

The Med Spa Marketing Cheat Sheet

The handful of things that actually move bookings, and how to spot a marketing agency that won't. Keep this. Use it before you spend another dollar.

Built by Jaron Mossman. Former Google ad strategist for national brands, now a boutique partner for owner-run practices.

01 · Local Search

Own your Google Business Profile

DO Fully complete it: current photos, hours, and every treatment as a service. It is the fastest lever you have.

DON'T Leave it half-filled or let it go stale. A thin profile quietly costs you the top three map spots.

02 · Reviews

Treat reviews as your storefront

DO Ask every happy patient, and reply to all of them. Recent reviews count more than old ones.

DON'T Ignore a hard review. A calm, professional reply reassures the next reader more than the complaint worries them.

03 · Google Ads

Spend on results, not clicks

DO Track which calls and booked consults come from ads, and confirm your account follows medical ad rules.

DON'T Run on autopilot. Aesthetic ads get restricted, and an agency that does not know the rules wastes budget on rejections.

04 · SEO & AI Visibility

Play the long game honestly

DO Build search and AI-answer presence over months, on the back of real reviews and authority.

DON'T Trust anyone promising page one in 30 days, or selling AI mentions as a flood of free traffic. Neither is real.

05 · Measurement

Count patients, not vanity

DO Insist on reports tied to consults, calls, and bookings, in plain English you can read in five minutes.

DON'T Accept impressions and ranking screenshots as proof. If it does not connect to patients, it is not results.

Hiring help? Walk away if you see Agency red flags

- ✗ Long contracts with no clear exit
- ✗ "Guaranteed #1 on Google" (no one can promise that)
- ✗ Reports you cannot understand
- ✗ No single person who owns your account
- ✗ No idea your industry has ad rules



Want the full guide, or a free look at your marketing?

Text or email me the one thing you are unsure about. I will send a straight answer and the complete guide, no obligation. Ready to go further? Ask about a free consultation.

Text 480-329-0962

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Point your camera here
to text me