

Marketing Strategy & Growth Analysis

Harmony Med Spa & Wellness

Scottsdale, AZ

Board-Certified Dermatologist-Owned Medical Spa & Wellness Center

Prepared by Plastix | April 2026

Confidential | Strategic Planning Document

PLASTIX

01 THE BRAND: WHO YOU ARE AND WHAT YOU STAND FOR

BRAND STATEMENT

Board-Certified Dermatologist. 12,000+ Treatments. The Results Speak. The Science Is Why.

Harmony Med Spa & Wellness exists because Dr. Michelle Torres believed aesthetic medicine deserved a higher standard. Not a spa with medical pretensions. Not a volume clinic with a physician somewhere on the org chart. A practice where a board-certified dermatologist is in the room, making the decisions, doing the work.

After 15 years and more than 12,000 procedures, the results compound. Patients return not because of a loyalty program, but because the outcomes are consistently excellent. The integration of medical-grade aesthetics with regenerative wellness is not a marketing angle. It is the clinical model Dr. Torres built from day one: treat the skin, treat the system, and let the results make the case.

In a market saturated with med spas run by business operators, Harmony is the rare practice where the owner is also the clinician. That distinction is not a talking point. It is the entire foundation.

What Sets This Practice Apart

Every item below is verifiable and defensible. These are not positioning claims. They are factual descriptions of the practice standard.

DIFFERENTIATOR	WHY IT MATTERS TO THE PATIENT
Board-Certified Dermatologist	Unlike many med spas run by non-physician owners, Harmony is led by a board-certified dermatologist. This is a clinical trust signal most competitors cannot match.
Combined Aesthetic + Wellness	The integration of IV therapy, hormone optimization, and weight loss alongside aesthetic treatments creates a unique cross-sell ecosystem. Most competitors offer one or the other.
15+ Years of Experience	Volume and tenure signal mastery. Dr. Torres has performed thousands of injectable and laser treatments. This is a fact, not a claim.
Regenerative Medicine Focus	PRP, exosomes, and regenerative skincare position the practice at the intersection of aesthetics and longevity medicine. This is a rising trend with low local competition.

The Brand Principles: How Every Patient Touchpoint Reflects the Standard

These principles apply to every piece of marketing, every consultation, every email, and every piece of content produced. They are not aspirational. They are the reality of how this practice operates.

PRINCIPLE	WHAT IT MEANS IN PRACTICE
Natural results are the only results	Every treatment plan is designed for enhancement, not alteration. Before/after content shows subtle, undeniable improvement. No overcorrection. No "done" look. The best compliment a patient receives is "you look amazing" — not "what did you have done."
The physician is not a figurehead	Dr. Torres performs or directly supervises every procedure. She is not a name on the wall. Marketing must never imply delegation or corporate scale. The personal clinical relationship is the product.
Education precedes transaction	Every piece of content, every consultation, and every social post teaches first. Harmony does not sell fear or urgency. It earns trust by making the patient smarter about their own care. The informed patient converts at a higher rate and stays longer.
Wellness is not an add-on	IV therapy, hormone optimization, and regenerative treatments are equal pillars — not upsells. Marketing treats these as core services with dedicated authority content, not afterthoughts buried in a submenu.
Clinical evidence backs every claim	No superlatives without proof. "Best" is never used. Instead: "Board-certified. 12,000+ treatments. 4.8 stars across 127 reviews." Specificity is the new credibility.

The Strategic Foundation

Harmony Med Spa & Wellness is the only board-certified dermatologist-owned practice in Scottsdale that integrates medical-grade aesthetics with regenerative wellness under one roof, one physician, one standard of care.

