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GROWTH PLAN

EXAMPLE PLAN

Med Aesthetics Miami

Paid Media Opportunities & Roadmap

October 23, 2026 • medaestheticsmiami.com



ACCOUNT SNAPSHOT

INDUSTRY Medical Spa	BUSINESS MODEL Local Service (Lead Gen)
PLATFORM WordPress	WEBSITE medaestheticsmiami.com

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1. Your Growth Score

59

out of 100. You already do what most med spas don't: you publish your prices, run Google and Facebook ads, and hold 687 Google reviews across three centers. The gaps sit between the ad and the booking: the injectable searches your ads don't cover, and the page your Facebook ads open.

Each area is rated from what we observed publicly: Strong, Solid, Limited or None. The score averages the eight ratings.

Area	Rating	What We Found
Offer & message	Solid	Posted prices ($675 full-face neurotoxin, $650 a syringe of filler), monthly offers and three centers. The homepage opens on "Advanced Skin Care," and booking starts with a $59 fee.
Competitive ad position	Solid	Offer-led ads on Google and 13 new Facebook and Instagram ads ($10 a unit, 30% off laser hair removal). Facial Mania in Coral Gables runs a near-identical $9.99-a-unit offer.
Search demand captured	Limited	On 5 money searches we checked, you appeared once: organic #5 for "laser hair removal miami." None of your ads appeared on those searches.
Landing page readiness	Limited	The page your Facebook ads open takes 8.6-10.5 seconds to show its main content on a phone, and the first screen shows no offer, button or phone number.
Reviews	Limited	4.8 from 439 at Coral Gables (687 across all three). LUX MedSpa Brickell has 2,331 at 5.0, and two other 5.0 competitors have 800+.
Search visibility	Solid	#1 for your name, #5 for "laser hair removal miami" and #9 for "med spa coral gables." Not on page 1 for med spa, Botox, lip filler or Morpheus8 in Miami.
AI search	Solid	Named 2nd for "Where should I get Morpheus8 in Miami?" Not named for the best med spa in Miami, or for best reviews in Coral Gables or Aventura.
Social	Solid	10,000 Instagram followers and 1,629 posts, ahead of Facial Mania Coral Gables (8,314), behind Plump (17,000, three cities).

Red Flags

! The page your new Facebook and Instagram ads link to shows one review sentence repeated under three different names ("Maria Gurl.," "Darren Lyonh," "Morgen Saini"). Shoppers who notice may stop trusting the rest of the page. You have 687 real Google reviews to show instead.

2. Your Business & Market

Med Aesthetics Miami is a practitioner-led medical spa founded by nurse practitioner Rosanna Bermejo, with centers in Coral Gables, Aventura and Lauderdale-By-The-Sea (by appointment only). It offers injectables, laser hair removal, Morpheus8, QuantumRF, facials, laser skin treatments and memberships.

Your Core Promise

"Our Promise Is More Than Beauty" (your website), with "Top 10% of InMode providers in the US" (your Facebook ads)

What You Offer

Service	What It Is	Posted Price
Neurotoxin	Full face: frown lines, forehead and crow's feet	$675 full face; $10 a unit (October offer)
Dermal filler	Volume for lips, cheeks and folds	$650 per syringe
PRP + microneedling	"The Homecoming" intro treatment	$419 (October offer)
Morpheus8	RF microneedling series	$200 off a series, Aventura only (offer)
Laser hair removal	All three centers	30% off (offer)
More Than Beauty Club	Monthly treatment plus member pricing, 5-month minimum	$79 / $179 / $399 a month

What Your Site Asks Visitors to Do

Element	What We Found
Main ask	Call 305-356-7402 or book online at one of three centers
Online booking	An embedded scheduler on each center's page, with a $59 nonrefundable booking fee that applies toward treatment
Offers	An October offer on the homepage, plus an /offer/ page listing six promotions ("Call to Redeem")
Payment	A pay-over-time financing widget on every page
Tracking	Google Ads, Google Analytics, Google Tag Manager and the Meta pixel all load on your pages

Who You Are Really Talking To

- You serve two buyers with different habits: the injectables client who returns every 3 to 4 months (your site's own figure) and compares on price per unit, and the series buyer (laser hair removal, Morpheus8, QuantumRF) making a bigger, one-time decision. Your Google ads speak mostly to the second; the cheaper searches belong to the first.

