

CASE STUDY

FROM CLARITY TO SCALE:

Unlocking New
Patient Growth

CASE STUDY

RESULTS EXCEEDED THE SET MARKETING GOALS

40% 59

Increase in new patient
bookings year-over-year

New patients in
January 2026
(Highest Month)

Case Study:

Scaled patient growth and launched revenue-generating programs that transformed how a medical aesthetics company operates and competes.

Industry:

DTC Medical Aesthetics Company

Marketing Strategies Leading to Success

Over the first nine months of working together, Clarity Medical Aesthetics experienced significant growth in patient acquisition, driven by a fully integrated, data-driven marketing strategy.

By aligning paid media, CRM systems, website performance, and patient communication, SS1 built a scalable foundation for consistent growth, while also enabling the successful launch of new service lines.

"Working with Social Strategy1 over the past nine months has been one of the best decisions we've made for our business."

Ashley Sebastian, CMO
Clarity Medical Aesthetics

Challenges

Clarity Medical Aesthetics had strong clinical expertise, but needed a marketing foundation that could:

1. Consistently **drive new patient** acquisition
2. **Compete** in an increasingly saturated market
3. **Support** the launch of new service offerings
4. **Improve** lead management and follow-up

Solution

Market Analysis & Strategy

- Built a data-driven, omnichannel growth plan

Marketing Innovation

- Introduced new acquisition and nurturing strategies

Targeted Campaigns

- Executed paid campaigns across Google and Meta

Infrastructure Buildout

- Implemented CRM, automation, and tracking systems

Content & Patient Journey

Optimization

- Aligned messaging across email, website, and ads

What makes Clarity different?

At Clarity, you're cared for by a highly trained medical team who values precision, safety, and artistry just as much as connection and trust. Our providers take the time to listen, assess, and create treatment plans that are tailored to you — your goals, your lifestyle, and your biology.

[Visit Clarity](#)

Ready to take the next step?

Your journey at Clarity starts with a personalized consultation. We'll help you understand your options and create a plan that aligns with your goals — no pressure, just thoughtful guidance.

[Book a Consultation](#)



40%

More Patients in
One Year

59

New Patients in
January 2026

Key Results Snapshot

Since partnering together, Clarity Medical Aesthetics experienced a **40% increase in new patient bookings year over year**, demonstrating consistent and scalable growth.

January 2026 marked a record-breaking month with **59 new patients** - the highest across both time periods. This growth was driven in part by a significant increase in injectable consultations, **which tripled from 54 to 175**.

Additionally, the **GetHairMD program generated 433 total appointments** from approximately 50 patients, highlighting strong engagement and retention.

What We Did

To address these challenges, Social Strategy1 implemented a comprehensive, **system-driven approach across infrastructure, acquisition, and patient nurturing**. On the operational side, we onboarded HighLevel CRM and built automated lead workflows to ensure immediate follow-up and improved lead management. We also enhanced website health and strengthened the SEO foundation to support long-term visibility.

From an acquisition standpoint, we executed **targeted paid media campaigns across Google and Meta**, supported by **full-funnel strategies** designed to drive conversion, not just traffic. To complement this, we developed segmented email campaigns aligned with each stage of the patient journey, ensuring consistent engagement and stronger conversion over time.

Results

The GLP-1 program demonstrated a strong growth trajectory following its launch, **scaling from just 1 booking per month to 24 bookings within five months**. March 2026 marked the strongest performance with **24 bookings**, with April 2026 pacing to meet or exceed that number.

While initial traction in the early months was modest, the program saw rapid acceleration beginning in January, reflecting a healthy adoption curve driven by targeted paid campaigns.



+224%

Increase in injectable consultations

Injectable Services: The Acquisition Engine

Injectable services continue to serve as the primary driver of new patient acquisition. Growth was particularly strong across consultation-based entry points, with **injectable consultations increasing from 54 to 175 (+224%)**. Jeuveau treatments also saw substantial growth, with 2-area **bookings rising from 12 to 35 (+192%)** and 1-area **bookings increasing from 7 to 25 (+257%)**. Skin consultations remained stable year over year, indicating consistent baseline demand.

This data suggests that lower-commitment, entry-level treatments, paired with a stronger consultation strategy, played a key role in improving overall patient acquisition and conversion rates.



Welcome to Clarity

Thank you for joining the Clarity community. Whether you're just beginning your journey or already familiar with our practice, this space is where aesthetics, wellness, and personalized medicine come together — thoughtfully, ethically, and always with your long-term health in mind.

Aesthetics & Wellness



GLP-1 Weight Management

Clarity Medical Aesthetics needed more than just marketing execution. They needed a system capable of supporting long-term, scalable growth. While the business had strong clinical expertise, **the goal was to translate that into predictable patient acquisition, strengthen top-of-funnel performance, and create a foundation that could support the successful launch of new service offerings** without starting from scratch each time.

GetHairMD Clinical Laser

The GetHairMD program highlights the strength of patient retention and long-term engagement. **With approximately 50 unique patients generating 433 total appointments, patients averaged 8–9 visits each,** indicating strong adherence to treatment protocols. In March alone, just 3 patients accounted for 30 appointments, reflecting an exceptionally high engagement ratio. This level of repeat activity underscores the program's ability to drive consistent, recurring revenue.

Services Delivered

This engagement included a full suite of integrated marketing and operational services, including **CRM implementation** (HighLevel), **paid media management across Google and Meta**, **SEO and website optimization**, **email marketing**, **lead automation**, and strategic support for launching new programs.

Results That Compound

By aligning acquisition, conversion, and retention into a unified system, Social Strategy1 helped Clarity Medical Aesthetics achieve measurable and sustainable growth. This included a **40% increase in new patient bookings**, the **successful launch of new revenue-generating programs**, and the **development of a repeatable, data-driven marketing engine** designed to scale over time.



SOCIALSTRATEGY1®

Client Testimonial



*“Working with Social Strategy1 over the past nine months **has been one of the best decisions we’ve made for our business.***

*They didn’t just take over marketing - they truly elevated how we operate. From implementing a new CRM to launching targeted campaigns and new programs, everything has driven measurable growth. **We’ve seen a 40% increase in new patients year over year - a result we couldn’t have achieved without their strategy and execution.***

They feel like an extension of our team.”

Ashley Sebastian, CMO
Clarity Medical Aesthetics

Growth like this doesn't come from one tactic. It comes from building a system where every piece works together.

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Overall, SS1's strategic approach to marketing and innovation transformed the client's business, propelling them to become a prominent player in the aesthetics industry.

About Social Strategy1:

Social Strategy1 is a marketing agency that helps businesses reach their target audience in the modern digital age. They use data, technology, and creativity to create marketing campaigns that are both effective and engaging.

Whether you're a small business or a large enterprise, SS1 can help you grow your business. We have a proven track record of success and we're always up-to-date on the latest marketing trends.

If you're ready to take your marketing to the next level, contact Social Strategy1. We'll work with you to create a marketing strategy that will help you reach your target audience and achieve your business goals.

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