

Consultation Growth Audit

A visual, decision-ready plan for turning more digital attention into qualified consultation opportunities

VELAIRE AESTHETICS CLINIC

Fictional demonstration clinic • Executive view + detailed playbook

How to use this audit

Read pages 2–3 for the three-minute executive view. Use pages 4–7 as the implementation playbook. All scores, assumptions and examples are illustrative and do not represent a real clinic or measured results.

The decision in three minutes

What is strong, where momentum is lost, and what to do next.

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/100

Illustrative readiness

Executive conclusion

The clinic already looks credible. The largest opportunity is not “more marketing.” It is a connected operating system: one clear consultation action, helpful content, standardized replies, respectful follow-up, and visible ownership of every inquiry.

WHAT IS WORKING

Credible clinical positioning, clear service categories, a consultation-first approach, and multiple inquiry channels.

MAIN CONSTRAINT

The journey becomes less consistent after interest: competing actions, uneven follow-up, and weak lead visibility.

BEST NEXT MOVE

Run a 30-day pilot for two priority treatment categories before expanding the system clinic-wide.

THE THREE PRIORITIES

1 Clarify the next step

Use one dominant CTA per campaign: book a consultation or send one specific DM keyword.

2 Standardize follow-up

Install approved first replies, two no-response follow-ups, and clear staff ownership.

3 Track every inquiry

Record source, treatment interest, owner, next action, date, and outcome in one view.

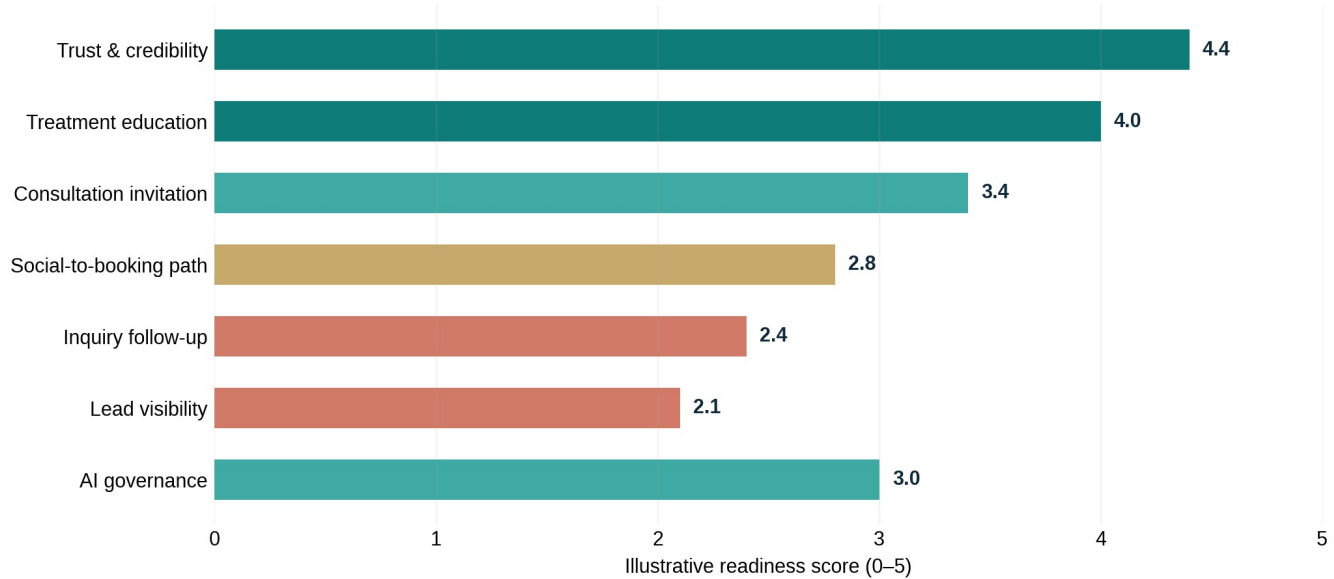
Recommended decision

Do not rebuild the entire brand or website first. Fix the high-impact conversion gaps, prove the workflow for two treatment categories, measure the result, then scale.

Visual diagnosis

The clinic has strong credibility; the operational gaps appear later in the journey.

