

MONTHLY CONTENT PLAYBOOK

# Bloom Skin Studio

Boutique med spa specializing in Botox, filler, and skin rejuvenation for women  
30-55 · Scottsdale, AZ

Prepared for July 2026

## JD Creative

AI-powered content systems for local businesses — built to book jobs, not just fill feeds.

## MONTHLY TARGETS

# What Success Looks Like

By July 31st, Bloom Skin Studio will have converted 20+ qualified first-time clients through the \$299 HydraFacial + Botox consultation offer, built a trusted Instagram presence of 500+ new engaged followers, and established social proof through 2-3 authentic Google reviews from delighted clients.

## Key Performance Indicators

### NEW INSTAGRAM FOLLOWERS

**500-600**

With consistent 5-6x weekly posting, education-first content, and strategic hashtag use in Scottsdale beauty community, 18-20 net new followers daily is achievable for a premium med spa.

### ONLINE BOOKING FORM SUBMISSIONS

**22-25**

With the compelling \$299 first-time offer promoted 8-10 times across platforms plus strategic CTAs in educational content, converting 3-4 consultation requests weekly is realistic.

### CONTENT ENGAGEMENT RATE

**4.5-6%**

Educational carousel posts and authentic behind-the-scenes content in the beauty/wellness vertical consistently outperform generic promotional posts, making this rate attainable with quality content.

### INSTAGRAM PROFILE VISITS

**1,200-1,500**

Strong hooks on Reels and carousels plus consistent posting rhythm will drive 40-50 profile visits daily from women actively researching Scottsdale med spas and aesthetic providers.

## Weekly Milestones

Week	Focus	Milestone
W1	Brand foundation and summer skincare education	Establish posting rhythm with 6 educational posts live; introduce NP owner and studio philosophy; drive 100+ profile visits
W2	\$299 offer awareness and process transparency	Launch promotional carousel and Reel for first-time offer; achieve 5-7 booking form submissions; gain 120-150 new followers
W3	Social proof and community trust building	Share client result stories (with permission); generate 8-10 saves on educational carousel; secure 1-2 Google reviews from recent clients

W4 Momentum and next-step nurturing Hit 500 total new followers; convert 8-10 additional consultations; create waitlist interest for August with gentle scarcity messaging

THE ONE THING

If we receive 20+ qualified consultation bookings directly attributed to Instagram and Facebook content, we'll know the strategy is converting awareness into revenue.

# How Your Brand Sounds

Bloom Skin Studio speaks with the confidence of clinical expertise wrapped in approachable warmth. Our voice is that of a trusted practitioner who respects your intelligence—we educate without talking down, and we're transparent about pricing, process, and realistic outcomes because you deserve nothing less. There's polish here, but never pretension: we're the nurse practitioner you'd want as a friend, combining medical precision with genuine care for how you feel in your skin.

## Voice Do's

- Lead with education and demystify aesthetic treatments with clear, jargon-free explanations
- Use 'we' and 'our practice' to emphasize the personal, practitioner-owned nature of the studio
- Name specific concerns (fine lines, volume loss, summer sun damage) that resonate with professional women
- Include transparent details like per-unit pricing, follow-up policies, and what to expect
- Frame results as 'refreshed,' 'natural,' and 'still you'—never overdone or dramatically transformed

## Voice Don'ts

- Avoid hype language like 'amazing,' 'obsessed,' or 'you NEED this'—we're clinical professionals, not influencers
- Never use discount-heavy messaging or scarcity tactics that feel pushy ('only 2 spots left!')
- Skip generic before/after photos without context or educational value
- Avoid over-filtered photos or aspirational lifestyle imagery that feels unattainable
- Don't use cutesy nicknames for treatments ('tox,' 'lip flip') without also using proper clinical terms

## Vocabulary We Use

rejuvenation · natural-looking results · our nurse practitioner · transparent pricing · private consultation · per-unit cost · follow-up included · refreshed · tailored treatment plan · clinical expertise

# 30-Day Schedule

Your content roadmap for the month. Each post aligns to a strategic objective.

