VERITAS

A Marketing Practice

THE DIAGNOSIS

Solène Aesthetics & Wellness

Med-Spa & Aesthetics · Coral Gables, FL

A two-week written diagnosis of marketing operations

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SAMPLE — ILLUSTRATIVE

About This Sample

This is a sample Diagnosis. Solène Aesthetics & Wellness is a fictional business, and every figure here is illustrative — created to show what a real Veritas Diagnosis delivers, not drawn from any actual client. A real Diagnosis is built entirely from your own data.

A Diagnosis is the first thing Veritas delivers — a two-week, written read of where your marketing money goes, what's working, what's broken, and what to fix first. This sample shows the structure, the depth, and the plain-spoken tone of that deliverable, using a representative med-spa as the subject.

It also doubles as the delivery template. For a real engagement, the section structure stays; the content is replaced with findings from the client's actual analytics, ad accounts, and booking data.

The Engagement

Solène is an established med-spa in Coral Gables — injectables, laser, facials, body treatments — owner-operated, with a loyal client base and a strong Instagram presence. Annual revenue is roughly $2.8M. The owner books most of the marketing herself and works with a content agency on retainer, and her honest question was the one we hear most often: "I'm spending more than ever, and I can't tell what it's actually producing."

What we reviewed (view-only access)

- Meta Ads Manager (Instagram + Facebook) — 12 months of campaign data
- Google Analytics 4 + Google Ads
- The online booking / scheduling system and intake flow
- The website, the Instagram presence, and Google Business Profile
- Competitive context — six comparable Miami-area med-spas

How we read it

Two weeks of structured analysis: AI pattern-recognition across the full volume of the data at machine speed, then founder judgment to decide what those patterns mean and what to do about them. The machine surfaces; the operator decides.

Executive Summary

Solène has the hardest things to build already in place: a premium brand, a loyal core of clients, and genuinely excellent treatment reviews. The problem isn't the work or the reputation. It's that the marketing spends like a brand that wants to be seen, when the business needs marketing that books and re-books treatments.

Three gaps account for nearly all of the waste, and they compound:

- **The spend chases attention, not bookings.** Most ad budget is optimized for reach and impressions. It buys awareness Solène already has, and it can't tell you which dollar produced a consultation.
- **There's no attribution, so every decision is blind.** Inquiries arrive by Instagram DM and get handled by hand. There is no reliable line from a marketing dollar to a booked, paid treatment — so the budget is steered by feel.
- **There's no retention engine, in a business built on repeat visits.** Med-spa economics live and die on clients coming back. Solène has no systematic re-booking, no membership or package program, and no email/SMS follow-up. The single largest dollar opportunity is the one nobody is working.

There is also a fourth, quieter opportunity: roughly 40% of the Coral Gables / greater Miami market is Spanish-speaking, and Solène markets almost entirely in English. That is a whole audience the brand is positioned to win and currently isn't speaking to.

The numbers at a glance

Measure	Today (illustrative)
Annual revenue	~$2.8M
Marketing spend	~$18,000 / month (~7.7% of revenue)
Spend that is unattributable or misallocated	~$6,500 / month (~36% of spend)
Largest untapped opportunity	Client retention + a Spanish-language track

Solène isn't spending too much. It's spending blind — and leaving the highest-value dollar, the returning client, on the table.

Where the Money Goes

The monthly marketing budget breaks down as follows. The verdict column reflects what each line is actually producing against what it costs.

Channel	Monthly	What it's buying	Verdict
Meta ads (IG/FB)	$8,000	Reach & awareness campaigns, broad targeting	Leaking — optimized for impressions, not bookings
Google Ads	$3,000	Branded + some non-branded search	Working partially — branded converts, non-branded untracked
Content agency retainer	$4,000	Posts + “management,” no revenue reporting	Unclear — no line to booked treatments
Influencer & promos	$2,000	Sporadic collabs, discount intro offers	Leaking — untracked, attracts deal-seekers
Tools (booking, email)	$1,000	Scheduling + email platform	Underused — paid for, barely deployed

Two patterns stand out. First, the largest line — $8,000/month in Meta ads — is buying awareness in a market where Solène is already well-known, while being unable to report a single booked treatment. Second, the discount-driven influencer and promo spend is actively working against the business: it fills chairs with one-time deal-seekers who rarely return, in a model where the return visit is the entire point.

Where It's Working (Don't Break This)

A Diagnosis that only finds fault is doing half the job. These are real assets, and the plan protects them:

- **The brand and the Instagram presence.** Consistent, premium, genuinely good. This is why awareness isn't the problem — it's already been won.
- **The loyal core.** A segment of clients already returns regularly. They prove the retention model works; it simply isn't being extended to everyone.
- **The reviews.** A 4.9-star reputation across platforms. This is trust capital that the funnel currently fails to convert into bookings.
- **Branded Google search.** When someone searches “Solène,” they convert well. The brand pull is real; the system just doesn't capture the demand it creates.

