



10 Questions to Vet Your Marketing Agency

Industry Experience

1. How many medspas have you worked with?
 - Look for agencies with a proven track record in the medspa industry.
2. Can you share specific results from aesthetic clients?
 - Ask for case studies or data that demonstrates success.
3. What's your understanding of medical advertising regulations?
 - Ensure they are familiar with compliance requirements.

Strategy Development

1. What's your approach to creating a unique marketing strategy?
 - Seek a customized approach tailored to your medspa's needs.
2. How do you differentiate your clients from competitors?
 - Ask for examples of strategies that make their clients stand out.
3. What marketing channels do you prioritize for medspas?
 - Ensure their focus aligns with your goals (e.g., SEO, social media, PPC).

Performance Tracking

1. How do you measure success?
 - Look for clear, quantifiable metrics like traffic, leads, or ROI.
2. What metrics do you report on?
 - Ensure reports include actionable insights.
3. How often do you provide performance updates?
 - Monthly or bi-weekly updates are standard.



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Contract Terms

1. What's the minimum commitment, and how can we terminate if needed?
 - Clarify terms upfront to avoid surprises.

Bonus Tips for Choosing the Right Agency

- Check Reviews and Testimonials: Look for feedback from other medspa owners.
- Request a Discovery Call: Use this to gauge their expertise and communication style.
- Ask for a Trial Period: Some agencies offer flexible starter packages to test their services.