



INBOX TO INCOME

Email Marketing that *Fills* Your Treatment Chairs







FAMILY

FAMILY



WHAT IS THE MOST COMMON MISTAKE?



SILENCE

86% of MedSpas use email – but a vast majority do not send on a regular basis.

SPEED. TRUST. TOP-of-MIND.



SPEND \$200, GET A FREE
REVISION
LIP REPLENISHER!

CLAIM YOUR FREE GIFT

Do you love our co-founders do? Allie & Jen's favorite lip must-have this December! Spend \$200 on any purchase and receive a free Revision Lip Replenisher to your order.
It is the ultimate hydrator for that perfect plump, winter-ready pout.
*While while orders over \$200 and will not appear in the cart.

SHOP NOW

TO FOLLOW US



INTRODUCING TWO
Must-Have Innovations
At Squeeze Skin, we're always sourcing the latest in advanced skincare—curated by experts, designed for results. Two new powerhouse products just hit our shelves, and trust us, they're about to upgrade your routine.



CO2LIFT® PRO – The Oxygenating Mask for Instant Lift & Glow
This cutting-edge carbonyltherapy mask works beneath the surface for:
- Deeply hydrate & plump for a youthful, radiant glow
- Boost oxygenation to improve skin texture & elasticity
- Support collagen production for firmer skin over time

BUY NOW



Biodaptive Stress Repair – High Performance Barrier
A clinical-grade formula

SHOP ALL



Indulge In A Spa-Worthy Facial At Home

Who says you need to leave home to achieve glowing, radiant skin? Transform your self-care routine with our curated guide to an at-home facial using our most luxurious, results-driven products.



Saint Jane Luxury Beauty Serum
A botanical powerhouse infused with curating ingredients and antioxidants to deeply nourish, hydrate, and leave your skin with an undeniable glow.

BUY NOW



OmniLux Contour LED Mask
The secret to spa-like results: red light therapy proven to boost collagen, reduce fine lines, and enhance resilience with each use.

BUY NOW



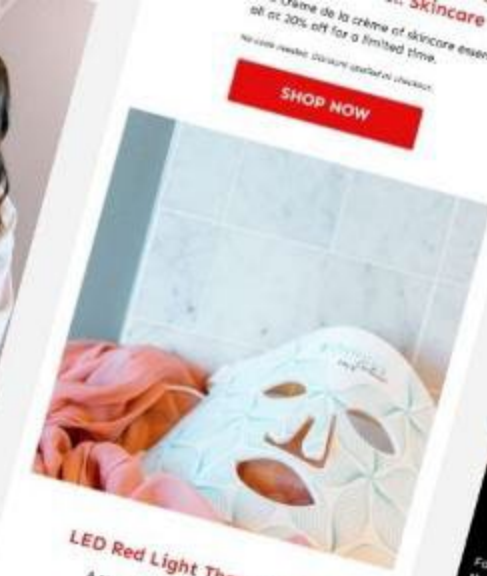
Revision Pore Refining Mask
Purify and perfect. This professional-grade mask detoxifies and minimizes pores, leaving skin refreshed and visibly smooth.

BUY NOW



DefenAge 2-Minute Reveal Mask
Say goodbye to dull skin in just two minutes. This exfoliating powerhouse reveals a brighter, smoother complexion instantly.

BUY NOW



LED Red Light Therapy Mask
A red carpet-worthy glow at home.

SHOP NOW



Pavise Skincare
Award-winning, total skin regeneration in one step. A foundational, protective and regenerative AM therapeutic that visibly reverses existing and prevents future skin aging.

SHOP NOW



Skincare about
Frame de la crème de skincare essentials—
all at 20% off for a limited time.
No code needed. Discount automatically checks out.

SHOP NOW



BLACK FRIDAY

Allie & Jen's favorite skincare picks are now Black Friday specials!
For a limited time, enjoy 25% off ISOLIN and Alastin, two brands they swear by for radiant, youthful skin. This exclusive sale is the perfect time to stock up on the essentials our co-founders can't live without.

SHOP NOW



RENEWAL RETINOL SAVE 25%!

