Content Strategy (Just Posting When You Can)

What this looks like:

👉 Some weeks you post a lot, then nothing for days

👉 You post "whatever you have" - offers, quotes, random reels

👉 It feels tiring and doesn't bring many bookings

Why it quietly hurts:

👉 Your best clients don't see you often enough to remember you

👉 Your feed feels random, not like a trusted brand

What to do instead (simple fix):

✅ Choose **3 content pillars**, for example:
- Education (skin tips, treatment breakdowns)
- Social proof (reviews, testimonials, light case stories, screenshots)
- Behind-the-scenes (team, process, safety)

✅ Plan **one week at a time** instead of every day from scratch

✅ Reuse strong posts on IG, FB, TikTok, and email.

You don't need to post more. You need to post with a clear plan.

Mistake 02: Only Posting Before & Afters

What this looks like:

👉 Your feed is 90% before & after photos

👉 Impressive results, but no context or story

Why it quietly hurts:

👉 People see "nice results" but don't know:

- What you're like,
- What it feels like to visit,
- Why they should choose you over others

What to do instead:

Mix before & after with:

✅ Short client stories (with permission):

- Why they came in
- What worried them
- How they felt after

✅ A bit of you + your team:

- Your approach
- Your safety standards
- What makes your Med Spa different

✅ Reuse strong posts on IG, FB, TikTok, and email.

People don't just buy the result. They buy trust.

Mistake 03: Being Too Shy To Talk About Your Services

What this looks like:

👉 You post vibes, quotes, and "before-and-after"

👉 You almost never say "Here's what we offer and who it's for"

👉 You're scared to sound "too salesy"

Why it quietly hurts:

👉 People like your content, but don't know how you can help them

👉 They think, "Nice page," and keep scrolling

What to do instead:

✅ Talk clearly about your treatments and who they help

- "Chemical peels for acne scars"
- "Botox for first-timers who want a natural look"

✅ End some posts with simple actionable CTAs:

- "Tap the link in bio to see pricing"
- "Send us a message with your main skin concern"

Remember: clarity is not pushy, it's helpful.

Mistake 04: Inconsistent Branding & Visuals

What this looks like:

👉 Every post has a new font, new color, new layout

👉 Your page looks like 5 different brands

👉 You post a lot one week, then vanish for two

Why it quietly hurts:

👉 People can't quickly tell your posts are from you at a glance

👉 You look less professional than you really are

What to do instead:

✅ Choose **2-3 brand colors** and stick to them

✅ Use the **same fonts and 4-5 Canva templates**

✅ Pick a schedule you can keep (even 2-3 posts per week)

Consistency builds trust. When your look is steady, you feel more professional, and so do your patients.

Mistake 05: Your Platforms Aren't Connected

What this looks like:

👉 Instagram bio has no clear link

👉 Website doesn't show your socials or reviews

👉 Google Business Profile is there... but not optimized well

Why it quietly hurts:

👉 People find you on one platform, then get lost

👉 Every extra click = more drop-offs

What to do instead:

✅ In your IG bio: add links to your

- Booking page or
- Lead form / "request a consult" page

✅ On your website:

- Show IG feed
- Link to your Google reviews

✅ On Google Business Profile:

- Link to your main website + booking link

Your online world should feel like one path, not a puzzle.

Mistake 06: Treating Social Media Like a Gallery, Not a Funnel

What this looks like:

👉 IG looks pretty, but there's no "journey"

👉 No clear next step for new followers

Why it quietly hurts:

👉 You attract attention, but don't guide it

👉 People like your posts, but don't move closer to booking

What to do instead:

Think of posts in 3 levels:

✅ Top of funnel - Awareness

- Skin tips, myths, education, behind-the-scenes

✅ Middle of funnel - Trust

- Testimonials, light case stories, and FAQ posts

✅ Bottom of funnel - Offers & next steps

- Clear offer posts, "how to start," and limited promos
- Direct link to your booking page or consult form

Every few posts, ask: "If someone sees only this, do they know how to work with us?"

