

Free 7■Day Med Spa Growth Plan

How Sydney clinics can fill their calendar faster
— *without discounts or gimmicks* —

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Welcome

Hi, I'm Dylan from Vellum Digital. We help Sydney med spas fill their appointment books.

This 7-day plan gives you proven, low-cost actions you can implement immediately.

Day 1 — Optimise Your Google Business Profile

Claim or update your Google Business Profile with high-quality clinic images, complete service list, business hours, and keyword-rich descriptions. A well-optimised profile can boost local search rankings and attract calls within days.

Pro Tip

Add all new enquiries to a sheet: name, phone, service, follow up date. Review daily.

Day 2 — Create an Instagram Highlights Strategy

Curate 5–6 Instagram Story Highlights (Before & After, Client Love, Team, Treatments, Special Offers). This becomes your mini■website for visitors and builds instant trust.

Pro Tip

Add all new enquiries to a sheet: name, phone, service, follow■up date. Review daily.

Day 3 — Implement a Simple Referral Incentive

Offer a \$50 treatment credit or free add-on for clients who refer friends. Post it on socials, add to your email signature, and mention it at every appointment.

Pro Tip

Add all new enquiries to a sheet: name, phone, service, follow-up date. Review daily.

Day 4 — Launch a Targeted FB/IG Ad

Run a \$20–\$30/day ad targeting women aged 25–55 within 10km, showcasing a non■invasive, high■demand treatment. Include a limited■time incentive to drive urgency.

Pro Tip

Add all new enquiries to a sheet: name, phone, service, follow■up date. Review daily.

Day 5 — Collect & Showcase Client Reviews

Ask 3–5 happy clients to leave a Google review and permission to share a testimonial. Pair their review with a friendly photo for Instagram and Facebook posts.

Pro Tip

Add all new enquiries to a sheet: name, phone, service, followup date. Review daily.

Day 6 — Send a “Loyalty Love” SMS Campaign

Text your database: “Hi [First Name], we’d love to see you again! Book this week & receive a complimentary add-on. Reply YES to claim.” This reactivates past clients and fills slow days.

Pro Tip

Add all new enquiries to a sheet: name, phone, service, follow-up date. Review daily.

Day 7 — Schedule a 1Hour Content Shoot

Capture your team, clinic, products, and candid moments. These assets will fuel your socials, ads, and website for the next month.

Pro Tip

Add all new enquiries to a sheet: name, phone, service, followup date. Review daily.

Bonus — Use Before & After Reels

Create short, compliance■friendly Reels showing the experience and results of treatments. Use captions, upbeat audio, and client consent. Reels can reach 3–5× more people than static posts.

Mini Case Study — Sydney Clinic

After implementing this plan: +250% Instagram enquiries, 12 new bookings in 2 weeks, 7 past clients rebooked. Want similar results? See the next page.

Let's Get You Fully Booked

We'll implement this plan and start generating bookings in 14 days.

Click to WhatsApp • Start Now

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