

COULD META & INSTAGRAM ADS TRANSFORM AND SCALE YOUR PRACTICE?

Medspa & Medical Weight Loss Practice Case Studies



**See How 4 Medspas & Wellness Practices
Used Meta Ads to Scale to 7 Figures.**



**More
patients**



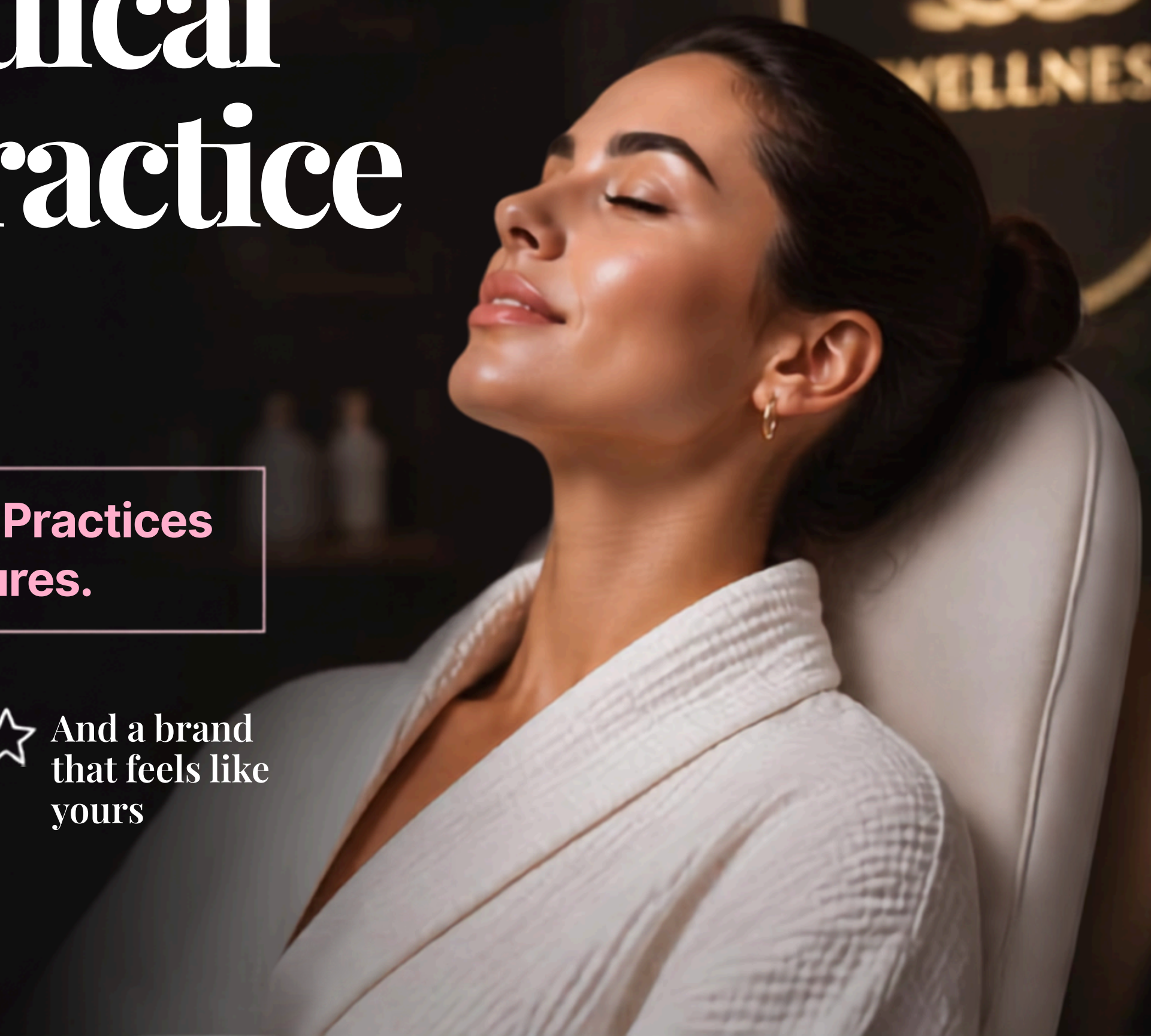
**More
predictable
revenue**



**Fuller
schedules**



**And a brand
that feels like
yours**





Giovanna Innocenti
ads copywriter



Natalie Martin
ad strategy + tech expert



Rachel Green
graphic designer & video editor



Carolyn Heefner
ads expert + founder

About Us



BellaSocial Marketing is a women-led boutique ads agency, founded by Carolyn Heefner, with a tight-knit team of ad specialists, an expert copywriter and a dedicated graphic and video designer. For the last 6 years we have focused exclusively on Meta and Instagram ad strategies for medspas and medical weight loss practices.

On the next few pages you'll see exactly what that's looked like for four practices just like yours. This is the team that could be building your next case study!



6 Years+

Marketing medspas &
wellness practices



7 Figures+

Made for our medspa
practices

IF YOU'RE READING THIS ON YOUR PHONE TURN LANDSCAPE TO READ!

You do not need another random, unexpected boost in bookings. *You need a repeatable system.*

You need a repeatable way for the right patients to discover your practice, trust you, and take the next step - whether that's a DM, a call, a consultation, or a first appointment.

These case studies use a mix of business revenue, CRM or practice-management bookings, phone calls, DMs, and Ads Manager results. No single funnel tells the entire story, so we connect Meta ad metrics to the business revenue outcomes that matter.

What could this look like for you?

A strategic funnel, fresh creative, thoughtful retargeting and consistent optimization, an expert team with their eyes on every part of your marketing - all built around your services, your market, and the way your ideal patients actually make decisions.

2020-2026

long term client relationships represented

4

different practice growth stages