SHOP NOW



MELATONIK SERUM SAVE 25%!

SHOP NOW



SHOP NOW

Hi Darling!
This October 17th, we unveil not one, but two new destinations for beauty! CULT Aesthetics lands in Atlanta and Dallas, and yes, we're rolling out the red carpet.
In true CULT fashion, we're celebrating with an exclusive 20% off all Squeeze Skin products, because skincare should be nothing short of exceptional.

See you at the grand opening!
CULT Aesthetics & Squeeze Skin Team

SHOP NOW



got you slammed? We've got just the fix
Saturday at CULT Aesthetics! No traffic
good vibes are just a few of the perks!

BOOK SATURDAY



To ensure you get
recommen
soon as possible.

WELCOME TO THE CULT



The aesthetics industry is facing a challenge:
More treatment options, but weaker results.

DISCOVER THE CULT METHOD

THE LAST FIVE YEARS

Over the past 5 years, we've trained with top clinicians,
researchers, and regenerative doctors to discover the most
effective techniques and technologies for optimizing skin
health and aesthetic vitality at any age.



OWN YOUR GLOW

If you're proactive and
and aging m



It's been a while since your last visit to CULT
Aesthetics, and we miss you! Our expert providers
have some exclusive openings, and we'd love to
welcome you back for your favorite treatments.

BOOK NOW



Take advantage of these rare openings and book
your appointment today. Our skilled providers are
ready to give you the exceptional care you deserve.
Don't wait - these spots fill up fast.

NOT SURE WHAT TO BOOK?

Text us or request a
virtual treatment plan bein



WHAT OUR PATIENTS ARE SAYING ABOUT US

PATIENT REVIEWS

★★★★★
"You know you have complete trust in your doctor when you make an appointment and
they make recommendations with the best outcome."

★★★★★
"She also takes a therapeutic approach instead of just 'fixing' things. I've never felt so comfortable with a treatment."

★★★★★
"She has a heart for her clients and always makes every time I visit feel like I'm being taken care of."

★★★★★
"Wish I was the professional. She's a total goddess at CULT Aesthetics."

LET'S CHAT



IMPROVE SKIN CLARITY

Don't forget the power of chemical peels
exfoliate, hydrate, and reveal
complexion. Each treatment
skin and



SMOOTH SKIN TEXTURE

Imagine pairing your smooth, wrinkle-free look with
the rejuvenating power of our laser treatments.
Whether you're targeting pigmentation, acne scars,
or just want to boost your skin, our advanced lasers
have you covered. If you're looking to enhance
texture and tone, microneedling is your go-to. It
stimulates collagen production, leaving your skin
plump, youthful, and radiant.



Step into our modern sanctuary of serenity

Step into our modern sanctuary of serenity, designed with your
comfort in mind. From the cozy reception to our high-tech
treatment rooms, you'll find everything tailored to you. Enjoy
entertainment TVs during treatments and standardized
photography to track your progress. Our comfort menu includes
weighted blankets, Pro-Nix, numbing cream, and nerve blocks
for a dreamy experience.



- 1. YOUR LIST IS A GOLDMINE**
- 2. GROWING YOUR LIST**
- 3. WHAT “ACTUALLY” GETS RESULTS**
- 4. AUTOMATIONS**
- 5. TIPS**

