

## Customer Story

# The Skin Scholar

*Creativity and passion: these are some of the traits that make this medical spa a gem in the industry!*

*Headlined by Lauren Mitschrich PA-C, who is currently working on her doctoral degree, the Skin Scholar introduces a fresh and innovative take on bridging the gap of natural beauty and healthy skincare. Aiming for not only aesthetic goals but improving one's self-confidence as well, this clinic hopes that their patients can face the world with renewed views in a bare-faced manner!*

*Lauren also offers custom aesthetic plans for her clients. Knowing that each case is unique, her many years in both plastic surgery and dermatology have proven to benefit her patients, in giving them safe and efficient treatments!*

### Challenge

And yet, the passionate Skin Scholar did encounter road bumps when it comes to efficiently spreading their message online. Marketing online is a whole new ballgame, in which a different approach is needed to get the best results.

For the Skin Scholar, this was quite the struggle. With no effective website in place, no online and limited social media presence to work on, and virtually no SEO strategy in place, reaching out to the right market was quite the hassle indeed for this medical spa.

### Solution

It was then a stroke of good luck that Lauren and the Skin Scholar medical spa was able to reach out to Growth99. Seeing the success that this firm has had with other similar clinics in the industry, the Skin Scholar knew that they just needed to be partners with this technology company!

Growth99 focused on what this clinic's strength is and magnified it online: its innovative and fresh take on skin beauty. Highlighting Lauren's many impressive credentials and accolades, and combining it with testimonials and reviews from the clinic's many patients, the Skin Scholar's website slowly took shape.

From the unique messaging, Growth99 soon developed an SEO strategy that will best cater the medical spa. The strategy focused on targeting relevant leads and engaging both new and existing ones for better business relationships. Additionally, the inclusion of an online booking and payment system streamlined the entire process, giving the Skin Scholar the online presence (and revenue) it has always deserved!

### AT A GLANCE

**Company :** The Skin Scholar

**Business :** Medical Spa

**Location :** Englewood, CO

**Customer Since :** 2020

**Website :**

<https://theskinscholar.com/>

**Use Case :** The client was looking for a way to directly spread their message across online.

#### The Skin Scholar Says,

*"Growth99 is at the top of their class when it comes to design, website, and support related items."*