

YOUR

2026

MED SPA & WELLNESS
DIGITAL MARKETING PLAN

salt marketing



WELCOME TO salt marketing



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Welcome — we're so glad you're here!

If you've joined our 2026 Planning Workshop, chances are you've reached a point in your business where you know you're capable of more. You're proud of the impact you make, you care deeply about your clients, and you've built something worth celebrating. But you're also ready for the next level — more visibility, more consistency, more confident growth, and a marketing system that finally works with you instead of against you.

And that's exactly why Salt Marketing exists.

We work with established businesses who are incredible at what they do — but who are tired of juggling disconnected tactics, guessing at what will bring in new customers, and shouldering the entire weight of growth on their own. If that sounds familiar, you're in the right place.

Today, our goal is to give you the freedom to focus on what you do best, while we help you build the marketing engine that brings in the people who need you most.

As we complete this planning work together, I want you to know this: none of this is about adding more to your plate. It's about removing the overwhelm, clarifying your path, and giving you a proven system you can trust.

Imagine what your business could look like six months from now with the right strategy, the right systems, and the right support.

We're honored to walk alongside you.

THE DIGITAL DOMINANCE METHOD

Growing a wellness business or med spa shouldn't feel like guesswork. Our **Digital Dominance Method™** gives you a clear, strategic path to get found, get booked, and build long-term momentum—without burning out or chasing random tactics. Our goal is to help you increase your sales and grow your revenue by fully maximizing your lead flow online.





**"Success is Goals. All Else is
Commentary."**

-Brian Tracy

YOUR 2026 WELLNESS DIGITAL MARKETING PLAN

CURRENT SNAPSHOT

Average Monthly Revenue	
Average Number of Clients/ Patients Seen Monthly	
Revenue per hour, per provider ----- Revenue per appointment ----- Utilization percentage	

YOUR 2026 WELLNESS DIGITAL MARKETING PLAN

2026 GOALS - CALL YOUR SHOT

Annual Revenue	
----------------	--

Number of Bookings	
--------------------	--

Why?	
------	--

YOUR 2026 WELLNESS DIGITAL MARKETING PLAN

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Marketing Planning Calculators

Plan your marketing strategy and budget with precision

Lead Target Planner

Budget Planner

1 Revenue Target

Annual Revenue Goal / Target

\$

What is your average appointment value?

\$

Monthly Revenue Target

\$

Monthly Appointments Needed to hit target

2 Number of Leads Required to Hit Target

Consult / Lead to Booked Client

%

Leads needed per month to hit target

Annual Goal

\$0 - \$1,000,000

of Appointments need to hit Target

100 - 1000

of Leads needed to hit Target

100 - 1000

Adjust the values above to see real-time calculations for your business goals

If you'd like help building your online marketing plan to grow your wellness business [click here to learn more.](#)

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You can access the calculators here:
saltmarketing.co/calculator

YOUR 2026 WELLNESS DIGITAL MARKETING PLAN

MARKETING BUDGET PLANNER

Lead Target Planner | Budget Planner

Annual Revenue & Marketing Investment

Annual Revenue Target
\$

Marketing Investment (% of Revenue)
 %
Maintain: 1-5%
Moderate Growth: 6-10%
Accelerated Growth: 11-15%
Aggressive Growth: 15%+

Annual Marketing Budget ✓
\$

Monthly Marketing Budget ✓
\$

Marketing Budget Allocation

Allocated to online marketing %
\$

Allocated to offline marketing %
\$

Allocated to repeat business %
\$

Online Marketing

SEO % %

PPC / LSA % %

Display / Retargeting % %

	SEO % of Budget	\$ Amount of Budget	PPC / LSA % of Budget	\$ Amount of Budget	Display % of Budget	\$ Amount of Budget
January	50.00%	\$2,500	30.00%	\$1,500	20.00%	\$1,000

You can access the calculators here:
saltmarketing.co/calculator



"A goal without a plan is just a wish"
-Antoine de Saint-Exupéry

THE ACCELERATED GROWTH MODEL

The Accelerated Growth Model™ is a strategy designed to help wellness and med spa owners grow faster—without overwhelm, guesswork, or wasted spend. It focuses on the three areas that drive true, sustainable growth: Driving Leads, Maximizing Conversion, and Optimizing Results. Together, these three components form a holistic, data-backed approach that gives wellness practitioners the clarity, control, and confidence they've been craving.