Where the System Breaks

Following a prospective client from first glimpse to booked treatment, here is where they fall through:

Funnel stage	What happens now	The leak
Discovery	Strong — Instagram + reviews do their job	None — this stage works
Inquiry	Prospects send an Instagram DM	~30% get no timely reply; after-hours inquiries go cold
Booking	No online scheduler on the site; booking is manual	Friction loses ready-to-book clients
Capture	No email/SMS capture at any step	Can't follow up, can't remarket, can't recover no-shows
Retention	No re-booking cadence, no membership/packages	Repeat-visit rate ~22% vs. 40%+ achievable — the biggest leak
Attribution	None across paid channels	Every budget decision is made on feel, not evidence
Bilingual	All marketing in English	~40% of the local market is never addressed

The pattern is consistent: demand is created well and captured poorly. The top of the funnel is healthy; everything after the first DM leaks. And the retention stage — where med-spa profit actually lives — has no system at all.

What to Fix First

Ranked by impact-to-effort. The order matters: you can't optimize what you can't see, so visibility comes first; the highest-dollar opportunity (retention) is sequenced once the system can support it.

PRIORITY 1 See the money — attribution & a real booking funnel.

The problem: Inquiries arrive by DM and are handled by hand; there is no link from any marketing dollar to a booked treatment, and no online scheduler to capture ready clients.

The fix: Install GA4 + conversion tracking, add an online scheduler and lead capture (email/SMS) to the site, and route every inquiry into one trackable flow.

Expected impact: Stops the ~30% of inquiries lost to slow/after-hours response, and — for the first time — shows which spend actually produces bookings.

Effort: ~1–2 weeks **Maps to:** The Build (foundation)

PRIORITY 2 Redirect the spend — awareness to conversion, and end the discounting.

The problem: The largest budget line buys impressions Solène doesn't need, and discount promos fill chairs with one-time deal-seekers in a repeat-driven business.

The fix: Re-architect Meta campaigns around conversion and retargeting objectives, point them at the new booking funnel, and phase out deal-seeker promotions in favor of value-led offers.

Expected impact: Lower cost per booked consult (illustratively ~25–30%) and a shift toward higher-LTV clients who return.

Effort: Begins week 2, then ongoing **Maps to:** The Build → the Run

PRIORITY 3 Keep them coming back — retention & a Spanish-language track.

The problem: There is no systematic re-booking, no membership or package program, and no Spanish-language marketing — leaving the highest-value dollar (the returning client) and ~40% of the local market untouched.

The fix: Build an email/SMS re-booking cadence, launch a membership/package program, and stand up a parallel Spanish-language marketing and intake track.

Expected impact: The largest dollar opportunity in the practice: lifting repeat-visit rate toward 35–40% and opening an underserved bilingual market.

Effort: ~3–4 weeks **Maps to:** The Build → the Run

The 90-Day Picture

If the three priorities ship, here is the illustrative shape of the next quarter. These are directional estimates to size the opportunity — not guarantees.

Lever	Today	After the fixes (illustrative)
Spend that's attributable	~0%	~90%+ tied to booked treatments
Inquiries lost to slow response	~30%	Near zero — automated capture + routing
Cost per booked consult	Unknown	~25–30% lower, and now measurable
Repeat-visit rate	~22%	Trending toward 35–40%
Spanish-language pipeline	None	A live, addressable second market

Figures are illustrative and directional. A real Diagnosis projects from the client's actual baseline, and Veritas guarantees defined deliverables and professional effort — not specific revenue or lead outcomes.

What Happens Next

A Diagnosis is yours to act on however you choose. There are two honest paths, and neither involves a long contract:

- **Take it in-house.** This document is a complete plan. Hand it to your team and execute it yourselves — that's a legitimate outcome, and the ranking tells you exactly where to start.
- **Have us build it.** If you'd rather it ship correctly and fast, the Build turns this plan into a live system — running on your domain, your accounts, your booking platform — typically in four to eight weeks. The Run keeps it optimized after, month-to-month, no lock-in.

Either way, you now own the truth about where your marketing money goes. That was the point.

Questions about this Diagnosis? margaux@veritasconsulting.ai

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Appendix · Method & Notes

Data reviewed

Meta Ads Manager (12 months), Google Analytics 4, Google Ads, the booking/scheduling system, website, Instagram, Google Business Profile, and a six-competitor scan. All access was view-only and granted under a mutual NDA.

Method

AI pattern-recognition processed the full data set to surface spend allocation, conversion paths, funnel drop-off, and competitive positioning. Founder judgment then interpreted the patterns, separated signal from noise, and ranked the fixes by impact. No client data is used to train any public model.

On claims

All projections in this document are illustrative and directional, intended to size the opportunity. Veritas guarantees defined deliverables and professional effort, not specific revenue or lead outcomes. Every business is different, and results depend on execution and market conditions.

On this sample

Solène Aesthetics & Wellness is fictional and all figures are illustrative. This document exists to demonstrate the Veritas Diagnosis deliverable and to serve as its delivery template.

— Veritas · Sample Diagnosis · Illustrative · May 2026 —