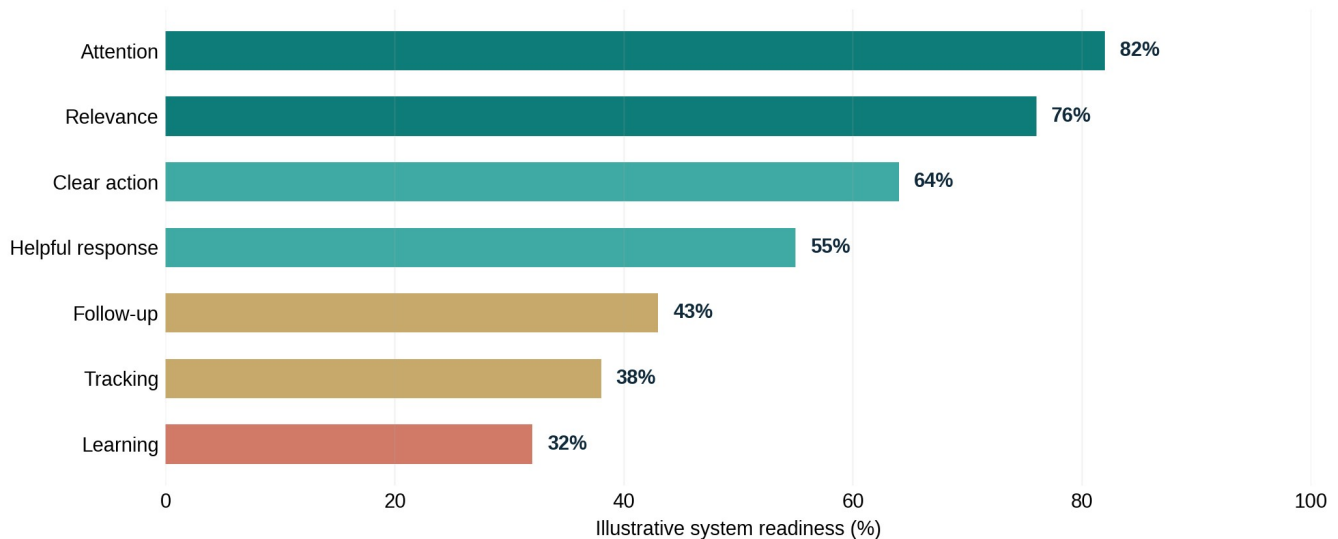
Conversion readiness by area



Illustrative assessment for a fictional clinic; not measured performance data.

Interpretation Trust and education are comparatively strong. The most valuable improvements are follow-up, lead visibility and a cleaner social-to-booking path.

