
Case Study: Be You Medical



Be You Medical

CONVENIENT & AFFORDABLE MEDICAL AESTHETICS



Strategic Business Growth Requires a Plan.

Be You Medical: The Background

In 2019, Be You Medical was one of the top aesthetic medical practices in Sacramento, CA, and the surrounding area. On a lean business model, they had 3 locations that accounted for \$3.5 million in revenue. The owner is considered one of the top 10 Botox injectors in the country, providing services in clinics and "house calls" to an elite clientele.

The owner's vision was to expand the business by adding products and services in the three locations while keeping a 35% or more profit margin. To do that, she knew she needed a marketing refresh of the brand and a fresh look at its marketing strategies so they could create a growth plan.

While creating a marketing plan for 2020, we had to make swift adjustments in strategy during COVID, adjusting to state and local regulations which caused the brick-and-mortar locations to be closed for months.

The Team:

- Leadership Team: 3
- Practitioners: 4
- Marketing Team: 0

The CHALLENGES:

- COVID regulations limiting service availability for the company
- Plateaued growth focused on services with little emphasis on products.
- An outdated website that was visually appealing but confusing for scheduling appointments or explaining the services provided.
- Social media inconsistencies
- Lack of follow-up plan with patients or continual outreach to patients for repeat customers

Marketing and messaging needed to be more consistent, with no plan for building the business strategically.



The GOAL:

- Update the messaging for the brand with a new website.
- Create a plan for COVID restrictions to maintain revenue.
- Build a Content Marketing Strategy for consistently connecting to existing clients and reaching a new audience.
- Social Media Strategy, including Ads
- Weekly Newsletter
- YouTube Launch and strategy
- Introduce a new product line for in-store and online purchases.
- Product and Service profit margin analysis for marketing promotion.
- Marketing Coaching for sales and marketing.

THE PLAN:

The first step was identifying their target audience and creating updated messaging for their website and marketing strategy. We also determined the most effective social media and content delivery channels to reach that target audience.

Once complete, we outlined a year's content strategy broken down by quarter, month, and week, incorporating that into all the delivery channels for consistent and maximum exposure.

COVID became a business challenge with local and state restrictions on in-person services. We needed to provide a marketing pivot during that time to keep the practice and employees paid while keeping revenue the same, if not growing.

Through weekly meetings, we would evaluate the content strategy, what worked and didn't, and make adjustments based on statistics and what the practitioners and the salesperson were hearing in the clinic. The plan was flexible enough to adjust and launch new products or features quickly without disruption.

Incorporating the marketing plan with the goals of the owner we:

- Sales analysis on products and services
- Messaging & Website Refresh
- PIVOT during COVID to continue to generate revenue in 2020
- Launch Online Product Store
- Weekly newsletter to nurture leads
- Launch of YouTube Channel
- Launch and promote the new CBD Skincare Line Developed by the owner



THE RESULTS

BUSINESS:

- 2020 saw a total revenue double from \$3.5M to \$6.8M
- 2021- Revenue ended at \$10M
- 2022- June 2022 revenue was projected to hit \$13M-15M by the end of the year
- In-house launch of CBD skincare line
- Online store created consistent income monthly
- Expansion of business to a 4th location.

LEADERSHIP TEAM:

In collaboration with the owner and salesperson, we created a consistent message and planned for execution.

- Long-term planning and strategy for growth
- Identified and set up a new workflow system for the team.
- Weekly standups with leadership and with the team.
- Team training, including StoryBrand Framework, Enneagram Personality Training, and Personal Branding
- Planned marketing team growth for stability

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I attended the StoryBrand Workshop and was excited to apply it, but business got in the way and it just sat there. Coaching with Schell allowed me to get everything FINISHED so I could focus on driving business! Now I'm able to reach our customers when I need to with a message that works!"

Carla B.
Sacramento, CA

From January of 2020-June to 2022, the company reached was on track to reach \$15M in revenue with a consistent marketing plan for marketing their products and services. The marketing execution was transitioned to the sales director, who maintained the strategy and managed the marketing team for company growth.

In May of 2022, I transitioned from working with Be You Medical, the leading brand, to creating a launch strategy for their CBD Skincare Line, launching in Q1 of 2023.