02 CURRENT WEBSITE AUDIT

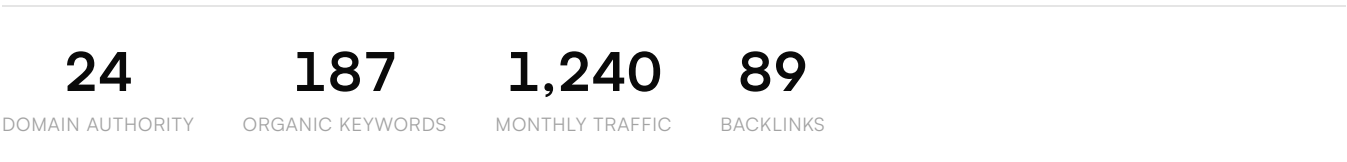
harmonymedspa.com

WHAT THE SITE GETS RIGHT

- Clean, modern design that reflects the premium positioning
- Service pages exist for all major treatments
- Google Business Profile is claimed with 127 reviews (4.8 stars)
- Mobile-responsive layout
- Blog section exists with some content

CRITICAL GAPS

- No clear value proposition on the homepage. Generic "welcome to our practice" messaging
- Board certification not featured prominently. Buried in the about page bio
- No lead magnets, eBooks, or downloadable content
- Blog posts are infrequent and not SEO-optimized
- No FAQ schema or structured data on service pages
- Page speed: 3.8s on mobile (target: under 2s)
- No chatbot or after-hours lead capture
- Wellness services not cross-promoted from aesthetic pages



Technical Performance

METRIC	CURRENT	TARGET
Mobile Page Speed	3.8s	<2.0s
Core Web Vitals (LCP)	4.2s	<2.5s
Schema Markup	None	LocalBusiness + FAQPage + MedicalBusiness
SSL Certificate	Valid	Valid
Mobile Responsiveness	Pass	Pass
Sitemap	Present	Present + submitted to GSC

03 COMPETITIVE LANDSCAPE & SWOT ANALYSIS

Primary Competitive Set

COMPETITOR	THEIR POSITIONING	YOUR ADVANTAGE
Desert Glow Aesthetics	Luxury positioning. Heavy Instagram presence. NP-owned. No physician oversight marketed.	Harmony's board-certified dermatologist is a clinical authority Desert Glow cannot match. Medical credibility wins the trust-sensitive patient.
Scottsdale Skin & Laser	Established 20+ years. Strong SEO. Broad service menu. Multiple providers.	Multi-provider practices dilute the personal relationship. Harmony's single-provider model means patients see Dr. Torres every visit.
Revive Med Spa	Aggressive Google Ads. Low-price positioning. Volume-driven Botox/filler practice.	Harmony should not compete on price. The board certification, regenerative focus, and wellness integration create a premium positioning Revive cannot replicate.

The Core Competitive Problem: Harmony has a stronger clinical foundation than every competitor in its market, but the website and digital presence communicate none of it. Patients who would choose Harmony on credentials alone are choosing competitors who simply show up first and say it louder. The problem is not the practice. The problem is that the practice is invisible where patients are actually looking.

SWOT Analysis

STRENGTHS • Board-certified dermatologist ownership • 127 Google reviews at 4.8 stars • Integrated aesthetics + wellness model • Regenerative medicine differentiator • 15+ years clinical experience • Strong Scottsdale location	WEAKNESSES • Low domain authority (24) • Homepage lacks clear value proposition • Board certification not featured prominently • No lead magnets or conversion funnels • Blog content thin and inconsistent • Page speed needs improvement
OPPORTUNITIES • GLP-1 / semaglutide weight loss is exploding in search volume • Regenerative aesthetics is a first-mover category • No Scottsdale competitor owns "board-certified dermatologist med spa" • Cross-sell wellness patients into aesthetics (and vice versa) • GEO / AI optimization: zero competitors optimized for ChatGPT or Perplexity	THREATS • Scottsdale Skin & Laser has 15x the organic traffic • Desert Glow's Instagram following growing rapidly • Price competition from volume-focused Botox practices • Corporate med spa chains entering the market

04 GAP ANALYSIS: CURRENT STATE VS. RECOMMENDED STATE

ELEMENT	CURRENT STATE	RECOMMENDED STATE
Homepage Hero	Generic welcome message. No value proposition.	"Board-Certified Dermatologist. Advanced Aesthetics. Regenerative Wellness." Lead with credential, differentiate with wellness integration.
Board Certification	Mentioned in bio text only.	Homepage trust badge. Every service page header. Google Business Profile description. Schema markup.
Weight Loss / GLP-1	One sentence on services page.	Dedicated landing page targeting "semaglutide scottsdale" (1,900 monthly searches). Content pillar with FAQ, candidacy quiz, and results gallery.
Lead Magnets	None. Only a contact form.	Treatment-specific eBooks (Botox guide, injectable comparison, weight loss FAQ). Chatbot for after-hours lead capture. Quiz funnels for treatment matching.
Local SEO	GBP claimed but not optimized.	Weekly GBP posts, 50+ photos, service-specific descriptions, FAQ schema on every service page.
AI Optimization	Not optimized for any AI platform.	Physician JSON-LD schema, Foursquare optimization (feeds ChatGPT), quotable credential statements on every page.

