

How a Med Spa Doubled Bookings in 6 Weeks.

The social media strategy that filled the appointment calendar.

2x

Appointment Bookings

180%

Engagement Increase

+1,200

New Followers



Great Clinic. Invisible Online.

The clinic had everything a med spa needs to thrive — skilled injectors, glowing patient reviews, a premium treatment menu spanning Botox, dermal fillers, laser resurfacing, and skin rejuvenation. Their existing clients loved them. The problem was that nobody else knew they existed.

01 Inconsistent Posting

Some weeks three posts, then silence for two weeks. The algorithm penalises every gap — reach dropped, follower growth stalled.

02 Generic Content

Stock photos and recycled wellness tips. Nothing that showed who they were, what made them different, or why a patient should trust them with their face.

03 Unanswered DMs

Enquiries came in via Instagram DMs. The front desk was too busy to reply promptly. Potential bookings went cold — or worse, to a competitor.

04 No Time, No Budget

The owner was managing social media personally between appointments. A freelance social media manager quoted \$800–\$1,500/month for generic content that still needed briefing every week.

Alx Momentum.

Trained on their clinic. Not a template.

Within 7 days of onboarding, the clinic had a fully operational AI social media system — trained specifically on their treatments, team, and brand voice.

● Brand Immersion

AI trained on treatments, injectors, pricing, tone of voice, and target patient profile.

● Daily Content

Platform-native posts for Instagram, Facebook, and WhatsApp — created automatically, every single day.

● Before & After Campaigns

Treatment result content structured as campaigns — not one-off posts — to build trust over time.

● Team Spotlights

Injector profiles, credentials, and personality — turning staff into trust signals.

● Appointment Drive Campaigns

Seasonal promotions and re-engagement campaigns via WhatsApp broadcast to existing patients.

● Real-Time DM Responses

AI-assisted replies to every enquiry — on-brand, prompt, and captured for follow-up.

● Patient Education Series

Treatment explainer content that answers the questions patients Google before booking.

● Human Review

Every post reviewed by the Alx Momentum team before going live. Brand always protected.

The Numbers.

2x

Appointment Bookings

Compared to the previous 6-week period

180%

Engagement Increase

Across Instagram and Facebook combined

+1,200

New followers across
Instagram & Facebook

8+ hrs

Saved per week by
the owner

Zero

Unanswered DMs
during the period

7 days

From sign-up to
first post live

“

I used to dread Sunday evenings because I knew I had to figure out what to post that week. Now I just get a notification asking me to approve the content. That's it. And my books are fuller than they've ever been.

— Med Spa Owner, Alx Momentum Client

Consistency Fills Appointment Books. Generic Content Doesn't.

For high-ticket treatments like Botox and laser resurfacing, patients research extensively before booking. They check your Instagram. They read your captions. They look at how you respond to comments. A strong, active, consistent social presence is the difference between being chosen — and being scrolled past.

Aix Momentum trains AI on your specific clinic — your treatments, your team, your tone — and keeps you showing up every single day, on every platform, without you lifting a finger.

PLANS START FROM \$1,499/month

One-time onboarding fee of \$2,999 · Setup in 7 days · No long-term contract

Compare: freelance social media managers typically charge \$800–\$1,500/month for generic, template-based content.

[Book a Free 30-Minute Discovery Call — aix-momentum.com](https://aix-momentum.com)