

Five GPT Prompts — **to Sharpen Your Med Spa Digital Marketing**



How to Use These Prompts Step-by-Step Guide

Getting Started with ChatGPT

1. Access ChatGPT

- Go to chat.openai.com in your web browser
- Click “*Sign up*” if you don’t have an account, or “*Log in*” if you do
- Create a free account using your email address or Google/Microsoft account

2. Choose Your Plan

- **Free Version:** Access to GPT-3.5 with limited daily usage
- **ChatGPT Plus (\$20/month):** Access to GPT-4, faster responses, and priority access during peak times
- **Recommendation:** Start with free, upgrade to Plus for better marketing content quality

3. Start Your First Prompt

- Once logged in, you’ll see a text box at the bottom of the screen
- Copy and paste any of the prompts below into this text box
- Important: Replace all bracketed placeholders [*like this*] with your specific information
- Press *Enter* or click the send button

4. Refine Your Results

- If the response isn’t quite right, type follow-up questions like:
- “*Make this more conversational*”
- “*Focus more on [specific treatment]*”
- “*Create 3 more variations of this*”

Pro Tips for Better Results

- + Be as specific as possible when replacing bracketed information
- + Ask for multiple variations to A/B test
- + Request specific word counts or formats when needed
- + Save your best responses in a document for future reference



Elevate your med spa's digital presence with these conversion-focused AI prompts designed for online marketing success. No matter the AI tool you use, each prompt targets specific digital channels and tactics that drive bookings, build online authority, and maximize your digital marketing ROI.

1

High-Converting Ad Copy & Landing Page Prompt

Prompt

"You are a digital marketing expert with years of experience in creating high-converting ad copy and landing pages for Med Spa clients.

Create a complete Facebook/Instagram ad campaign for my med spa targeting [*specific demographic, e.g., 'women 35-50 in [city] interested in anti-aging'*]. Include: 5 different ad headlines, 3 primary text variations focusing on different pain points, 2 call-to-action options, and a matching landing page structure with headline, subheadings, benefits, social proof placement, and conversion form copy.

Focus on [*specific treatment*] and ensure all copy is compliant with Facebook's health advertising policies while maximizing click-through and conversion rates."

Why this works



Cohesive ad-to-landing-page messaging reduces drop-off rates and improves Quality Scores, lowering your cost per lead while increasing conversions.

2

SEO Content Strategy Prompt

Prompt

"You are a digital marketing expert with years of experience in search engine optimization and content strategy for Med Spa clients.

Develop a 3-month SEO content plan for my med spa website targeting clients searching for [*specific treatments*]. Provide: 15 blog post titles with target keywords, meta descriptions for each, content outlines that answer search intent, internal linking suggestions, and local SEO optimization tips.

Include a mix of informational, commercial, and transactional keywords, plus ideas for earning featured snippets. Focus on ranking for '[*treatment*] near me' and '[*treatment*] in [*city*]' type searches."

Why this works



Strategic SEO content captures high-intent searchers at every stage of the decision-making process, building long-term organic traffic and reducing paid advertising dependency.

3

Social Media Conversion Funnel Prompt

Prompt

"You are a digital marketing expert with years of experience in social media conversion for Med Spa clients. Design a complete social media marketing funnel for my med spa across Instagram, Facebook, and TikTok.

Create: top-of-funnel content ideas that attract new followers (educational, trending), middle-funnel content that builds trust and showcases results (before/after, testimonials, behind-the-scenes), and bottom-funnel content that drives bookings (limited-time offers, consultation calls-to-action). Include specific post formats, hashtag strategies, story sequences, and a plan for retargeting website visitors with social media ads."

Why this works



A structured social funnel nurtures prospects through multiple touchpoints, building trust and familiarity that leads to higher conversion rates than one-off posts.

4

Email Marketing Automation Prompt

Prompt

"You are a digital marketing expert with years of experience in email marketing and automation for Med Spa clients.

Create a comprehensive email marketing automation system for my med spa. Include: a lead magnet idea with landing page copy, a 7-email welcome sequence for new subscribers, a post-consultation follow-up series, a win-back campaign for inactive clients, and a VIP customer nurture sequence.

Each email should include subject lines, preview text, body copy, and clear CTAs. Focus on building relationships while driving bookings for [*your main treatments*]. Include segmentation strategies based on treatment interests and client lifecycle stage."

Why this works



Automated email sequences provide consistent touchpoints that nurture leads 24/7, dramatically improving lifetime value and reducing the manual effort required for follow-up.

5

Google Ads & Local Search Optimization Prompt

Prompt

"You are a digital marketing expert with years of experience in paid advertisement and local search optimization for Med Spa clients.

Develop a complete Google Ads strategy for my med spa, including: keyword research for Search campaigns targeting [*specific treatments*] in [*city*], ad copy variations for different match types, negative keyword lists, landing page recommendations for each ad group, and Google Business Profile optimization tactics.

Also include a Local Services Ads strategy and review generation campaign. Focus on competing against other med spas in [*location*] while maintaining profitable cost-per-acquisition targets."

Why this works



Google Ads captures the highest-intent searchers actively looking for your services, while local optimization ensures you dominate search results in your geographic area.