05

VALUE PROPOSITION & TAGLINE ARCHITECTURE

Primary Value Proposition

Use on: About page, homepage secondary block, Google My Business descriptions, all third-party directory listings.

Harmony Med Spa & Wellness is a board-certified dermatologist-owned practice in Scottsdale that delivers medical-grade aesthetics and regenerative wellness under one roof. Unlike med spas run by business operators or nurse practitioners working under distant physician oversight, every treatment at Harmony is performed or directly supervised by Dr. Michelle Torres — a fellowship-trained dermatologist with 15 years of experience and more than 12,000 procedures completed. The result is not just better outcomes. It is a fundamentally different standard of care: one physician, one relationship, one practice that treats both the surface and the system.

Tagline Architecture

Each tagline operates at a different layer of the brand and in a specific channel context.

TIER	TAGLINE	USAGE & RATIONALE
Primary Brand	"Where dermatology meets wellness."	Homepage hero, social bios, email signatures. Communicates the dual-pillar model in six words. Works because no competitor can truthfully say it.
Authority	"Board-certified. Personally performed. Naturally beautiful."	Service pages, Google Business Profile, trust badge strips. Three facts, three promises, zero fluff.
Aspirational	"The science of looking like yourself — only better."	Social media, patient-facing print materials, consultation room signage. Connects clinical rigor to the emotional outcome patients actually want.
Campaign	"12,000 treatments. One physician. Your turn."	Paid ads, retargeting, promotional email headers. Direct, specific, and action-oriented.
Wellness Pillar	"Beautiful starts beneath the surface."	IV therapy, hormone, and weight loss content. Bridges the aesthetic-wellness connection without being clinical.

06 BRAND Pillars

Built from verified, current practice reality. Only facts that are unambiguous, defensible, and impossible for competitors to replicate in combination.

Pillar 1: Clinical Authority

EXTERNAL HEADLINE & NARRATIVE

"Your dermatologist does not delegate."

At Harmony, there is no hand-off. Dr. Torres performs your consultation, creates your treatment plan, and delivers your results. Board-certified in dermatology with 15 years of focused practice, she has completed more than 12,000 aesthetic and regenerative procedures. This is not a volume clinic. It is a physician-led practice where the person making the decisions is the person in the room.

INTERNAL STANDARD

All marketing must lead with the board certification. Never imply multiple providers or a team-based model. Every service page includes Dr. Torres's credentials. Photography features Dr. Torres in clinical settings, not stock imagery. Google Business Profile, Foursquare, and all directories must list her as the treating physician.

Pillar 2: Natural Results Philosophy

EXTERNAL HEADLINE & NARRATIVE

"The best work is the work nobody sees."

Harmony's approach to injectables, lasers, and skin rejuvenation is built on one principle: enhancement, never alteration. Dr. Torres specializes in results that restore, refresh, and refine — so subtly that the compliment is always "you look amazing," never "what did you have done." This philosophy is not marketing. It is the clinical standard that has earned 127 five-star reviews.

INTERNAL STANDARD

Before/after photography must show subtle, believable improvement. Never use overdramatized results. Social content emphasizes the "no one can tell" outcome. Consultations are framed around the patient's natural features, not trend-driven requests. Content avoids words like "transform," "dramatic," or "total makeover."

Pillar 3: Integrated Wellness Model

EXTERNAL HEADLINE & NARRATIVE

"Beautiful starts beneath the surface."

Harmony is one of the few practices in Scottsdale where your aesthetic provider is also your wellness partner. IV therapy, hormone optimization, GLP-1 weight management, and regenerative treatments are not add-ons. They are foundational services designed by a physician who understands that how you look is inseparable from how your body functions. The result is a single practice that treats the whole patient.