3. Competitive Ad Landscape

We looked at who shows up when people in the Miami area search for med spa treatments, and what med spas are advertising to them on Google, Facebook and Instagram.

Who Is Advertising Against You

Competitor	Google Ads	Meta Ads	What They Lead With	Threat
Facial Mania Med Spa (Coral Gables)	None in the last 30 days	About 99 active across its Florida pages	Coral Gables: "Botox starting at just $9.99/unit, plus enjoy a complimentary consultation"	High
Lov MedSpa (Aventura area)	Active, 43 ads in 30 days (shared with New York)	About 34 active	"400 ML Liquid BBL for $2,100"; "Quantum RF fixes what workouts can't"	High
Blonde Girl Aesthetics (Edgewater)	Ads on "lip filler miami"	None seen	"Best Lip Filler in Miami ... Book Today. 5.0 Stars"	Medium
Plump Cosmetics & Injectables (Brickell)	Ads on "lip filler miami"	5 active, started Oct 18-22	"Choose your injector"; a "$325/month" Brickell skin membership	Medium
Milan Laser Hair Removal (chain)	Active nationally	About 190 active	"65% Off Everything"; lifetime guarantee; free consultation	Medium

Ad activity observed as of October 23, 2026 in public ad libraries and live search results. Ads change daily; "none seen" means none appeared in our checks.

What Their Ads Promise

- Price per unit. Facial Mania, also in Coral Gables, leads with "Botox starting at just $9.99/unit" and a free consultation. Your Facebook ads offer $10 a unit.
- Big percentage offers. Milan Laser: "65% Off Everything Ends Oct 24."
- Choice and craft over price. Plump: "Choose your injector." Blonde Girl: "Built Gradually. Book Today. 5.0 Stars."
- Memberships. Plump sells a "$325/month" Brickell skin membership on Instagram; yours starts at $79.

Where the Field Is Open

→ On "lip filler miami" (880 searches a month), the ads belong to Blonde Girl, Plump, iGlo and JECT. We saw no ad from you, and your Google ads in the library lead with lasers, nails and facials, not injectables.

→ On "botox miami" we saw no ads at all, and Google's results for "med spa miami" list cost questions first. You already publish $675 full face and $10 a unit.

→ Your membership starts at $79 a month, a quarter of Plump's $325, and your Google ads don't mention it.

→ Morpheus8 is where AI search already names you, and "morpheus8 miami" clicks cost $2.97-$12.02.

4. Paid Media Opportunities

How to read this section: it was prepared from public data only, without access to your ad accounts. Search volumes and cost-per-click ranges come from Google's own keyword data for the Miami area, pulled October 23, 2026. Treat costs as directional and confirm them against live account data before committing budget.

Your business is a local, lead-generation service with repeat clients: injectables bring people back every few months, and series treatments are bigger one-time decisions. Success is measured in booked appointments and returning clients, not clicks.

Your Current Ads

Google's public ad library shows 9 of your ads in the last 30 days, and Meta's shows 13 Facebook and Instagram ads launched October 19. A sample of what they say:

Your Ad	What It Says	Where It Sends People
"$10 Per Unit, Every Visit. This month only."	Facebook & Instagram, neurotoxin	Your /offer/ page
"15% off your QuantumRF series this month"	Facebook & Instagram, body	Your /offer/ page, which lists a free microcurrent session instead
"Quality Laser Hair Removal - Starting from $240 per..."	Google, laser hair removal	Your Aventura Google listing
"Laser Nail Treatment Aventura"	Google, nail fungus	Your Aventura Google listing

You're advertising on both platforms with real offers, which most local med spas don't. But the Facebook ads only started on October 19 and several show fewer than 100 views so far, and on Google the ads we saw focus on Aventura and secondary treatments. A full read of performance needs access to your ad accounts.