Day	Platform	Format	Topic	CTA
1	Instagram	Carousel	5 things to know before your first Botox appointment (education-first introduction to studio)	Link in bio to book your consultation
2	Facebook	Educational tip	Why July is ideal for starting aesthetic treatments (slower social calendar, heal before fall events)	Comment 'READY' for booking link
3	Instagram	Behind-the-scenes photo	Meet our NP owner in the private consultation room—introduce credentials and no-upsell philosophy	DM us your questions about any treatment
5	Instagram	Reel	Common Botox myths busted in 30 seconds (scroll-stopping education)	Save this and book your consult—link in bio
6	Facebook	Educational post	What 'per-unit pricing' means and why it matters for transparency	Visit our website to see our full pricing menu
8	Instagram	Single image post	Summer skin stress—how Scottsdale heat and sun exposure ages skin faster (timely, local)	Protect and rejuvenate: book a HydraFacial
9	Instagram	Carousel	HydraFacial 101: what it is, what it treats, and why clients love it	First-timers: get HydraFacial + Botox consult for \$299
10	Facebook	Promotional post	Announcing the \$299 first-time client package (HydraFacial + Botox consultation, \$150 savings)	Tap to book online—limited availability in July
12	Instagram	Reel	A day in the studio—showing private rooms, consultations, and the client experience	Experience the Bloom difference. Book now.

13	Facebook	FAQ post	Does Botox hurt? Answering the #1 question from first-time clients	More questions? Read our FAQ page or DM us
15	Instagram	Single image post	Why we include follow-ups in every treatment (no surprise fees, ongoing care)	See what's included in every visit—link in bio
16	Instagram	Carousel	Botox vs. filler: what's the difference and which is right for you?	Book a free consultation to create your plan
17	Facebook	Testimonial-style post	Client love: 'I felt heard, not sold to'—sharing feedback on the no-upsell experience	Read more reviews on our Google page
19	Instagram	Educational tip	Pre-treatment prep: what to avoid 48 hours before Botox or filler	Save this for later—and book your appointment
20	Instagram	Reel	What to expect in your first 15 minutes at Bloom (demystifying the consultation)	Ready to start? Link in bio to book.
22	Facebook	Educational post	How dermal fillers work: the science of hyaluronic acid explained simply	Learn more on our blog or book a consultation
23	Instagram	Carousel	5 signs you're ready for your first aesthetic treatment (permission-giving, relatable)	If you nodded along, let's talk. Book below.
24	Instagram	Single image post	Behind the scenes: how we source and store medical-grade products safely	Trust matters. Learn about our standards—link in bio
26	Facebook	Seasonal tip	Post-treatment summer care: SPF, hydration, and what to skip after your appointment	Bookmark this—then schedule your treatment
27	Instagram	Promotional reminder	Final days for the \$299 first-time package—July availability closing soon	Claim your spot before July ends—book now
29	Instagram	Carousel	Real talk: how long results last (Botox, fillers, HydraFacial) and what affects longevity	Questions? DM us or book a consultation

30	Facebook	Community post	Thank you for trusting us with your skin this month—celebrating new clients and community growth	Refer a friend and you both get \$50 off next visit
4	Instagram	Single image post	IV vitamin therapy explainer: how it supports skin health from within	Add IV therapy to your next visit—ask us how
7	Instagram	Educational tip	Chemical peels in summer: yes or no? Debunking the seasonal treatment myth	Safe for summer—book your peel consult today
11	Instagram	Single image post	What 'nurse practitioner-owned' means for your safety and results	Meet our NP—tap to learn more and book
14	Instagram	Before/after education	Subtle brow lift with Botox—showing natural results with explanation of units used and placement	Want natural results? Book your consultation
18	Instagram	Single image post	Our private consultation rooms: why discretion and comfort matter	Experience privacy-first care. Book your visit.
21	Instagram	Educational tip	Lip filler FAQ: addressing volume, shape, and the 'natural look' so many clients request	Let's create your natural lip plan—book a consult
25	Instagram	Single image post	Client comfort details: numbing options, treatment time, and what we do to make you feel at ease	Nervous about your first visit? DM your concerns
28	Instagram	Educational tip	How to choose a med spa: red flags vs. green flags (subtle authority-building)	See why clients choose Bloom—link in bio



# 30-Day Content Grid

Your month at a glance. Each cell shows the day, platform, and topic.