INTERNAL STANDARD

Wellness services receive equal marketing investment to aesthetics. Every aesthetic service page includes a cross-promotion to relevant wellness services. Content strategy includes dedicated wellness content pillars. Wellness is never positioned as secondary or supplementary — it is a co-equal arm of the practice.

Pillar 4: Regenerative Medicine Pioneer

EXTERNAL HEADLINE & NARRATIVE

"Your body already knows how to heal. We give it the tools."

PRP facials, exosome therapy, and regenerative skincare represent the next frontier of aesthetic medicine — and Harmony is already there. While most Scottsdale med spas are still building their injectable menus, Dr. Torres has spent years integrating regenerative protocols that use the body's own biology to restore volume, texture, and vitality. This is not experimental. It is evidence-based medicine applied by a physician who understands the science.

INTERNAL STANDARD

Regenerative services require dedicated landing pages with clinical explanations. Content must cite published research or clinical evidence. Avoid hype language ("miracle," "revolutionary"). Position Harmony as an early adopter with the clinical depth to deliver safely. This pillar is the primary first-mover SEO opportunity.

Pillar 5: The Scottsdale Standard

EXTERNAL HEADLINE & NARRATIVE

"Scottsdale expects the best. We built a practice to exceed it."

Scottsdale is one of the most competitive aesthetic markets in the country. Patients here are sophisticated, well-researched, and unforgiving of mediocrity. Harmony was built for exactly this patient: the one who has been to other practices, knows what good looks like, and expects a physician who matches their standard. The 4.8-star rating across 127 reviews is not a vanity metric. It is the market's verdict.

INTERNAL STANDARD

All local SEO and content targets Scottsdale-specific keywords. GBP optimization is a weekly priority. Local content — neighborhood guides, event partnerships, Scottsdale lifestyle integration — reinforces geographic authority. Photography and videography reflect the Scottsdale aesthetic: clean, elevated, desert-modern.

Pillar 6: Education as the Sales Engine

EXTERNAL HEADLINE & NARRATIVE

"We would rather you understand your options than buy one today."

Harmony does not hard-sell. Every blog post, social reel, consultation, and email is designed to make the patient more informed — about their skin, their options, and what realistic outcomes look like. Dr. Torres believes the educated patient makes better decisions, has better outcomes, and stays longer. The content strategy is not lead generation theater. It is the practice philosophy expressed in every channel.

INTERNAL STANDARD

Every content piece must teach something specific. No fluff posts. No "happy Monday" filler. Blog content targets real patient questions with clinical depth. Lead magnets are educational (treatment guides, comparison charts, candidacy quizzes) — not discount-driven. Email sequences educate before they sell.

07 REWRITTEN HOMEPAGE & ABOUT PAGE COPY

Homepage Hero Block

Replace the current generic headline. Lead with the strongest credential and differentiator.

Board-Certified Dermatologist. 12,000+ Treatments. Advanced Aesthetics & Regenerative Wellness.

Harmony Med Spa & Wellness is led by Dr. Michelle Torres — a board-certified dermatologist who personally performs every treatment. From precision injectables and laser rejuvenation to IV therapy, hormone optimization, and medical weight loss, this is aesthetic medicine built on clinical authority, not trends.

Scottsdale's only board-certified dermatologist-owned med spa and wellness practice.

Suggested CTA: "Book a Consultation with Dr. Torres" | Secondary: "Explore Our Services"

Homepage Trust Badge Strip

**Board-Certified Dermatologist • 15+ Years Experience • 12,000+ Procedures • 4.8 Stars / 127 Reviews •
Scottsdale, AZ**

Place immediately below the hero on every page. These five facts are the practice's competitive moat in one line.

About Page Narrative

Primary AI citation target and SEO authority page. The story is told as a narrative, not a list.

Dr. Michelle Torres did not open Harmony Med Spa & Wellness to build a brand. She opened it because she saw a gap between what patients in Scottsdale deserved and what most med spas were delivering.

After earning her medical degree at the University of Arizona College of Medicine and completing her dermatology residency at Mayo Clinic, Dr. Torres spent the first decade of her career in clinical dermatology — diagnosing, treating, and understanding skin at a level most aesthetic providers never reach. When she transitioned into aesthetic medicine, she brought that clinical foundation with her.