Digital Marketing Implementation Tips

Platform-Specific Customization

Tailor AI outputs for each platform's unique audience behavior and algorithm preferences

Mobile Optimization

Always ask for mobile-first content since most med spa clients browse on mobile devices

A/B Testing Framework

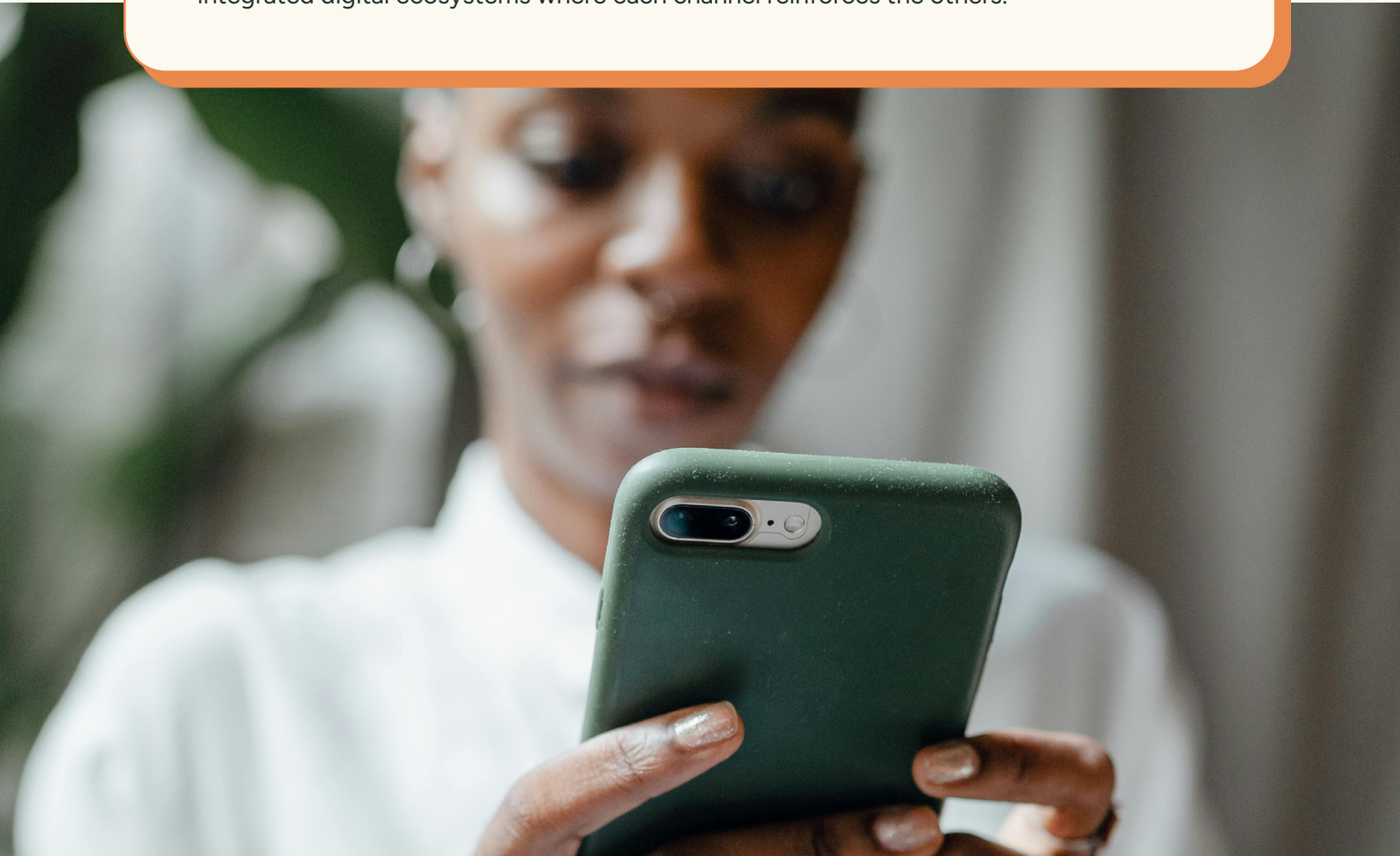
Use generated variations to test and optimize performance continuously

Compliance Integration

Include relevant medical advertising regulations and platform policies in your prompts

Pro Digital Marketing Tip

Layer these strategies together. Use SEO content to feed social media, retarget website visitors with ads, and capture emails to reduce dependency on paid traffic. The most successful med spas create integrated digital ecosystems where each channel reinforces the others.



Ready to Transform Your Med Spa's Digital Marketing?

While these prompts will help you brainstorm and create better marketing content, executing a complete digital marketing strategy requires expertise, the right technology, and proven systems that deliver consistent results.

Growth99 is the leading integrated digital marketing platform that goes far beyond what typical *"jack-of-all-trades"* agencies can offer.

What Sets Growth99 Apart

✦✦ Advanced Marketing Automation Platform Software

Our powerful technology integrates seamlessly with your operations, automating lead nurturing, review generation, and patient communication at a level that generic marketing agencies simply can't match.

✦✦ High-Performing Websites

We build beautiful websites that convert into real patient revenue. From design to development, we ensure your web presence is fully optimized and the best reflection of your med spa brand.

✦✦ Robust Suite of Services

From SEO to targeted ad campaigns and reputation management, we provide everything your med spa needs under one roof with specialists who eat, sleep, and breathe aesthetic industry marketing.



Don't settle for generic marketing agencies that treat your med spa like just another client. Partner with the only integrated digital marketing platform, providing the technology and expertise to drive real results.

Contact Growth99 today to discover how our specialized platform and services can accelerate your med spa's growth beyond what any generic agency could deliver.



Contact us today.