MON	TUE	WED	THU	FRI	SAT	SUN
<b>1</b> INS Carousel 5 things to know before your first Botox appointment...	<b>2</b> FAC Educational tip Why July is ideal for starting aesthetic treatments ...	<b>3</b> INS Behind-the-scenes photo Meet our NP owner in the private consultation room—i...	<b>4</b> INS Single image post IV vitamin therapy explainer: how it supports skin h...	<b>5</b> INS Reel Common Botox myths busted in 30 seconds (scroll-stop...	<b>6</b> FAC Educational post What 'per-unit pricing' means and why it matters for...	<b>7</b> INS Educational tip Chemical peels in summer: ye or no? Debunking the s...
<b>8</b> INS Single image post Summer skin stress—how Scottsdale heat and sun expos...	<b>9</b> INS Carousel HydraFacial 101: what it is, what it treats, and why...	<b>10</b> FAC Promotional post Announcing the \$299 first-time client package (Hydra...	<b>11</b> INS Single image post What 'nurse practitioner-owned' means for your safet...	<b>12</b> INS Reel A day in the studio—showing private rooms, consultat...	<b>13</b> FAC FAQ post Does Botox hurt? Answering the #1 question from firs...	<b>14</b> INS Before/after education Subtle brow lift with Botox—showing natural result...
<b>15</b> INS Single image post Why we include follow-ups in every treatment (no sur...	<b>16</b> INS Carousel Botox vs. filler: what's the difference and which is...	<b>17</b> FAC Testimonial-style post Client love: 'I felt heard, not sold to'—sharing fee...	<b>18</b> INS Single image post Our private consultation rooms: why discretion and c...	<b>19</b> INS Educational tip Pre-treatment prep: what to avoid 48 hours before Bo...	<b>20</b> INS Reel What to expect in your first 15 minutes at Bloom (de...	<b>21</b> INS Educational tip Lip filler FAQ: addressing volume, shape, and the 'n...

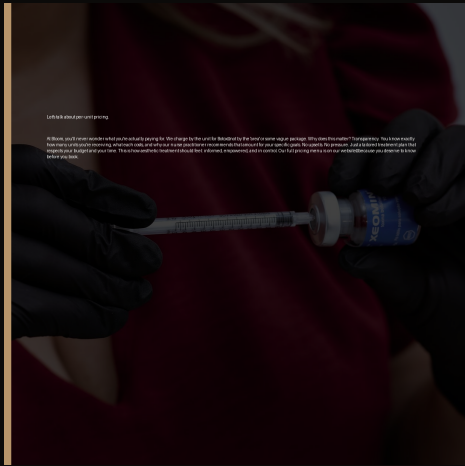
<p><b>22</b>      FAC</p> <p>Educational post</p> <p>How dermal fillers work: the science of hyaluronic a...</p>	<p><b>23</b>      INS</p> <p>Carousel</p> <p>5 signs you're ready for your first aesthetic treatm...</p>	<p><b>24</b>      INS</p> <p>Single image post</p> <p>Behind the scenes: how we source and store medical-g...</p>	<p><b>25</b>      INS</p> <p>Single image post</p> <p>Client comfort details: numbing options, treatment t...</p>	<p><b>26</b>      FAC</p> <p>Seasonal tip</p> <p>Post-treatment summer care: SPF, hydration, and what...</p>	<p><b>27</b>      INS</p> <p>Promotional reminder</p> <p>Final days for the \$299 first-time package—July avai..</p>	<p><b>28</b>      INS</p> <p>Educational tip</p> <p>How to choose a med spa: red flags vs. green flags (...)</p>
<p><b>29</b>      INS</p> <p>Carousel</p> <p>Real talk: how long results last (Botox, fillers, Hy...</p>	<p><b>30</b>      FAC</p> <p>Community post</p> <p>Thank you for trusting us with your skin this month—...</p>					



# Ready-to-Publish Captions

Eight captions across content formats. Drop into your scheduler or post directly.

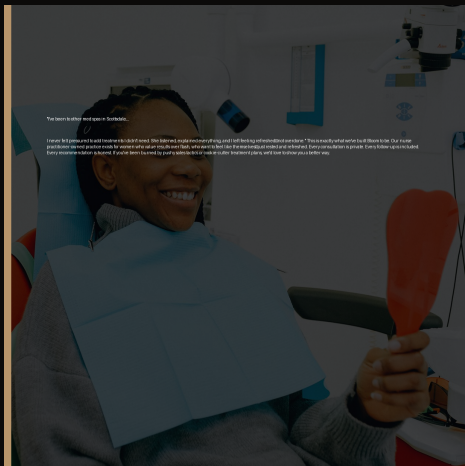
## Caption 01 · Educational



Let's talk about per-unit pricing. At Bloom, you'll never wonder what you're actually paying for. We charge by the unit for Botox—not by the 'area' or some vague package. Why does this matter? Transparency. You know exactly how many units you're receiving, what each costs, and why our nurse practitioner recommends that amount for your specific goals. No upsells. No pressure. Just a tailored treatment plan that respects your budget and your time. This is how aesthetic treatment should feel: informed, empowered, and in control. Our full pricing menu is on our website—because you deserve to know before you book.