Today, Harmony operates on a simple principle: one physician, one standard. Dr. Torres personally performs every injectable treatment, oversees every laser procedure, and designs every wellness protocol. There are no hand-offs, no rotating providers, no wondering who you will see. The person who creates your plan is the person who delivers your results.

The practice's integration of medical-grade aesthetics with regenerative wellness — IV therapy, hormone optimization, PRP, and medically supervised weight loss — reflects Dr. Torres's conviction that lasting beauty is a function of whole-body health. It is not a marketing position. It is how she practices medicine.

After 15 years, 12,000+ procedures, and 127 five-star reviews, the evidence speaks for itself. Harmony is not trying to be the biggest med spa in Scottsdale. It is built to be the most trusted.

08 CHANNEL-SPECIFIC KEY MESSAGES

Social Media Content Pillars & Sample Posts

THEME & CADENCE	SAMPLE POST COPY
Before & After Tuesday <i>Weekly — Instagram Feed + Stories</i>	"3 syringes of Juvederm Voluma. 0 people who can tell. That's the standard at Harmony." [Side-by-side photo, patient consented] <i>#NaturalResults #ScottsdaleMedSpa</i>
Dr. Torres Explains <i>2x/month — Reels + YouTube Shorts</i>	"Everyone asks: Botox or Dysport? Here's what I actually recommend and why." [Dr. Torres to camera, 60 seconds, clinical setting] <i>#AskADermatologist #BotoxVsDysport</i>
The Science Behind It <i>2x/month — Carousel Posts</i>	"PRP uses your own platelets to stimulate collagen. Here's exactly how it works in 5 slides." [Educational carousel with diagrams] <i>#RegenerativeAesthetics #PRPFacial</i>
Patient Spotlight <i>Monthly — Feed Post + Story Series</i>	"After 3 months on our wellness protocol: down 22 lbs, energy through the roof, and skin that finally cooperates. Sarah's words, not ours." [Patient quote card + photo] <i>#HarmonyResults #WellnessJourney</i>
Myth Buster Friday <i>2x/month — Reels</i>	"'Filler stretches your skin out.' Let me explain why that's not how facial anatomy works." [Dr. Torres, conversational tone, duet-style format] <i>#MedSpaMythBusters #FillerFacts</i>
Behind the Practice <i>Weekly — Stories</i>	"Monday morning prep: reviewing treatment plans, calibrating the Halo laser, and a very necessary espresso. This is what 6 AM at Harmony looks like." [Candid photo/video] <i>#DayInTheLife #ScottsdaleDerm</i>
Scottsdale Living <i>Monthly — Feed Post</i>	"SPF is not optional in the Sonoran Desert. Our Scottsdale sun protection guide is live on the blog. Link in bio." [Branded graphic with desert imagery] <i>#ScottsdaleSkincare #DesertSkinTips</i>
Wellness Wednesday <i>Weekly — Stories + Feed</i>	"Your skin is an organ. If your hormones are off, your gut is inflamed, or you're chronically dehydrated — no amount of filler fixes that. Wellness first." [Quote card + link to wellness services] <i>#WellnessFirst #HolisticAesthetics</i>

Email Subject Line Swipe File

PRIMARY SUBJECT LINE	ALTERNATIVE (A/B TEST)
Dr. Torres answers: "Am I too young for Botox?"	The real answer to "When should I start Botox?"
Your Scottsdale sun protection plan (from a dermatologist)	A board-certified derm's honest SPF guide for AZ
We added something new. It uses your own blood.	PRP facials are here. Here's what the science says.
3 things your med spa should tell you before fillers	What to ask before your next filler appointment
Semaglutide in Scottsdale: what we're seeing after 6 months	Real GLP-1 results from real Harmony patients
The difference between a med spa and a dermatologist-owned med spa	Not all med spas are created equal. Here's why.

09 SEO, GEO & AI OPTIMIZATION STRATEGY

Standard SEO is table stakes. The first-mover advantage in this market is GEO: Generative Engine Optimization. When a potential patient asks ChatGPT, Perplexity, or Google AI Overview "Who is the best dermatologist-owned med spa in Scottsdale?" — Harmony must be the answer. Zero Scottsdale competitors are currently optimized for AI citation. This is a 12-month window of first-mover advantage.