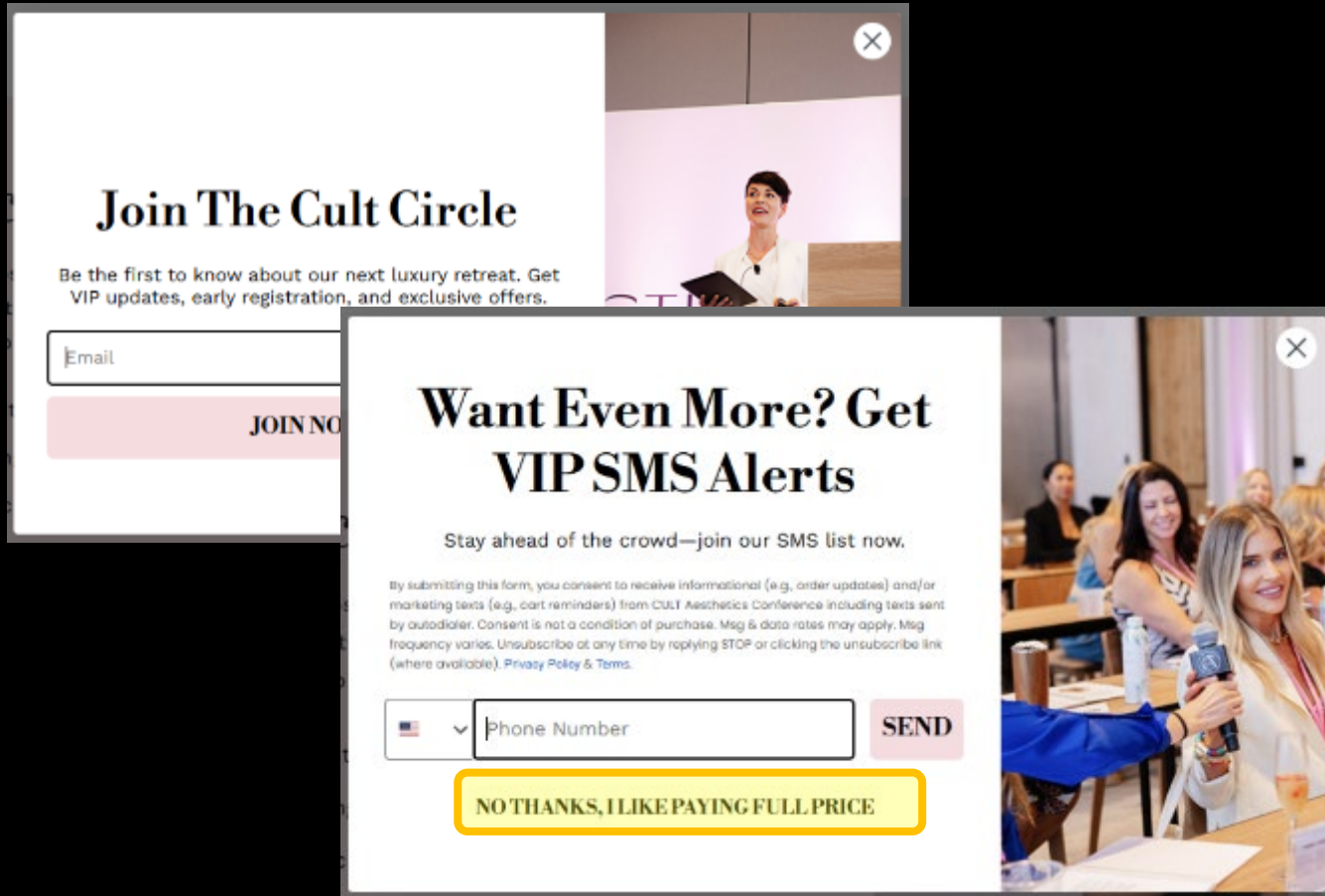


THE GOLDMINE

- Unlike Meta, TikTok, YouTube YOU OWN THE LIST
- Platforms change algo and “oops” your audience is gone
- Clean, segment, & UPDATE!!



GROWING YOUR LIST



Standard inline form (footer or contact page only): ~1–2% of visitors subscribe.

Timed or scroll-triggered popup: ~3–5% subscription rate.

Exit-intent popup (fires when they move to leave): often 5–7%, sometimes higher with the right offer.

High-value incentive popup (e.g., “Join VIP List for Early Access” or “\$50 Off Your First Treatment Package”): **can spike to 10%+ conversion!!!**



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GROWING YOUR LIST

- Website forms / exclusive popups / intake forms
- Contests & Giveaways (entry = email)
- QR Codes
- Partnerships
- Social Media Ads (download a Glowup skin regimen)
- Text-to-join (built into Zenoti, GHL, and others)
- Encourage forwarding & include signup links



GETTING RESULTS

- **Appointment reminders + reschedules**
- **New treatment announcements**
- **Before & after (great open rates)**
- **Specials – with URGENCY**
- **Review requests & referral incentives**
- **Birthday and “Glowiversary” surprises**
- **Bundles**