**CTA:** Visit our website to see our full pricing menu

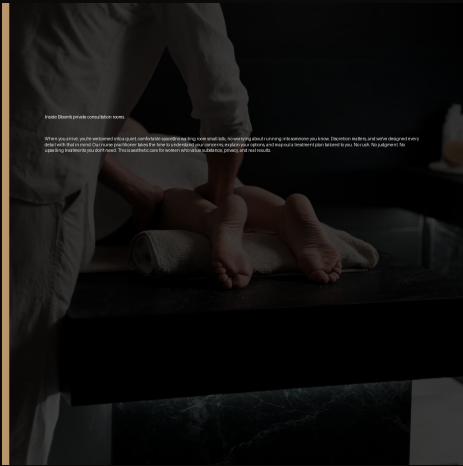
## Caption 02 · Testimonial-style



"I've been to other med spas in Scottsdale, and Bloom is different. I never felt pressured to add treatments I didn't need. She listened, explained everything, and I left feeling refreshed—not overdone." This is exactly what we've built Bloom to be. Our nurse practitioner-owned practice exists for women who value results over flash, who want to feel like themselves—just rested and refreshed. Every consultation is private. Every follow-up is included. Every recommendation is honest. If you've been burned by pushy sales tactics or cookie-cutter treatment plans, we'd love to show you a better way.

**CTA:** Read more reviews on our Google page

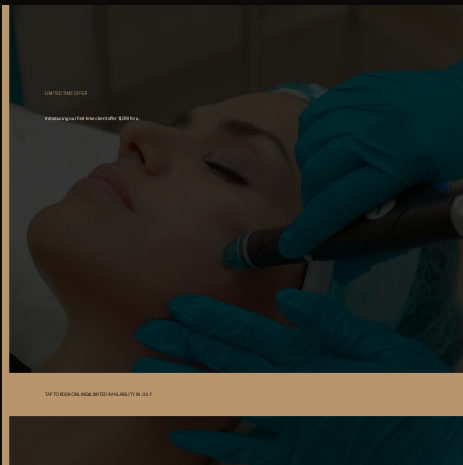
## Caption 03 · Behind-the-scenes



Inside Bloom's private consultation rooms. When you arrive, you're welcomed into a quiet, comfortable space—no waiting room small talk, no worrying about running into someone you know. Discretion matters, and we've designed every detail with that in mind. Our nurse practitioner takes the time to understand your concerns, explain your options, and map out a treatment plan tailored to you. No rush. No judgment. No upselling treatments you don't need. This is aesthetic care for women who value substance, privacy, and real results.

**CTA:** Experience privacy-first care. Book your visit.

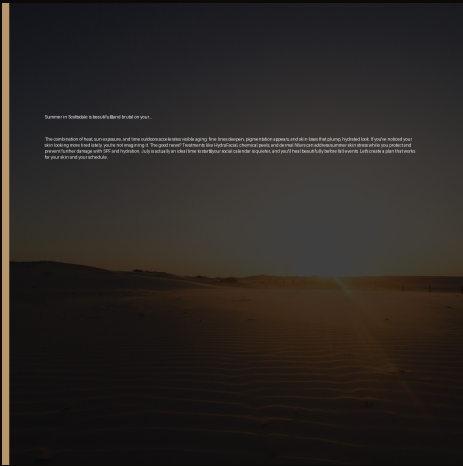
### Caption 04 - Promo



Introducing our first-time client offer: \$299 for a HydraFacial + Botox consultation. If you've been curious about aesthetic treatments but hesitant to take the first step, this is your invitation. You'll experience our signature HydraFacial—deeply hydrating, immediately glowing—and sit down for a personalized Botox consultation with our nurse practitioner. No obligation to proceed, just education and options tailored to you. Regularly \$450. This month, \$299. July availability is limited as we maintain our commitment to unhurried, private appointments. If you've been thinking about it, now's the time.