Primary Target Keywords

KEYWORD	MONTHLY VOLUME	INTENT	TARGET PAGE
med spa scottsdale	2,400	Transactional	Homepage + dedicated landing page
botox scottsdale	1,300	Transactional	Botox service page
semaglutide scottsdale	1,900	Transactional / Informational	New GLP-1 landing page (build)
dermal fillers scottsdale	720	Transactional	Fillers service page
best dermatologist med spa scottsdale	390	Navigational	Homepage + About page
iv therapy scottsdale	480	Informational / Transactional	IV Therapy service page
laser hair removal scottsdale	880	Transactional	Laser services page
regenerative aesthetics scottsdale	170	Informational	New regenerative landing page (build)
hormone therapy scottsdale	590	Informational / Transactional	Wellness vertical page
prp facial scottsdale	260	Informational	PRP service page (build)

GEO and AI Optimization Strategy

ACTION ITEM	IMPLEMENTATION DETAIL
Physician JSON-LD Schema	Implement MedicalBusiness + Physician schema on every page. Include credentials, specialties, procedures performed, and affiliation with Harmony. This is the primary structured data signal for AI models.
Foursquare Listing Optimization	Foursquare is the primary data source for ChatGPT local recommendations. Claim, verify, and fully optimize the listing with category (Dermatologist + Medical Spa), photos, hours, services, and credential-rich description.
Quotable Credential Statements	Add a standardized, AI-parseable credential block to every page: "Dr. Michelle Torres is a board-certified dermatologist in Scottsdale, AZ with 15+ years of experience and 12,000+ procedures completed." AI models cite clean, factual statements.
FAQ Schema on Every Service Page	Implement FAQPage schema with 5-8 real patient questions per service. These feed directly into Google AI Overviews and are cited by Perplexity and ChatGPT when answering treatment-specific queries.
RealSelf Expert Profile	Create or optimize Dr. Torres's RealSelf profile. Answer 4+ questions/month. RealSelf is a primary citation source for Perplexity AI on aesthetic procedure queries. Active physicians get cited; inactive ones don't.
Yelp & Apple Maps Optimization	Apple Maps sources from Yelp. Siri sources from Apple Maps. Ensure Yelp profile has complete category, credential description, 20+ photos, and active owner responses to every review.

Search Everywhere Optimization (SEvO) Platform Priority

PLATFORM	PRIORITY	KEY ACTIONS
Google Search + GBP	CRITICAL	Full GBP optimization, weekly posts, FAQ schema, service descriptions, 50+ photos. AI Overviews sourced from top-ranking pages.
ChatGPT / OpenAI	CRITICAL	Foursquare optimization (primary data feed), Physician JSON-LD, Bing Places verification, credential-rich web copy on every page.
Perplexity AI	CRITICAL	Perplexity cites RealSelf, Healthgrades, and authoritative blog content. Active RealSelf Q&A profile + long-form educational blog posts with structured headings.
YouTube	HIGH	Treatment walkthroughs, FAQ series, Dr. Torres authority videos. YouTube is the #2 search engine and feeds Google AI Overviews. Embed on service pages.
Instagram	HIGH	Before/after content, educational reels, Dr. Torres personality. 4x/week cadence. Instagram Search is increasingly used for local med spa discovery.
RealSelf	HIGH	Expert Q&A participation (4+ answers/month), verified physician badge, before/after gallery. Critical citation source for AI platforms on procedure queries.
Foursquare / Swarm	HIGH	Primary ChatGPT local data source. Full listing with categories, photos, tips, and verified hours. Most competitors have unclaimed listings.
Yelp + Apple Maps	MEDIUM	Yelp feeds Apple Maps, which feeds Siri. Complete profile, owner responses, category optimization. Secondary but important for voice search.
Healthgrades / WebMD	MEDIUM	Physician directory presence supports AI citation credibility. Ensure profiles are claimed, accurate, and link back to harmonymedspa.com.