Where You Show Up Today

Channel	What We Found	Checked
Google Search ads	Active, 9 ads in 30 days; none appeared on our 5 money searches	Google ad library, Oct 23, 2026
Facebook & Instagram ads	13 active, all launched Oct 19	Meta ad library, Oct 23, 2026
Google search results	#1 for your name; #5 for "laser hair removal miami"; #9 for "med spa coral gables"	Oct 23, 2026
Google reviews	4.8 (439) Coral Gables, 4.8 (210) Aventura, 4.6 (38) Lauderdale-By-The-Sea	Oct 23, 2026

Which Platforms Fit

Platform	Fit	Why
Google Search	High	Injectable searches (Botox and lip filler, about 2,500 a month) cost $3-$15 a click, far less than laser hair removal ($6-$49). Your ads don't lead with them today.
Facebook & Instagram	High	Already running, and competitors nearby (Facial Mania, Lov MedSpa, Plump) are pushing price-per-unit, body and membership offers there now.
YouTube	Medium	You already have one video ad in Google's library. Video suits treatments people want explained, like Morpheus8 and QuantumRF.
LinkedIn	Low	Not where people choose a med spa.

Searches From People Ready to Book

Searches from people in the Miami area looking for a treatment now. Laser hair removal clicks cost the most because national chains bid on them.

Search	Monthly Searches	Est. Cost per Click	Competition
med spa near me	2,400	$2.71 - $12.30	Medium
laser hair removal near me	2,400	$5.85 - $44.42	Medium
laser hair removal miami	1,000	$6.64 - $48.80	High
lip filler miami	880	$3.13 - $13.00	Medium
lip filler near me	880	$4.18 - $14.79	Medium
botox miami	720	$3.83 - $15.00	Medium
med spa miami	720	$2.03 - $6.42	Medium
med spa coral gables	390	$1.81 - $7.55	Medium
med spa fort lauderdale	390	$3.22 - $14.59	High
morpheus8 miami	110	$2.97 - $12.02	High

Bigger, Broader Searches

People pricing a treatment before they book. Fewer searches, often cheaper clicks, and they match what you already publish: a price per unit, per syringe and per package.

Search	Monthly Searches	Est. Cost per Click	Competition
laser hair removal cost	590	$3.17 - $14.09	Medium
lip filler cost	210	$1.58 - $4.84	Medium
laser hair removal packages	210	$4.18 - $43.43	Medium
botox cost	140	$2.17 - $18.52	Low
masseter botox cost	110	$1.92 - $7.27	Low
botox cost per unit	50	$1.50 - $7.38	Medium

The Page Your Ads Would Send People To

We tested the page your Facebook ads open and your homepage, where your Google location ads point. We name what we found; the fixes are part of working together.

Check	What We Found
Offer page, phone	About 8.6-10.5 seconds to show the main content (score 28-31 out of 100). Desktop: 1.7-1.8 seconds.
Why the offer page is slow	Scripts, not photos: 3.1 MB of the 5.8 MB page. The spam-check script loads three times, once per form.
Offer page, first phone screen	A headline and a photo. No offer, button or phone number until you scroll.
Offer page, match to the ads	Most offers match. The QuantumRF ad says 15% off a series; the page says a free microcurrent session.
Homepage, phone	About 7.6-7.9 seconds (score 28-32). The page weighs 16.3 MB; one animated image is 6.2 MB of it.

Page speed measured with Google's page speed test, two runs each on mobile and desktop, October 23, 2026; shown as a range. Verify anytime at pagespeed.web.dev.

5. Beyond Ads

Ads work best when the rest of your presence backs them up. One finding from each area we checked beyond ads:

Reviews

Your rating is strong. Your review count trails the med spas Miami shoppers see first:

Company	Google Rating	Reviews
LUX MedSpa Brickell	5.0	2,331
The Beauty Clinic (Aventura)	5.0	804
Med Aesthetics Miami (Coral Gables)	4.8	439
Facial Mania Med Spa (Coral Gables)	4.7	356

The full Market Intelligence Report covers this in depth.