AUTOMATIONS

- **Welcome series – nurture the leads (share values & build trust)**
- **Post-treatment follow-ups (thanks, instructions, videos, review)**
- **Reactivation flows “It’s been 3 months – your Botox is calling”**
- **Birthday / Glowiversary: Free gift when you come in this week**
- **Integrate with Zenoti, Boulevard, CRMs behavior-based**



CONTENT CALENDAR EXAMPLE



Med Spa Email Marketing Monthly Calendar

Week 1: Authority & Education

Email #1 (Mon/Tues): “Beauty Tip of the Month” – A quick, valuable insight (e.g., “*Why Fall is the Best Time for Laser Treatments*”).

Goal: Build credibility and keep subscribers opening.

Week 2: Promotion & Urgency

Email #2 (Thurs/Fri): Limited-time offer or featured service (“*Botox Special: Save 15% This Week Only*”).

Optional Split: One list for injectables clients, another for skincare clients.

Goal: Book appointments & drive revenue.

Week 3: Social Proof & Connection

Email #3 (Wed): Client spotlight, before-and-after photo, or testimonial.

Optional Add-On: Invite readers to follow your med spa on Instagram for more transformations.

Goal: Build trust, highlight real results.

Week 4: Product & Upsell

Email #4 (Mon/Thurs): Retail feature (“*Top 3 Skincare Products Our Injectors Swear By*”).

Bonus Angle: Bundle a treatment + retail product (e.g., microneedling + aftercare serum).

Goal: Increase LTV, boost retail sales.



Ongoing Automations (Always Running)

Welcome Flow: 3–5 emails over 2 weeks after signup (intro, services, testimonials, promo).

Appointment Reminders: Sent 24–48 hrs before.

Post-Visit Follow-Ups: Thank you + review request + referral incentive.

Reactivation: “We miss you!” message after 60–90 days inactive.



Best Practices

Send Day/Time: Early week mornings (Mon/Tues ~9–10am) or Thurs evenings test best for med spas.

Mix Value & Sales: Aim for a 60/40 split (value to promo).

Consistency Wins: Even if you pare back, don’t ghost your list for more than 2 weeks.



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SQUEEZE SKIN

EMAIL FUNNELING RESULTS!

4x

Flow revenue by creating new flows

174%

SMS Subscriber Growth

107%

Increase In Email Campaign Revenue

51%

Email Subscriber Growth

173%

Increase In Popup Form Submission
Rates

3x ROI

On their initial investment with us

TIPS

Clear subjects, avoid spammy words, focus on their needs.

Instead of “ ✨ LIMITED TIME! FREE Botox Consultation ✨ ”

Try → “Thinking about Botox? Here’s what to know before your first visit”

Instead of “SAVE BIG on Laser Hair Removal – Today Only!”

Try → “Smooth skin season: POV Our patients’ favorite treatment revealed”

Instead of “Erase Wrinkles Instantly – Guaranteed!”

Try → “How our patients get natural, youthful results with [Treatment Name]”



TIPS

- **Mobile-first design**
- **One CTA per email (ex. “Book Now” or “Shop Skincare”)**
- **Avoid image-only emails if possible**
- **Warm up your sending domain**
- **Pretty vs. text-based – try a mix!**



TIPS

BFCM Y'ALL
75 DAYS



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CONTENT IDEAS

- Lists
- How-to
- Interviews
- Rants
- Product Reviews
- Testimonials
- Q&A
- Checklists
- Problem-Solution
- Definitions
- Stats
- Quotes
- Behind the Scenes
- “Guard down”
- Inspirational
- People to follow
- Service Updates
- Predictions
- Reaction
- Debate
- Proof
- Event Coverage
- Before & After
- Team Spotlight



CULT CONFERENCE OFFER

COMPLEMENTARY

DIGITAL AUDIT

**SCAN THE QR CODE AND RECEIVE A FREE 5 MINUTE VIDEO
REVIEW OF YOUR WEBSITE & DIGITAL CAMPAIGNS.**



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