6+

service categories promoted

WHAT THIS MEANS FOR YOU

Imagine This Is Your Practice:

\$30-\$100

what it typically costs you to acquire a new patient

\$530

what each patient is worth
*(if they only come in one time - not
lifetime avg value)*

\$5,000/wk+

what just 10 new patients per week could
add to your bottom line

This is the conservative estimate. That \$530 assumes every patient generated through ads comes in once, spends once, and never returns.

Aesthetics and medical weight loss are maintenance-based businesses. Our strategy isn't designed to bring in "one-and-done" patients. It's designed to acquire the right patients, stay in front of them, and turn that first appointment into repeat visits and long-term patient relationships.

So, while we may use \$530 to calculate the immediate return, the actual lifetime value of that patient will be significantly higher. A patient acquired for \$100 today will continue generating revenue for your practice for months - or even years.

That's the strategy: turning ad spend into patients who don't just book once, but continue coming back.

CLIENT CASE STUDY ONE

CLIENT A

Owner & Sole Provider of a Medspa in Scranton, PA



THE PARTNERSHIP

A six-year partnership built a consistent strategic ads funnel on monthly promotions, creative testing, and compounding brand awareness, which results in consistent new patient bookings (30+ per month), patient re-bookings, and an ever-growing practice with increasing services and machines as she scales.



THE JOURNEY

When Client A left her previous practice, which we scaled to \$80k months, she started her own solo-practitioner practice with 0 patients. Our full funnel ad strategy took her from zero to 30+ new clients month over month.



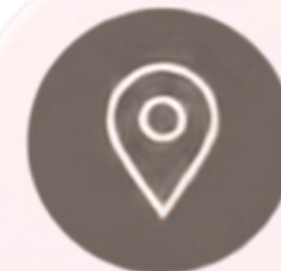
6+ years

partnership since May 2020



30-50

new patients month after month



2 Medspas

we scaled her first practice then she opened her own - now we're scaling that one



\$30k-\$100k

every month

Imagine building a legacy practice like this - with results that compound year after year.

