



## Bella Medspa Web Marketing Case Study

### Overview

Founded in 2005 in the Philadelphia, PA Metro area, Bella Medspa's initial business model was to contract with local day spas to offer laser hair removal at their locations. The marketing plan revolved around converting the existing spa's client base to Bella Medspa services by creating a presence in the physical locations. This plan proved to be inadequate and they turned to web marketing as a source of new client acquisition.

Since their inception, 94% of Bella Medspa advertising dollars has gone to web marketing. They have avoided other mediums due to the lack of targeting and accountability. Forays into other venues have proven disappointing.

**Bottom line results:** Bella Medspa sales have grown by a factor of 10 during their first full 4 years in business – 2006 through 2010. This was accomplished during the worst economy since the Great Depression. They now have 12 locations in the Philadelphia Metro area. Four of those locations are full service locations all opened in 2010 offering a full menu including cosmetic injections, anti-aging skin care treatments and products, laser hair removal and cosmetic surgery consults.

### The Initial Challenge

Shortly after opening their doors Bella Medspa realized that relying on the marketing to the spa's client base would not be enough. In their second quarter, with sales not meeting expectations and struggling cash flow, they turned to NetLocal in search of effective lead generation via web marketing.

The challenge was to not only develop a web presence for Bella Medspa but to convert searches to phone and contact form leads. As a new company, Bella Medspa faced digital marketing challenges in many areas. Among other problems, their newness on the web posed SEO issues along with a competitive disadvantage due to the lack of an online reputation.

Their short term goal was to acquire new customers to generate immediate revenues with a limited budget. The long term goal was to establish a positive brand and retain established clients while continuing to add to the client base.

## Solutions

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### Phase One

- Inexpensive starter web site
- Local business search engines, Vertical business directories, Online yellow pages, paid listings..ie CitySearch
- PPC Campaigns with call tracking and analytics feedback
- Onsite SEO to create a foundation

### Phase two

- Website Redesign
- Reputation Management
- Ramped up SEO
- Email marketing
- Online Video and picture sharing

### Phase three

- Social media marketing
- Mobile marketing
- Blogging
- Ecommerce

## Testimonial

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*"We felt we had a great idea and it has proven to be so. But having a great business idea is not enough. You also have to have a way to connect with potential customers in a cost effective way. Without that, you're a great idea that no one knows about.*

*NetLocal provided that piece of the puzzle for us. They allowed us to launch our company using our available ad budget and then to build on that success as we grew. We likely would never had survived through this economy if we hadn't chosen an aggressive web marketing strategy."*

Beth DiBella  
Bella Medspa Founder and President