DRIVE LEADS

Growth starts with creating a reliable, predictable flow of new prospects. This part of the model focuses on generating qualified leads—not just more noise.

Key elements include:

- Organic SEO: Helping you get discovered by people actively searching for your services.
- Paid Search: Using targeted ads to capture high-intent prospects quickly.
- Database: Activating the leads you already have through nurturing, re-engagement, and relationship-building.

When these come together, you're no longer hoping people find you—you're consistently attracting the right clients.

Search Everywhere Optimization

- Keyword Research
- Optimized Website
- User Experience/Site Speed/Core Vitals
- SEO-focused
- Off-Site Optimization
- Track your results

Paid Ads Strategy

_____ first, then _____.
_____ are optional and _____
should come last!

_____ is the piece so many wellness
businesses miss!

Paid ads don't _____ organic marketing -
they _____ it!

Database (Automation)

- Attract & Convert
- Review & Refer
- Long-Term Nurture
- Re-engage lost clients/patients

MAXIMIZE CONVERSION

Once leads start coming in, your business needs a smooth, trustworthy, and compelling path to move them from curious to committed.

This phase focuses on:

- **Website:** Turning your site into a conversion engine with clear messaging and intuitive user experience.
- **Reputation:** Ensuring your online reviews and presence reinforce trust and credibility.
- **Automation:** Following up instantly, nurturing consistently, and removing the manual work that causes leads to slip through the cracks.

This is where your marketing becomes more efficient—and where more leads become paying clients without adding extra workload.

Website

- Online Booking in upper right corner, 2-Way Chat, Click to Call
- Real authentic images of your team
- Differentiate with messaging for your ICP
- Add video elements to your website
- Showcase your online reviews prominently
- Easy to find contact form
- Add credibility with authority symbols
- Service-specific CTAs on each page
- Leverage coupons / offers that match the page they are on

Reputation

- Have you claimed & verified your Google My Business listing?
- Have you properly optimized your Google My Business listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- How many online reviews do you have? Have you replied to them all?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you posting to Google My Business weekly & responding to questions?

Automation

Your automation should ask for _____ first,
then the _____, then a
_____.

OPTIMIZE RESULTS

Real growth doesn't happen from "set it and forget it" marketing. It comes from optimizing over time.

Here, we track and improve:

- Total Spend: Knowing exactly where your dollars go—and how to allocate them for maximum impact.
- Average Cost Per Lead: Reducing wasted spend and improving efficiency.
- ROI: Ensuring your marketing investment is delivering real financial return.

This step turns your marketing into a measurable system that becomes smarter, stronger, and more profitable every month.

To accelerate _____, we need to clearly articulate our _____, understand how many _____ we need to generate, and what the average _____ is.

Understand Your Budget

<https://saltmarketing.co/calculator>

STRATEGY CHECK

RATE YOURSELF

Give yourself a 1 (getting started) 2 (dabbling) or 3 (crushing it) for your strategic efforts:

Drive Leads

Organic

Paid

List Growth

Maximize Conversion

Website

Reputation

Automation

Optimize Results

Total Spend

Average Cost Per Lead

Return on Investment

Remember; “1’s” are GOOD! That means you have a lot of opportunity!