CLIENT CASE STUDY ONE

Client A

Scranton PA

6 years

working together since May 2020, we stayed with her through her transition from her first practice to her newly established practice

30+ new patient

bookings every month at her new practice from our consistent marketing and full funnel ad strategy

\$30-\$80k previously

monthly revenue generated from her ads at her first practice

\$30-\$100k now

monthly revenue generated from her ads at her current practice and scaling

This is what's possible when you build your practice on a marketing strategy that keeps you visible and doesn't rely solely on referrals or constantly posting on social media.

CLIENT CASE STUDY TWO

CLIENT B

Concierge Weight Management, Body Contouring, & IV Therapy - Tampa FL

THE PRACTICE CHALLENGE

Client B opened the doors of her Health and Wellness practice in the fall of 2023. She hired the BellaSocial team at the very end of January of 2024. Her goal? More bookings without relying solely on referrals which eventually dry up and to keep ad spend relatively low as she grew her new practice.

THE RAPID AD-LAUNCH RESULT

Within 2 weeks of launching her ads, this Dr was booked until April (by mid February). Then in 2025, she added new services, like body contouring, added new team members, opened a second location and scaled her practice right alongside our ad strategy.

REVENUE & BOOKING OUTCOMES

Revenue: \$1,800–\$2,000/month in ad spend

30+ new patient bookings/month

2 weeks

from ad launch to fully booked 2 months out

45X–80X

return on ad spend

2 locations

we scaled her practice in Tampa, then she opened a second location to support the demand

\$15K–\$24K in new monthly revenue added every month

\$90K–\$144K+ in 6-month patient revenue

Imagine building a legacy practice like this – with results that compound year after year.

CLIENT CASE STUDY TWO

Client B

Concierge Weight Management, Body Contouring, & IV Therapy - Tampa FL

We started with low, sensible ad spend and scaled her practice up, and we tracked her bookings and ROI over the past 2+ years and counting.

\$1,800–\$2k ad spend

Starting monthly ad budget

5–10 new patient

calls and bookings every week with a 95% booking rate and a 90% close rate

45X–80X

lifetime value based return on ad spend

\$30–\$80

cost per weight loss booking

CLIENT CASE STUDY THREE

Client C

Surgeon, Physician, Entrepreneur, Luxury Medspa Owner Upstate NY

Client C hired the BellaSocial team in August of 2025, looking for more exposure and visibility. Carolyn and the Dr. had been connected for 2 years prior as she grew her practice. Her goal? To promote her premium services, stay visible, obtain consistent bookings, and scale to \$30k months.

In her first month, her ads brought her \$11k more. By November, monthly revenue climbed to \$31k and the growth has continued ever since. By the end of August 2026, her practice had generated \$496k in revenue.

This is the kind of growth we can build around your premium service menu.

THE RESULTS

\$11k

more in her first month

\$31k

monthly revenue by November

\$496k

generated by July 2026

REVENUE

**Consistent \$30k-\$60k
every month**

CLIENT CASE STUDY THREE

Client C

Surgeon, Physician, Entrepreneur - Medspa Owner Upstate, NY

The return on ad spend speaks for itself.

TOTAL REVENUE GENERATED IN 2026 ALONE

\$496k

\$30k-\$50k+

monthly revenue growth in the first 5 months of running
Meta and Instagram ads

6+

premium services marketed now she's scaling her
practice with Direct Primary Care offerings

190%

increase in monthly revenue and growing

Client D

Medical Weight Loss Clinic NC

Client D hired BellaSocial Marketing in February of 2026. They had tried multiple attempts at ads with an agency and then bringing them in house, getting visibility but with the wrong people. They spent \$10k+ every month with \$0 return.

When they hired us we completely re-worked their funnel on the backend, built out their email and DM strategy and their ad strategy. As their referral pipeline slowed down, their ad strategy kept the practice booking new patients - bringing in 50+ leads every single month since we started.