10 CONTENT & LEAD GENERATION STRATEGY

Content Pillars

PILLAR	CONTENT FOCUS	TARGET KEYWORDS
The Dermatologist Difference	Why a board-certified dermatologist matters for aesthetic treatments. Clinical depth, safety standards, medical judgment vs. cosmetic-only approach.	board certified dermatologist med spa, dermatologist vs esthetician, medical spa vs day spa
Weight Loss & Wellness	GLP-1 medications, semaglutide results, IV therapy benefits, hormone optimization. Education-first content for high-intent searches.	semaglutide scottsdale, weight loss clinic scottsdale, iv therapy near me
Injectable Expertise	Botox vs Dysport, filler types and uses, treatment-area guides, longevity tips. Position Dr. Torres as the injectable authority.	botox scottsdale, dermal fillers scottsdale, lip filler scottsdale
Regenerative Aesthetics	PRP, exosomes, regenerative skincare. First-mover content in a category with minimal local competition.	prp facial scottsdale, regenerative aesthetics, exosome therapy face

Lead Magnet & Conversion Strategy

ASSET	DESCRIPTION	FUNNEL
The Scottsdale Injectable Guide	Comprehensive comparison of Botox, Dysport, Juvederm, Restylane, and Sculptra — what each does, how long it lasts, and which is right for your goals. Written by Dr. Torres.	Download gate on injectable service pages → Email nurture sequence (5 emails over 14 days) → Consultation CTA
GLP-1 Weight Loss Candidacy Quiz	Interactive quiz: "Are you a candidate for medical weight loss?" 8 questions covering BMI, health history, and goals. Results delivered via email with personalized next steps.	Homepage banner + weight loss page → Quiz completion → Personalized email → Consultation booking
The Regenerative Skincare Playbook	eBook covering PRP, exosomes, growth factors, and at-home regenerative protocols. Positions Harmony as the regenerative authority in Scottsdale.	Blog sidebar + regenerative service pages → Download → 3-email education sequence → PRP consultation CTA
"What's Right for My Skin?" Treatment Matcher	Interactive quiz matching patients to recommended treatments based on skin type, concerns, age, and budget. Results show 2-3 recommended services with links.	Homepage + all service pages → Quiz → Personalized results email → Booking link for matched service
Desert Skin Survival Guide	Scottsdale-specific skincare guide: SPF recommendations, hydration protocols, seasonal treatment timing, and post-procedure sun protection. Hyper-local content magnet.	Blog + social promotion → Download → Welcome sequence → Seasonal treatment offers

11 IMPLEMENTATION ROADMAP

Items marked CRITICAL are immediate priorities. Timelines are aligned to the engagement start date.

ACTION ITEM	OWNER	PRIORITY	TIMELINE
Rewrite homepage hero with value proposition	Plastix	CRITICAL	Week 1
Add board certification trust badges site-wide	Plastix	CRITICAL	Week 1
Optimize Google Business Profile	Plastix	CRITICAL	Week 1
Claim and optimize Foursquare listing	Plastix	CRITICAL	Week 1
Implement schema markup (Physician + FAQ + Local)	Plastix	CRITICAL	Week 2
Build semaglutide / weight loss landing page	Plastix	CRITICAL	Week 2
Rewrite About page with AI-optimized narrative	Plastix	CRITICAL	Week 2
Fix mobile page speed (target: under 2s)	Plastix	HIGH	Month 1
Create injectable comparison eBook (lead magnet)	Plastix + Practice	HIGH	Month 1
Launch regenerative aesthetics content pillar	Plastix	HIGH	Month 1
Begin Instagram content calendar (4x/week)	Plastix + Practice	HIGH	Month 1
Optimize RealSelf expert profile + begin Q&A	Dr. Torres	HIGH	Month 1
Build GLP-1 candidacy quiz funnel	Plastix	MEDIUM	Month 2
Launch YouTube procedure walkthrough series	Plastix + Practice	MEDIUM	Month 2-3
Build 5 treatment eBooks with CRM funnels	Plastix	MEDIUM	Month 2-3
Launch email nurture sequences (4 funnels)	Plastix	MEDIUM	Month 3

Ready to Execute This Strategy?

This analysis was prepared by Plastix, the growth operating system for aesthetic practices. Every recommendation in this document can be implemented through the Plastix system.

Schedule a Strategy Call

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