**CTA:** Tap to book online—limited availability in July

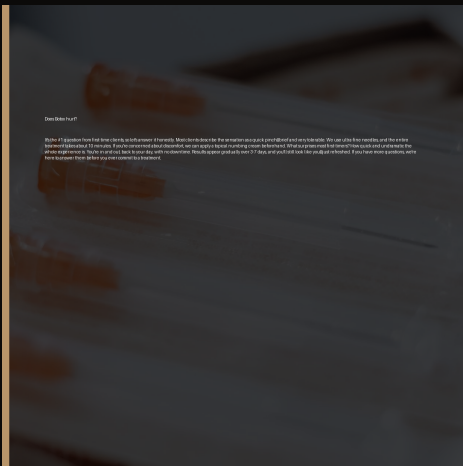
### Caption 05 - Seasonal tip



Summer in Scottsdale is beautiful—and brutal on your skin. The combination of heat, sun exposure, and time outdoors accelerates visible aging: fine lines deepen, pigmentation appears, and skin loses that plump, hydrated look. If you've noticed your skin looking more tired lately, you're not imagining it. The good news? Treatments like HydraFacial, chemical peels, and dermal fillers can address summer skin stress while you protect and prevent further damage with SPF and hydration. July is actually an ideal time to start—your social calendar is quieter, and you'll heal beautifully before fall events. Let's create a plan that works for your skin and your schedule.

CTA: Protect and rejuvenate: book a HydraFacial

## Caption 06 - FAQ



Does Botox hurt? It's the #1 question from first-time clients, so let's answer it honestly. Most clients describe the sensation as a quick pinch—brief and very tolerable. We use ultra-fine needles, and the entire treatment takes about 10 minutes. If you're concerned about discomfort, we can apply a topical numbing cream beforehand. What surprises most first-timers? How quick and undramatic the whole experience is. You're in and out, back to your day, with no downtime. Results appear gradually over 3-7 days, and you'll still look like you—just refreshed. If you have more questions, we're here to answer them before you ever commit to a treatment.

CTA: More questions? Read our FAQ page or DM us

## Caption 07 - Before/after



Subtle brow lift, natural results. This client wanted to address forehead lines and achieve a slight lift without looking 'frozen.' Our nurse practitioner used 20 units of Botox, strategically placed to relax the muscles pulling the brow down while maintaining natural movement and expression. Results like this take clinical expertise—understanding facial anatomy, proportions, and how to tailor each treatment to your unique features. It's why we're nurse practitioner-owned, why we never rush, and why our clients trust us with their faces. If 'natural' is your goal, we speak your language.

**CTA:** Want natural results? Book your consultation

## Caption 08 - Community



This month, we've welcomed so many new faces into the Bloom community—and we're grateful. Thank you for trusting us with your skin, for asking thoughtful questions, for sharing your goals and concerns openly. It's a privilege to be part of your self-care routine, and we don't take that lightly. If Bloom has made a difference for you, the best compliment you can give is a referral. Know someone who'd appreciate transparent, expert aesthetic care? Send them our way—you'll both receive \$50 off your next visit as a thank-you. Here's to summer skin that feels as good as it looks.

**CTA:** Refer a friend and you both get \$50 off next visit

# Short-Form Video Scripts

Three 30-45 second Reels with hooks, body beats, and shot lists.

## Reel 01

**Hook (0-3s):** 3 Botox myths that keep women from booking—let's clear them up.

### Body:

Beat 1. Myth 1: 'It's going to look obvious.' Truth: when done by a skilled practitioner, Botox softens lines while keeping your natural expressions intact. You'll look refreshed, not frozen.

Beat 2. Myth 2: 'Once I start, I can't stop.' Truth: Botox is not addictive. If you stop, your lines gradually return—but you won't look worse than before. You're always in control.

Beat 3. Myth 3: 'It's only for older women.' Truth: many clients in their 30s use Botox preventatively to slow the formation of deep lines. It's about what works for YOUR skin and goals.