Cilent D patients can invest \$500+ per month in ongoing GLP-1 weight loss and hormone therapy, meaning a patient who stays for six months represents \$3,000+ in revenue to the practice.

In one month alone, our marketing generated 49 booked evaluations.

50+
new leads generated every single month

\$6k
per month in additional monthly revenue

2 businesses
once Weight Loss was in the right place they opened an Aesthetics Clinic to keep growing

PATIENT-VALUE ECONOMICS

Revenue: \$60,000+ in projected 6-month patient revenue

Consistent, predictable lead flow – even when referrals dry up.

CLIENT CASE STUDY FOUR

Client D

Medical Weight Loss Clinic NC

The right ad strategy will keep your calendar *full*.

50+ leads

generated in a single month

\$36K–\$60K+

Projected 6-month revenue from one month of booked evaluations

\$500+

Average monthly patient value

1 new funnel

and 2 new businesses growing and supporting each other

THE BIG PICTURE

You Could Be Our Next Success Story

\$30-\$80k

monthly ad revenue

275%

return on ad spend

\$260k

revenue in 7 months in 2026

50+

new qualified leads every month

*These practices didn't start with more patients, more budget, or more luck. They started with a strategy that consistently keeps them visible, builds connection and earns trust before it ever asks for a booking. The same strategy we'd build around your practice, your patients and your goals. **Investment starts at \$3k per month.***

CLIENT RESULTS

Those 5 leads that came from our ads last week? Every single one of them booked a high ticket service AND bought skincare!! I'm amazed at how quickly the weeks have filled up bc of these ads 🤯

Re: Ads Results This Week

Amazing!! Best month of all time!!! 🤯🤯🤯🤯

wondering about our numbers for august. I have 41 in google analytics so I'm dying to know if we're at 50 🤯🤯

56 🎉🎉 Keep me posted

Omg heck yessss

93 new DMs in the past 7 days (75 last week).



Carolyn omggggg

Seriously have so many leads right now. My ads have finished the testing yet they are so close in results and I think I have to choose one myself. What

Carolyn goes above and beyond to ensure that you have the support you need and see success with your ads. She's genuinely invested in your business success and doesn't gate keep strategy and ideas that would have taken me years of testing to learn for myself. It's rare to find business owners who go as above and beyond like her, going out of her way to check in on all her students even when she is super pregnant! I know that this is by far the best investment I've made in business yet.

I know I can take a social media "break" now and not be worried about my business because my ads are going to bring in new leads for me. And my team can field the inquiries too so I don't have to worry about sales dropping 🎉 I can't thank you enough Carolyn

Just wanted to say thank you for all your work! We're very happy with how things went and the results from these campaigns. You killed it, and should we need anything in the future, you're our person 😊

Great call today. Ok just to recap...

- For the month of May, we had 45 new patient consults confirmed and 71 tentatively confirmed through the month of June 🎉🔥

Woke up to 4 new inquiries that I believe came from my carousel ads. I literally launched them on Friday too!!

84 new DMs in Dec so far (Quick and easy has 2 now!)