Where momentum is most likely to be lost

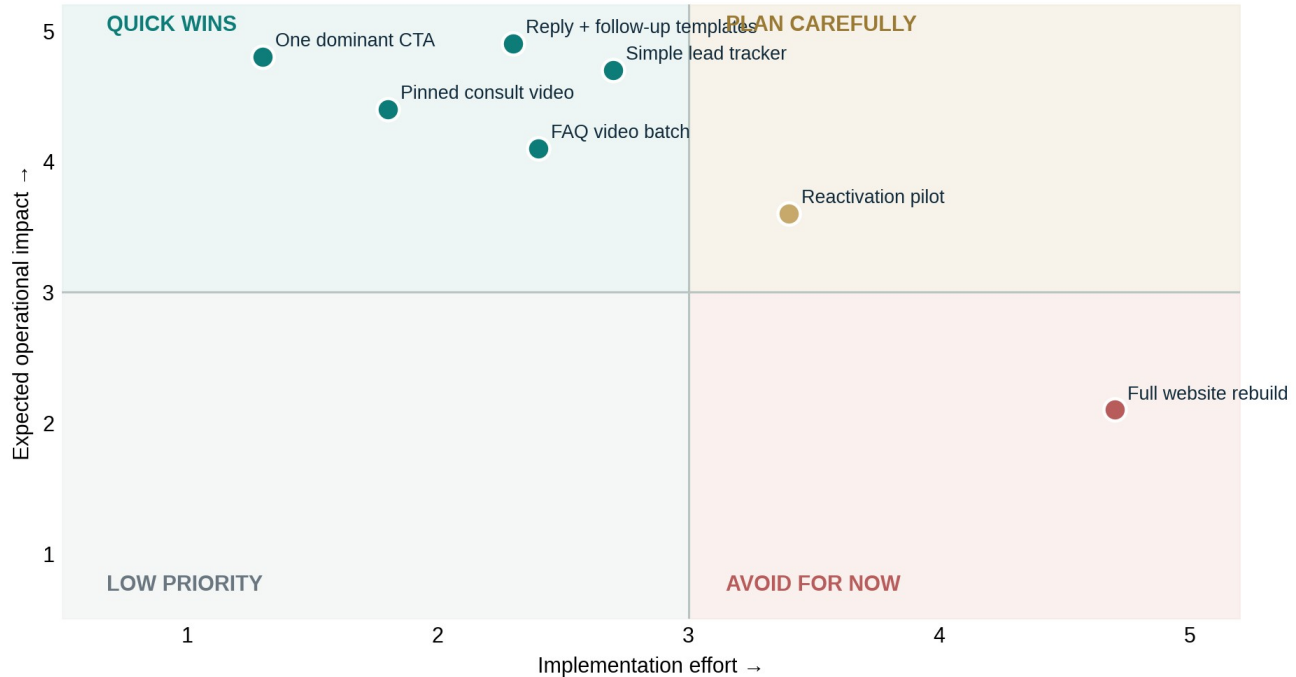


Use this as a diagnostic illustration, not as a claim about actual conversion rates.

Priorities and patient journey

Focus effort where it removes friction fastest.

Prioritize improvements that reduce friction quickly



Illustrative prioritization based on assumed effort and impact for the fictional clinic.

THE CONSULTATION JOURNEY TO INSTALL

1	2	3	4	5	6
Attention	Relevance	Action	Response	Follow-up	Tracking
Useful FAQ, clinic tour or treatment education	Answer suitability, downtime, safety or pricing context	One CTA: book or DM CONSULT	Answer, clarify, offer times	Two respectful follow-ups	Owner, next action and outcome

One-CTA rule

Each campaign or content series should ask for one action only. High intent: "Book a consultation." Question-led: "DM CONSULT." Education-led: "Save this guide, then book when you are ready."

Content that creates qualified conversations

Make the consultation feel clear, safe and easy—not pressured.

Consultation clarity What happens during the first visit—from goals and assessment to options and quote.	First-timer reassurance Three things the clinic checks before recommending an injectable treatment.	Pricing context Why pricing is individualized and what determines an appropriate quote.
Suitability Who may be a fit for a treatment and when another option or more time may be better.	Downtime The honest answer about downtime, aftercare and planning around an event.	Safety Questions every patient should ask before choosing an aesthetic provider.

30-SECOND VIDEO STRUCTURE

HOOK	CONTEXT	REASSURANCE	CTA
Name the real patient question.	Explain one key point in plain language.	Explain why individual assessment matters.	Invite a consultation or one DM keyword.

EXAMPLE SCRIPT

“Why is treatment pricing not one-size-fits-all?”

Pricing depends on the area, the patient’s goals, the amount or type of treatment considered, and the licensed provider’s assessment. A consultation is the right next step because it produces an individualized recommendation and quote. CTA: “Book a consultation to discuss what may be appropriate for you.”

Content standard

Warm, specific, balanced and easy to understand. Avoid guarantees, absolute superiority claims, diagnosis by DM, or language that minimizes risk.

Inquiry follow-up and lead visibility

Every warm inquiry should have an owner, a next action and a date.

RECOMMENDED RESPONSE SEQUENCE

0–15 min	Same day	48 hours	4–5 days	After consult
Acknowledge + answer	Offer consultation times	Helpful follow-up	Close the loop	Clarify next step

READY-TO-USE MESSAGES

Pricing inquiry Thanks for asking. Pricing depends on the treatment area, your goals and what the medical provider recommends after assessment. A consultation is the best way to receive an appropriate plan and quote. Would you like a few available times?	First follow-up Just checking back in. Would you still like help booking a consultation, or would it be more useful if I sent information about what happens during the visit?	Second follow-up No pressure at all. I will close the loop for now, but the team will be happy to help when you are ready to discuss your goals and options.
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MINIMUM LEAD-TRACKER FIELDS

Source	Treatment interest	Last contact	Next action + date
Owner	Status / outcome	Consent status	Notes