Search Visibility

Where you show up on Google, without paying, for the searches that matter most:

Search	Where You Show Up
med aesthetics miami	#1, with sitelinks
laser hair removal miami	#5 (a shop page for a laser package)
med spa coral gables	#9 (your Coral Gables page)
med spa / botox / lip filler / morpheus8 miami	Not on page 1

The full Market Intelligence Report covers this in depth.

AI Search

More people now ask AI assistants where to go. We asked one three questions:

Question	You're Named?
What is the best med spa in Miami?	No
Where should I get Morpheus8 in Miami?	Yes (2nd)
Which med spa in Coral Gables or Aventura has the best reviews?	No

The full Market Intelligence Report covers this in depth.

Social

Your following is ahead of the two nearby med spas below, with a steady stream of posts:

Account	Followers	Posts
Instagram @medaestheticsmiami	10,000	1,629
Instagram @facialmaniamedspagables	8,314	1,506
Instagram @blondegirlaesthetics	6,606	476

The full Market Intelligence Report covers this in depth.

6. Budget & Performance Benchmarks

What You Can Afford to Pay for a New Client

Rule of thumb for local services: spend no more than 20-25% of a client's yearly value to win them.

Full-face neurotoxin, 3 visits a year at your posted $675: approximately $2,025 x 20%-25% = a ceiling of approximately $405 - $506 to win a new client.

Your site says results last 3 to 4 months. On a single $675 visit the ceiling is about $135-$169; filler, series and memberships add to it.

Three Ways to Start

Every number below is arithmetic, not a promise: monthly budget divided by an average cost per click of approximately $13.90, then multiplied by a 5% - 8% conversion rate. The cost per click is the volume-weighted average of the ten ready-to-book searches in Section 4. The 5%-8% conversion range is our assumption, not your account's figure.

Scenario	Monthly Ad Spend	Where It Goes	Est. Clicks	Est. Inquiries	Est. Cost per Inquiry
Focused	$3,000	Google Search: Botox, lip filler and med spa searches	216	11 - 17	$174 - $278
Growth	$6,000	Google Search: injectables, plus Morpheus8 and price-research searches	432	22 - 35	$174 - $278
Fuller	$10,000	Google Search, plus Facebook & Instagram offers for all three centers	719	36 - 58	$174 - $278

- Injectable and price-research searches cost less than the average shown ($1.50-$18.52 a click, most under $15), so the Focused and Growth scenarios will likely get more clicks than this. Laser hair removal clicks run higher ($6-$49).

• Any remarketing or audience-based targeting for patient-facing healthcare must comply with HIPAA regulations and Google's healthcare advertising policies. Consult with a compliance professional before implementing remarketing campaigns.

7. Strategic Roadmap

If You Only Do One Thing

Run Google ads for injectables, led by your published price.
Botox and lip filler searches in the Miami area add up to about 2,500 a month at $3-$15 a click, cheaper than the laser searches your ads lead with today. On "lip filler miami" we saw four competitors' ads and none of yours, and on "botox miami" we saw no ads at all. You already post $675 full face and $10 a unit.

Your Quick Win: Free, and Doable This Week

Replace the repeated review on your offer page with real ones.
It costs nothing, and it's the page your new Facebook and Instagram ads open. Today one sentence appears under three names. You have 687 real Google reviews across your three centers to use instead.

Do These First, Ranked by Payoff Against Effort

#	What to Do	Why (What We Found)	Impact	Effort
1	Bid on Botox and lip filler searches with your price in the ad	About 2,500 searches a month at $3-$15 a click; we saw no ads from you on them	High	Medium
2	Make the offer page match each ad and show the offer first	The first phone screen shows no offer; the QuantumRF ad and page disagree	High	Low
3	Speed up your ad pages on phones	8.6-10.5 seconds on the offer page; a 16.3 MB homepage	High	Medium
4	Bid on price-research searches	"botox cost per unit," "lip filler cost": $1.50-$18.52 a click, and you publish prices	Medium	Low
5	Grow reviews at Aventura and Lauderdale-By-The-Sea	210 and 38 reviews, against 804 at The Beauty Clinic in Aventura	Medium	Low
6	Advertise the Lauderdale-By-The-Sea center	"med spa fort lauderdale" and "botox fort lauderdale": 710 searches a month; no ad we saw names it	Medium	Medium

What Waiting Costs

! Facial Mania, also in Coral Gables, is advertising "Botox starting at just $9.99/unit" with a free consultation on Facebook and Instagram, a penny under your $10 a unit.