**CTA:** Still have questions? Book a free consultation—link in bio. Let's create your personalized plan.

### Shot List:

- Text overlay: '3 Botox Myths Busted' with clean, minimal background
- Close-up of practitioner holding Botox vial with gentle, confident expression
- B-roll of private consultation room, calm and professional
- Final frame: 'Book your consultation' with logo and link prompt

## Reel 02

**Hook (0-3s):** Ever wondered what actually happens in your first 15 minutes at a med spa? Let me show you.

### Body:

Beat 1. Minute 1-5: You're welcomed into a private consultation room—no crowded waiting areas. Our nurse practitioner sits down with you to understand your concerns and goals. This is about listening, not selling.

Beat 2. Minute 6-10: We walk through your options. What will address your specific concerns? What's the realistic outcome? What's the cost, the timeline, the aftercare? Full transparency, always.

Beat 3. Minute 11-15: You decide your next step. Book a treatment today, think it over, or start with something small. There's zero pressure. This is YOUR journey, and we're here to guide—not push.

**CTA:** Experience the Bloom difference. Book your first consultation—link in bio.

### Shot List:

- Welcoming shot: door opening to private consultation room
- Over-the-shoulder shot of practitioner reviewing treatment options with client (hands visible, faces partially shown for privacy)
- Close-up of transparent pricing sheet on tablet or paper
- Final shot: Bloom logo with 'Book your consultation' text

## Reel 03

**Hook (0-3s):** What's the difference between Botox and filler? Let's break it down in 30 seconds.

### Body:

Beat 1. Botox: relaxes the muscles that create lines when you frown, squint, or raise your eyebrows. It prevents and softens dynamic wrinkles. Think: forehead lines, crow's feet, frown lines.

Beat 2. Filler: restores volume and plumps areas that have thinned with age. It fills in static lines and adds structure. Think: lips, cheeks, under-eye hollows, nasolabial folds.

Beat 3. Often, we use both in combination—Botox to prevent new lines, filler to restore lost volume. During your consultation, we'll map out what makes sense for your goals and your face.

**CTA:** Not sure which you need? Book a free consultation and let's create your plan—link in bio.

### Shot List:

- Split screen or text overlay: 'Botox vs. Filler'
- Animation or graphic showing Botox relaxing muscle movement
- Animation or graphic showing filler plumping and volumizing
- Final frame: 'Let's create your plan' with consultation CTA

# Multi-Slide Posts

Five carousel concepts. Each is designed to stop the scroll and drive engagement.

## Carousel 01 - 5 Things to Know Before Your First Botox Appointment

**Slide 1:** Slide 1: '5 Things to Know Before Your First Botox Appointment' (title slide with clean, elegant design)

**Slide 2:** Slide 2: '1. It's quick.' Most Botox appointments take 10-15 minutes. You can book during lunch and return to your day immediately—no downtime required.

**Slide 3:** Slide 3: '2. Results aren't instant.' You'll start noticing smoother skin in 3-5 days, with full results at 10-14 days. Patience pays off with natural-looking outcomes.

**Slide 4:** Slide 4: '3. Avoid blood thinners 48 hours before.' Skip alcohol, ibuprofen, and certain supplements to minimize bruising. We'll send you a full prep list when you book.

**Slide 5:** Slide 5: '4. It won't look obvious (if done right).' A skilled practitioner tailors units and placement to YOUR face. You'll look refreshed and natural—never frozen or overdone.

**Slide 6:** Slide 6: '5. Ask about pricing upfront.' At Bloom, we use transparent per-unit pricing so you know exactly what you're paying. No surprise fees, ever. → Book your consultation—link in bio.

## Carousel 02 - HydraFacial 101: What It Is and Why Clients Love It

**Slide 1:** Slide 1: 'HydraFacial 101: What It Is and Why Clients Love It' (title slide)

**Slide 2:** Slide 2: 'What is it?' A medical-grade facial that cleanses, exfoliates, extracts, and hydrates using patented vortex technology. It's gentle, effective, and suitable for all skin types.

**Slide 3:** Slide 3: 'What does it treat?' Dullness, fine lines, congested pores, uneven texture, dehydration, and sun damage. You'll leave with an immediate glow—no redness or peeling.

**Slide 4:** Slide 4: 'How long does it take?' About 30-45 minutes. It's a perfect lunchtime treatment with zero downtime. You can even apply makeup immediately after.

**Slide 5:** Slide 5: 'How often should you do it?' Most clients see the best results with monthly treatments. Think of it as a reset for your skin—especially in harsh Scottsdale summers.

**Slide 6:** Slide 6: 'Ready to try it?' First-time clients: HydraFacial + Botox consultation for \$299 (regularly \$450). → Book now—link in bio.