 **carolynheefner** 5:37 PM
Man CRUSHING IT

I mean I feel like my schedule is def filled for Feb thank god

All thanks to you

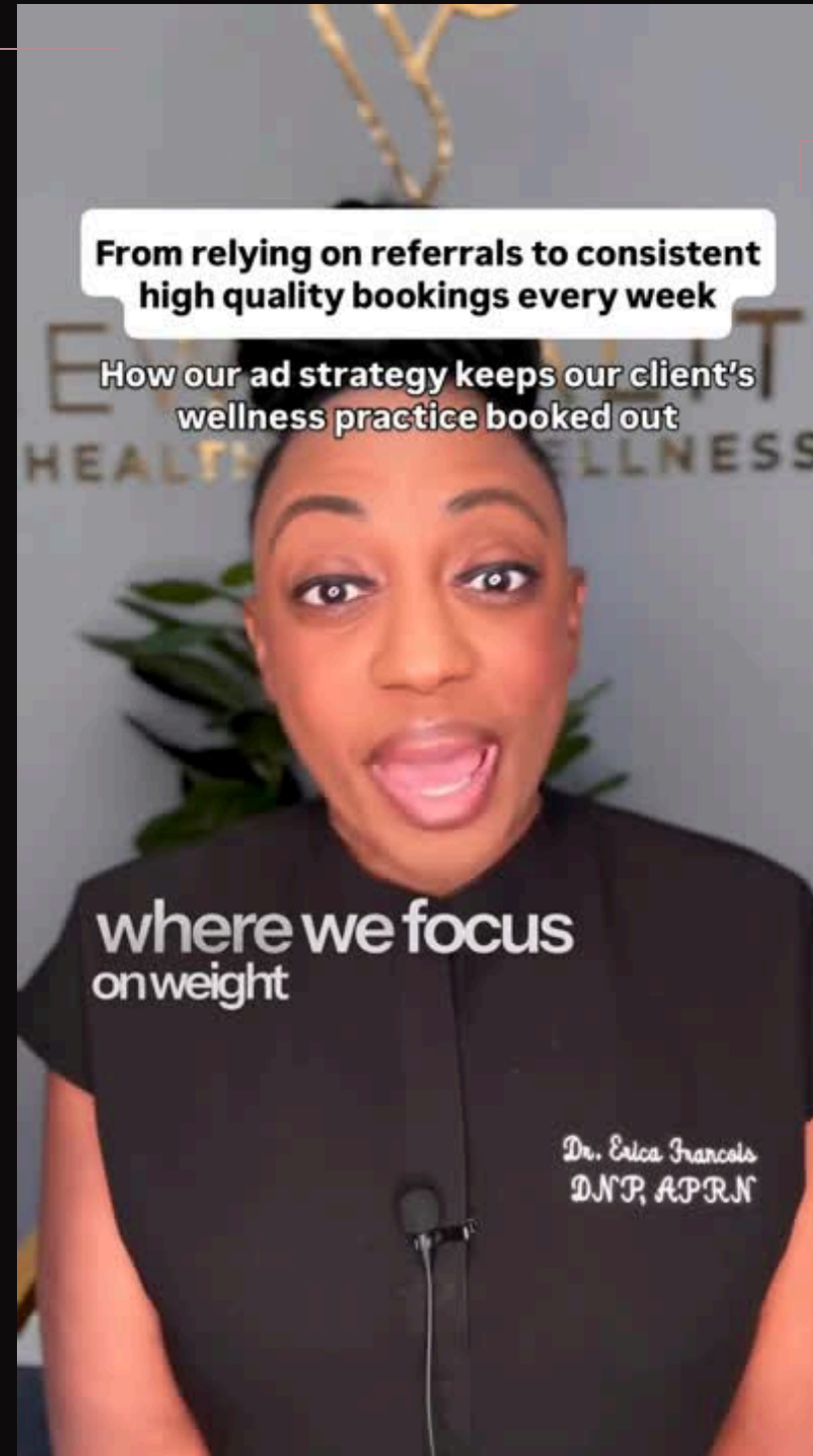
You're never going to believe it actually you probably will but we are booked until MAY!!!!!!!!!! I can't believe how quickly we booked up bc of these ads 🤯❤️ you're amazing!!!

409 booking inquiries in Feb alone 🤯🤯🤯🤯🤯🤯🔥🔥🔥🔥🔥🔥🔥🔥🔥
AMAZING!!!!

OMG! I've only spent \$393.29 on ads and I've gotten \$624 in sales! 🤯 I just needed to break even. I have 2 more in my DMs getting ready to buy and over 155 leads. Also my Instagram has grown by over 80. And it's been 12 days of running ads.