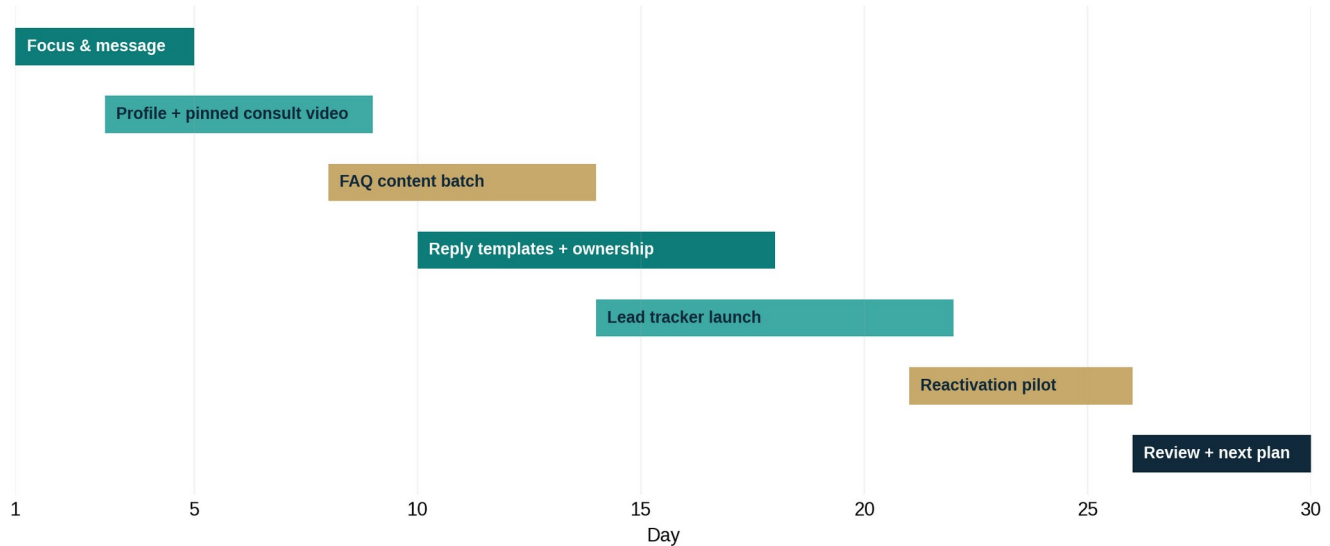
Reactivation guardrail

Use only eligible contacts with a documented consent basis and clinic approval. Include sender identification and a working unsubscribe method. Start with a small segment and an educational, consultation-led message—not pressure or artificial urgency.

30-day implementation plan

Build a focused pilot, measure it, and expand only after the workflow works.

30-day implementation roadmap



A focused pilot: prove the workflow for two treatment categories before expanding.

EXECUTIVE DASHBOARD: WHAT TO MEASURE

Response time Median time from inquiry to first human response.	Follow-up coverage Eligible leads receiving the required follow-up sequence.	Booking rate $\text{Consultations booked} \div \text{qualified inquiries}$.
Show rate $\text{Consultations attended} \div \text{consultations booked}$.	Source quality Booked consultations by channel and campaign.	Conversation themes Questions and content topics generating qualified dialogue.
Decision rule after 30 days Keep the elements that improve response consistency, follow-up completion and consultation visibility. Refine weak messages or handoffs. Expand to more treatment categories only after staff can run the pilot reliably.		

From audit to implementation

A practical system with clear boundaries and human approval.

RECOMMENDED IMPLEMENTATION PACKAGE

30-day content plan Prioritized around two treatment categories.	20 short-video scripts Question-led, consultation-focused and review-ready.	10 captions Clear context and one CTA per post.
DM + follow-up library Initial replies, no-response follow-ups and handoff rules.	Reactivation pilot Consent-checked campaign draft and tracking plan.	Lead tracker + workflow Ownership, next actions, status and reporting.

RESPONSIBLE AI AND COMPLIANCE GUARDRAILS

Drafting, not diagnosis Use AI for drafts, organization and ideation. Do not use it to determine patient-specific suitability or provide medical advice.	Privacy by design Do not place identifiable patient information, images, treatment histories or private conversations into general-purpose AI tools.
Human approval Authorized clinical staff must approve medical claims, safety information, pricing context and regulated advertising.	Consent controls Commercial email and text campaigns need an appropriate consent basis, business identification and an unsubscribe mechanism.
Claims discipline Keep advertising accurate, factual, balanced and supportable. Avoid guarantees, sensational language and prohibited testimonials.	Scope discipline This audit improves marketing operations. It does not replace legal, medical, privacy or regulatory advice.

SOURCE NOTES

Official guidance reviewed: [CPSO Advertising Policy](#) • [CRTC CASL Guidance](#) • [Ontario IPC - Personal Health Information](#)

Sample notice

Velaire Aesthetics Clinic is a fictional demonstration clinic. All scores, scenarios, priorities and operating assumptions are illustrative. This document does not represent a real client engagement, measured performance result, endorsement, or legal, medical or regulatory advice.