Mistake 07: Ignoring Your Google Business Profile

What this looks like:

👉 Old photos

👉 Few reviews

👉 Outdated hours or services

Why it quietly hurts:

👉 You lose local people who are ready to book today

👉 A weaker profile makes competitors look stronger

What to do instead:

✅ Update: hours, services, main photos

✅ Post short updates:

- New treatments

- Seasonal offers

- Common questions

✅ Ask happy patients for a quick review, same day via SMS or WhatsApp link

This is one of the highest-ROI fixes you can make.

Mistake 08: Forgetting Past Patients

What this looks like:

👉 People come once and never hear from you again

👉 No follow-up, no check-ins, no simple "we're here for you"

Why it quietly hurts:

👉 You keep paying (in time or money) for new leads

👉 You lose easy repeat bookings

What to do instead:

✅ Send one simple email per month:

- Helpful tips

- Seasonal offers

- New services

✅ Set basic follow-ups:

- 4-6 weeks after a facial

- 3-4 months after injectables

Staying gently visible is not annoying; it's good care.

Mistake 09: Pretty Website, No Clear Path

What this looks like:

👉 People don't know which treatment is right

👉 There's no clear "start here"

Why it quietly hurts:

👉 Visitors feel confused and drop off

👉 They go to the next tab (maybe your competitor)

What to do instead:

✅ On your homepage, make sure you clearly show:

- Who you help (first-timers? Busy professionals? etc.)

- What you're known for (top 3-5 services)

- How to start (book a consult, call, fill a form, DM)

Every page should have one main button that feels natural.

Mistake 10: Running Ads Without a Real Landing Page

What this looks like:

👉 Ads send people to your homepage or IG profile

👉 You hope they'll "figure it out"

Why it quietly hurts:

👉 People get distracted and drop off

👉 You pay for clicks, not for booked consults

What to do instead:

✅ Create a simple, focused landing page for the offer in your ads, include:

- Clear headline
- Who it's for
- What it helps with
- Social proof
- One clear button

Your ads bring the traffic. Your landing page should close the loop.

Bonus: Let AI Help With Repeated Tasks

When your marketing starts working, something else happens too:
Your inbox, DMs, and phone start blowing up.

Not with problems... but with the same questions over and over.

Instead of:

👉 Answering "How much is Botox?" or "Do you have availability this week?" 20 times a day

👉 Losing leads because they messaged while you were in a treatment room

👉 Letting your front desk get overwhelmed and slow to respond

Set up an AI/Chat assistant that cares:

✅ Answer FAQs in seconds

- locations, hours, basic pricing ranges, prep/aftercare basics

✅ Send people to the right next step

- Service pages, consultation forms, or your booking link

✅ Collect details while you work

- Name, best contact, what they're interested in, preferred time window

✅ Keep the conversation warm

- "Human style" replies so it feels friendly, not robotic

The goal isn't to replace your team. It's to keep your front desk calm, protect your time, and make sure every good lead gets a fast reply instead of slipping away.

Help me make the next resource even better:

If you have 30 seconds, I'd love to hear what you want more help with.
Your answers help me create practical tools that match real Med Spa problems.

If you'd like, I'll take a quick look at your marketing and send 2-3 simple fixes you can start using right away.

Tap this link 👉 [Share your thoughts](#)

Hi, I'm **Mohammad Asif.**

I help Med Spa owners turn confusing, random marketing into a clear system that brings in steady, right-fit consults.

I work behind the scenes on things like your website, social media, Google profile, and follow-up so your marketing feels less chaotic and more under control.

Before you close this guide 👇🏻

I know you have a lot on your plate.
You are running a Med Spa, managing people, and trying to keep clients happy.

You do not need a perfect marketing plan tomorrow. You just need clear steps.

Here is a simple way to use this guide:

✅ Keep it somewhere you can see it

✅ Mark what already looks good in your marketing

✅ Then start improving the parts that feel most important for your bookings

right now

Come back to it as your Med Spa grows.
Good marketing is not a one-time project. It is a system you keep improving over time.

Book a call with me:

[Fill out this short form](#)

[Send me a WhatsApp message](#)