WHAT OUR CLIENTS SAY

Client *Testimonials*



Hi Carolyn!

Bookings have increased on our end. We avg about 1-3 calls per day to schedule a new consultation.

We had 33 new patient consults scheduled for the month of June

I apologize Carolyn for not getting the videos over to you. We have been super busy with new patients, returning patients, etc. I can't even give a number right now of the phone calls to schedule a consultation. LoL!

We have been a bit overwhelmed with calls. Averaging around 3 new patient calls per day and that's not including patients that are coming back that we haven't seen in a year!

And I still need to do your testimonial video because YOU ARE THE ABSOLUTE BEST!!!!!!!

Hi Carolyn,

I just spoke with my office manager and she said patients have been calling to schedule. I saw my first patient that booked from the ads and she spent \$1200 in services so I'm n

Re: Ads results this week

Things are looking GREAT here, Carolyn. I'll have Kristen update, but new bookings/packages are going gangbusters. I agree let's capitalize on momentum. Increase Ad budget.

Hi Carolyn,

We had 31 new patient bookings for the month of July. Only 3 for the Riverview location but I think it's because of my current patients taking up all of the slots there.

Ok, so please disregard my last email. I had the parameters set wrong and did not include the new location. Here are the numbers:

March 1-13: 15 new patient consults scheduled

March 15-16: 7 new patient consults scheduled

2 sales made! Hoping to make 2 more and then we made our money back from the ads

3 people ready to buy in a couple months so that's nice too

So from March 1-13, there have been 9 new patient consults scheduled.

But just in the past two days (3/15-3/16) we have had 4 new patient consults scheduled.

Everything is looking good on our end!

How many new bookings this past week?

Read 4:05 PM

5 online, plus a number of calls. 2 consults today...no hard sells. Both packages

We had a total of 13 new appointment bookings from Aug 26-Sept 1. Everything is looking good. More and more patients are inquiring about body sculpting so that's good as well.

Hi Carolyn,

That's great news! The call volume has been crazy as well! My next available new patient consultation is not until April 2!!!! I have never had to book out that far!!! You're the best! Thank you!

Don't kill me. I have been overwhelmed these past couple of weeks since the hurricane and trying to get patients back on schedule. We are still getting a good flow of new patient consultations via phone.

FREE FOR YOU

Bonus: Your Free Practice Readiness Audit

Included with this guide — a 2-page scorecard covering 8 key areas of your practice.

SCORE YOURSELF ACROSS 8 AREAS:

- | | |
|----------------------------------|-----------------------------------|
| 1 Offer Strength | 5 Tracking & Data |
| 2 Lead Follow-Up | 6 Ad Budget |
| 3 Booking Process | 7 Team Capacity |
| 4 Ad Creative & Messaging | 8 Brand Trust & Reputation |

Score 1-5 in each area, then total your results on page 2 to see exactly where you stand.

2
Pages

A printable scorecard you keep

8
Areas

Scored from 1-5, no guesswork

→ This is the exact starting point we use with every new client — yours to keep either way.

Could Ads Profitably Scale Your Practice?

Score yourself honestly from 1 (not there yet) to 5 (fully dialed in) across each area below.

1

Offer Strength

A clear understanding of results and a reason for someone to book now instead of "someday"?

LOOK FOR:

Clear packages & pricing, seasonal promos, bundled treatments, urgency to book, client understands the value and can see the value of the transformation.

SCORE

1

2

3

4

5

3

Booking Process

How easy is it to actually get on your calendar? Do you rebook patients at the end of their appointments when they're in the office?

LOOK FOR:

Online booking available 24/7, 3 steps or fewer, mobile-friendly, do you or your team members book patients for their next appointment when in office before they leave?

SCORE

1

2

3

4

5

2

Lead Follow-Up

How fast and consistently do you and your team follow up with patient inquiries?