ACTION ITEMS

Top Three Action Items

1. _____
2. _____
3. _____

Online Presence Index

<https://saltmarketing.co/online-presence-index>



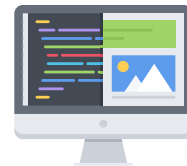
- Analysis of Online Visibility
- Custom Keyword List of most important search terms
- Ranking Report showing where you rank currently
- Analysis of Online Directory Listings & Consistency
- Analysis of Online Reviews and Reputation
- Analysis of Social Presence
- Analysis of Website Conversion Effectiveness

THE ULTIMATE INTERNET MARKETING CHECKLIST FOR MED SPA & WELLNESS OWNERS

HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

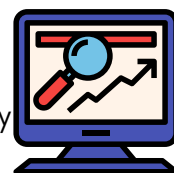
Is your website optimized for conversion (visitor to caller)?

- Do you have the phone number in the top right corner on every page?
- Are you using authentic images / videos / photos of the owner, your trucks, photo of your team, etc?
- Do you have a compelling Call to Action after every block of text?
- Are you giving customers the option to engage via chat or 2-way text?
- Is your website mobile friendly with an easy click-to-call button?
- Is your website fast loading on desktop & mobile?



Is your website optimized for search engine rankings?

- Do you have your main keyword in the Title Tag on every page of your website? e.g. City Physical Therapy | Your Company Name
- Do you have pages for each of your core services?
- Do you have pages for each of the sub-cities that you service?
- Do you have pages for the brands that you service/install?
- Do you have unique content on every page of your website?
- Does your website come up for the most important keywords? e.g. "your city botox", "your city pelvic floor therapy", "your city IV infusion" and other similar keywords?
- Are you consistently creating new content, blogging and creating new inbound links back to your website?



Is your company optimized to rank on Google Maps?

- Have you claimed & verified your Google Business Profile listing? (Do you have the login?)
- Have you properly optimized your GBP listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- How many online reviews do you have?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you posting to your GBP weekly & responding to questions?



To schedule your Internet Marketing Strategy Session call our office at 855-586-0968
or go to saltmarketing.co

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THE ULTIMATE INTERNET MARKETING CHECKLIST FOR MED SPA & WELLNESS OWNERS

HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

Are you taking advantage of paid online marketing?

- Are you running Meta Ads?
- Are you running Google Ads?
- Are you strategically targeting with specific ad groups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the ad group/keyword?



Are you active on Social Media?

- Do you have your business profiles set up on Facebook, LinkedIn, YouTube & Instagram?
- Are you getting engagement on Facebook?
- Are you updating your social profiles on a consistent basis?
- Are you posting at least 3x a week with a variety of brand-building content?
- Are you answering DMs and leads as they come in?



Are you leveraging email & marketing automation?

- Are you following up with your leads within 5 minutes or less via phone, SMS & email?
- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they book?
- Do you have a CRM database with your customers' email addresses?
- Are you sending out a monthly email newsletter?
- Are you leveraging email to get online reviews & to draw customers into your social media profiles?



Do you have the tracking in place to measure ROI?

- Google Analytics
- Google Search Console
- Call tracking
- Dashboard showing cost per lead, total spend & projected ROI
- CRM in place to track leadsources & revenue



Schedule Your 2026 Marketing Plan Review
saltmarketing.co or call us today at 855-586-0968. Space is limited!

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YOUR 2026 WELLNESS DIGITAL MARKETING PLAN

KEY INSIGHTS AND ACTIONS - YOUR NOTES

GOALS AND TARGETS	
YOUR MARKETING FOUNDATION MARKET - MESSAGE - MEDIA	
WEBSITE CONVERSION OPTIMIZATION	
YOUR 2026 PLAN & BUDGET	

IT TAKES A *Team* TO TAKE YOUR MED SPA OR WELLNESS PRACTICE TO THE NEXT LEVEL!



IT TAKES *Experts* **TO RUN YOUR INTERNET MARKETING**

- Internet Marketing Campaigns Designed Specifically For You
- Custom Designed Websites Built to Convert
- Conversion Tools to Close More Calls
- Online Reputation Monitoring

**IF YOU ARE READY TO TAKE YOUR MED SPA or WELLNESS PRACTICE
TO THE NEXT LEVEL, THEN ONE CALL IS ALL IT TAKES.**

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