! Blonde Girl Aesthetics, Plump, iGlo and JECT hold the ads on "lip filler miami," one of the biggest injectable searches in the market.

! Every phone visitor from your new Facebook ads waits 8.6-10.5 seconds on a page whose testimonials repeat one sentence under three names.

! When people ask AI for the best med spa in Miami, it names LUX MedSpa Brickell, with 2,331 Google reviews.

Landing Pages for Paid Traffic

Your website does its job well: it introduces three centers, a long treatment menu and your team. A paid click needs something different: one page for one treatment and one offer, built to turn that visitor into a booking. That's true for almost every business, and it also lowers what you pay per click, because Google scores the landing page experience into your ad costs.

Landing Page	Who It Is For	Why It Converts Better
Botox in Coral Gables, $10 a Unit	Price-comparing injectables clients	Answers the price question before a competitor does
Lip Filler, Miami	People searching "lip filler miami"	Matches the search four competitors are buying
Morpheus8 Series, Aventura	Series buyers weighing a bigger decision	Puts your InMode top-provider status next to the offer
More Than Beauty Club	Returning injectables and facial clients	Turns one-time visits into monthly revenue

PageRocket, our landing page studio, builds these: pagerocket.net

8. Custom Pricing

We don't know your current ad budget, so here are our published plans. The fee is set by ad spend per channel, the same on every platform, and each additional channel is $200 off.

Monthly Management

Plan	Monthly Ad Spend	Hands-On Optimization	Our Fee, First Channel
Starter	Up to $6,999 ad spend / channel / month	Up to 7 hours / month	$895 / mo
Most Popular	$7,000 - $14,999 ad spend / channel / month	Up to 10 hours / month	$1,095 / mo
Larger Budgets	$15,000+ ad spend / channel / month	Up to 17 hours / month	$1,795 / mo

- Ad spend goes straight to the platform (Meta, Google), not to us. The fee above is management only.
- Each additional channel is $200 off the plan rate.
- 3-month initial agreement, then month to month.
- Account setup is scoped and quoted before any work starts. No surprises.

One-Time Options

Service	What It Is	Price
Landing page	A done-for-you landing page built for your ads, live in 7-10 days	$1,495

Full published rates: brandrocket.net/rates

9. In Their Words & Next Steps

Three business owners, in their own words, on the results:



“When the pandemic hit, which is when our relationship started, I think we had about 200 to 300 debaters at our debate academy. And now a few years later, we're up to 900 to 1,000 students.”

Pavel Sukhobok | Potomac Debate Academy

Watch the video



“Our inbound leads have more than doubled since before we were working with you.”

Teal Cooper | Co-Founder, VendiBean

Watch the video



“I'd run a Google ad and I would get like a few contacts a month maybe. The biggest breakthrough is going from a few contacts a month to a few contacts a week.”

Jason Beers, PsyD | Owner, Crescent Roots Psychological Services

Watch the video

What the Full Market Intelligence Report Adds

This plan covers part of the research we run for clients. The full report adds:

- A graded audit of your whole website, speed, and tracking.
- What your clients say about you in reviews, in their own words.
- Detailed client profiles with the message that wins each one.
- Search and AI search visibility against your competitors, with the fixes.
- Social media, creative direction, and a full-year marketing calendar.

Your Next Step

Nothing is required. This plan is yours to use however you like. If you'd like to walk through it together, book a free 15-minute call:

brandrocket.net/schedule

Prepared by BrandRocket · October 23, 2026 · Built from public data only, without access to your ad accounts. All estimates are directional and reflect the market as of October 23, 2026. Results depend on execution, market conditions, and targeting.