LOOK FOR:

5-30 min response time during the week, 1-2 hour response time on weekends, automated follow-up, no-show re-engagement, email nurturing, text message follow up.

SCORE

1

2

3

4

5

4

Ad Creative & Messaging

Does your content build, connection, authority, value, and trust before it asks for a booking?

LOOK FOR:

Comfortable on camera, talking on camera & posting video, real testimonials, before and afters, sharing value, showing the transformation, engaging with patients via social media, consistently showing up, clear CTAs.

SCORE

1

2

3

4

5

Could Ads Profitably Scale Your Practice?

Continue scoring yourself from 1 (not there yet) to 5 (fully dialed in).

5

Tracking & Data

Do you actually know your numbers, or are you guessing?

LOOK FOR:

Cost per lead, cost per booked patient, average lifetime value of your patients, average spend per appointment, monthly performance reviews, new patients and return patients every month.

SCORE

1

2

3

4

5

7

Team Capacity

Could your team handle a wave of new patients?

LOOK FOR:

Provider & room availability, front desk bandwidth, a plan for busy weeks, following up with every patient, rebooking current patients, texting patients for upcoming appointments to prevent no-shows

SCORE

1

2

3

4

5

6

Ad Budget

Is your ad spend, or will it be consistent enough to let a strategy work?

LOOK FOR:

Do you have a monthly budget for ads, sized to your goals, that can stay steady through slow weeks and scale up as you book new patients?

SCORE

1

2

3

4

5

8

Brand Trust & Reputation

Would a stranger trust you within a few minutes online watching your content or visiting your website?

LOOK FOR:

4.5+ star rating, many active reviews, visible social proof & results, engaging content talking with and engaging potential patients.

SCORE

1

2

3

4

5

Add Up Your Score

Transfer each score from the previous page into the boxes below, then total them out of 40.

Offer Strength

Lead Follow-Up

Booking Process

Ad Creative & Messaging

Tracking & Data

Ad Budget

Team Capacity

Brand Trust & Reputation

YOUR TOTAL SCORE

_____ / 40

Click to the next page to see what your score means, if you scored 28+ book your free call! If you have questions send me a DM on [Instagram](#)!

What Your Score Means

32-40 You're ready to scale.

Ads will add real, fast revenue - you already have the foundation to support the growth! [Book your call now!](#)

20-31 You have real potential.

A few specific gaps are likely capping your results right now - worth fixing before you spend more. Let's [discuss DM me!](#)

8-19 Foundations first.

[There are gaps to close before ads can perform well - exactly what we help practices fix, before or while we run ads. Check out my YouTube to learn more!](#)

QUICK INFO FOR YOUR CALL

Jot these down so we can hit the ground running.

My main goal for running these ads is:

My comfortable monthly ad budget is (min \$2k):

Comfortable on camera / posting videos?

☐ Yes ☐ Somewhat ☐ Not yet

Testimonials or before/after ready to use?

☐ Yes ☐ No

NEXT STEP

Bring your completed score to your free clarity call.

YOUR NEXT STEPS

Work With Us

Here's exactly what happens when you decide you're ready to become our next case study.

CLARITY CALL



Bring your audit results to your free clarity call to see if it's a good fit!

PROPOSAL SENT



We'll send over a proposal, contract and invoice.

SIGN CONTRACT



You'll sign the contract and complete the questionnaire.

STRATEGY CALL



We'll book your strategy call, set up all your tech and create your plan of action.

AD CREATION



We'll create and set up your campaigns, get your approval and launch your ads within 2 weeks!

BOOKED CALENDAR



Within days you will see your calendar filling with high quality bookings and wonder why you didn't hire us sooner!

The Investment with BellaSocial Marketing starts at \$3k/mo. (this does not include ad spend)

YOUR RESULTS COULD BE NEXT

Ready To Become Our Next Case Study?

Book your free clarity call and let's map out what this could look like for your practice.

[Book a Clarity Call](#)

BellaSocial Marketing