Motivation:

Preferred Ch



THE **OUTCOME**:

Jessica, Career-Oriented Woman

BUILDING CREDIBILITY

Skin Bar NYC is a membership-based medspa in New York City that offers professionallyadministered anti-aging skincare treatments. Their memberships allow their clients to receive a variety of time-tested treatments at a fraction of the price. Their process focuses on consistency, relaxation, and real results. Skinbar's team of aestheticians and skincare experts enjoy learning about our clients' skincare goals and providing them with improved skin quality and overall confidence.

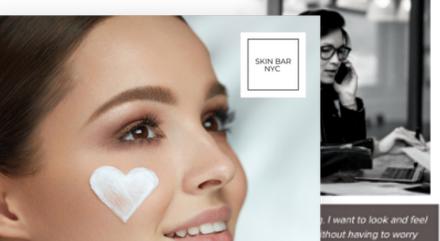
THE **CHALLENGE**:

During the pandemic, Skinbar saw many of its annual subscribers leave due to the unprecedented economic hardship that befell the United States due to Covid-19. Since skincare was viewed as non-essential, many of their customers left them in 2020.

Prior to 2020, Skinbar had an outdated website and no marketing strategy. It retained and grew its customer base through high-quality services, referrals, and word-of-mouth alone. Come 2020, the Skinbar team knew they had to adopt a digital marketing strategy that would allow them to expand when things got tough.

THE **SOLUTION**:

Ajax Union worked with Skinbar to create a fully-fledged digital marketing strategy. Our team led a three-hour workshop to define Skinbar's brand identity, target persona, unique value proposition, and marketing messaging. Using these important marketing assets, Ajax Union created lead magnets and social media advertising campaigns to expand their customer base and create more authoritybuilding collateral to combat their lack of growth during the pandemic.



riented professional YC with her husband

· Wants to be pampered hardworking mother and professional. She is ne has begun to notice

take her feel less s a regular medspa es on her skin's problem kles, etc.). Her day-toe is looking for a way to tile receiving skincare e her look and feel more

This Year I Will... Have Beautiful, Glowing Skin

Skincare.

made convenient

FEELING:

quality

Spread thin

Hearing and Seeing:

Thinking and Feeling:

· I don't get unsolicited attention anymore. I'm so busy, I don't have time for a

· I want high-quality anti aging treatments

. I want my skin to glow and my wrinkles to

· Worried about her graying hair and skin

skincare routine every night.

that don't break the bank I need skincare tips

 I need more me time. . I'm afraid I'm aging fast.

· I need a break

SEEING:

- Wrinkles
- Graving hai
- Dull skin
- Less attention
- · Fading physical beauty

HEARING:

- "I need"
- "This work is due"
- "I want"

Pains and Gains:

PAINS: (without Skin Bar)

Key Marketing Messaging

In a chaotic and fast-paced city, Skin Bar NYC is a medspa and sanctuary where women with aging skin can get away and receive profes administered skincare at a fraction of the market price. Skin Bar offers membership plans that are flexible and cost-effective that provide our clients, leaving them feeling beautiful and refreshed

GAINS: (with Skin Bar)

YES, I WANT TO GAIN CREDIBILITY

Need help generating real results for your B2C company?

Book a strategy session with a team member to talk about how we can help you generate leads and revenue with your marketing.