## Carousel 03 - Botox vs. Filler: What's the Difference?

**Slide 1:** Slide 1: 'Botox vs. Filler: What's the Difference?' (title slide)

**Slide 2:** Slide 2: 'Botox: What it does.' Relaxes the muscles that cause dynamic wrinkles—lines that form when you move your face. It's preventative and corrective.

**Slide 3:** Slide 3: 'Botox: What it treats.' Forehead lines, crow's feet, frown lines (the '11s'), and brow lift. Results last 3-4 months on average.

**Slide 4:** Slide 4: 'Filler: What it does.' Restores lost volume and plumps areas that have thinned with age. It's made of hyaluronic acid, a substance naturally found in skin.

**Slide 5:** Slide 5: 'Filler: What it treats.' Lips, cheeks, under-eye hollows, nasolabial folds, marionette lines. Results last 6-18 months depending on the product and area.

**Slide 6:** Slide 6: 'Which do you need?' Often, both—in combination. During your consultation, we'll assess your concerns and create a tailored plan. → Book your free consultation—link in bio.

## Carousel 04 - 5 Signs You're Ready for Your First Aesthetic Treatment

**Slide 1:** Slide 1: '5 Signs You're Ready for Your First Aesthetic Treatment' (permission-giving title slide)

**Slide 2:** Slide 2: '1. You're tired of looking tired.' You're sleeping enough, drinking water, using good skincare—but the mirror still shows lines and hollows you didn't have five years ago.

**Slide 3:** Slide 3: '2. You want to feel like yourself again.' You're not chasing a different face. You just want to look as rested and vibrant as you feel on the inside.

**Slide 4:** Slide 4: '3. You've done your research.' You're informed about options, realistic about results, and ready to work with a trusted professional—not just chase a trend.

**Slide 5:** Slide 5: '4. You're investing in yourself.' You already prioritize your health, fitness, and skincare. Aesthetic treatments are simply the next step in taking care of yourself.

**Slide 6:** Slide 6: '5. You're curious, not pressured.' No one's pushing you. This is YOUR decision, on YOUR timeline. If you nodded along, let's talk. → Book your consultation—link in bio.

## Carousel 05 - Real Talk: How Long Do Results Actually Last?

**Slide 1:** Slide 1: 'Real Talk: How Long Do Results Actually Last?' (title slide)

**Slide 2:** Slide 2: 'Botox: 3-4 months.' Results vary based on metabolism, muscle strength, and lifestyle. Most clients return every 3-4 months to maintain their results.

**Slide 3:** Slide 3: 'Dermal Fillers: 6-18 months.' Longevity depends on the product used and the area treated. Lips metabolize faster; cheeks last longer. We'll walk you through what to expect.

**Slide 4:** Slide 4: 'HydraFacial: Immediate glow, ongoing benefits.' You'll see results instantly, but the best skin comes from consistency—monthly treatments give you cumulative improvements.

**Slide 5:** Slide 5: 'What affects how long results last?' Your metabolism, skincare routine, sun exposure, and whether you maintain treatments on schedule all play a role.

**Slide 6:** Slide 6: 'The bottom line?' Aesthetic treatments require maintenance, and we're transparent about that. No surprises—just realistic timelines and honest guidance. → Questions? DM us or book a consultation.

# Monthly Game Plan

## Target Customer

Professional women aged 30-55 in Scottsdale and Paradise Valley who value discretion, expertise, and natural results. They're informed consumers who've been researching options—not impulse buyers. They spend \$300-800/month on self-care and view aesthetic treatments as an investment in feeling confident, not a luxury splurge. They're skeptical of pushy sales tactics and over-filtered 'Insta-glam' marketing.

## Monthly Theme

Education and trust-building that positions Bloom as the transparent, expert alternative to high-pressure med spas—anchored by the \$299 first-time offer that removes barriers for curious-but-hesitant prospects.

## Posting Cadence

Instagram: 5-6x per week (mix of feed posts, carousels, and Reels); Facebook: 3-4x per week (educational content, promotions, and testimonials). Total: 30 posts across both platforms in July.

## Key Performance Indicators

- 500-600 new Instagram followers by July 31
- 22-25 online booking form submissions for the \$299 first-time offer
- 1,200-1,500 Instagram profile visits throughout the month
- 4.5-6% average engagement rate on educational content