



RADIANT
a medspa



FORMULA
WELLNESS



YOUR MED SPA

BUYER PERSONA & CUSTOMER JOURNEY

MedSpa
PORTAL

ALAINA SMITH

HOUSEHOLD INCOME: \$85K | LOCATION: USA | AGE: 40

(PERSONA'S AGE RANGE 35-54)

GENERAL BIO



- Alaina is a married woman with two children, aged 7 and 9, who values her family and enjoys traveling with them.
- She has a job that often exhausts her during the week, and she looks forward to weekends when she can focus on herself and her family.
- She is active in Facebook groups for skincare, follows news about celebrity trends, stays up-to-date with new skincare treatments and products, and saves part of her income for high-quality skincare/wellness treatments.
- She also reads healthy recipes and volunteers in the community for causes close to her heart.
- Alaina owns an IOS device, smartwatch, tablet, and laptop and mainly uses Instagram, Facebook & LinkedIn for social media.
- She loves trying different spa services, healthy foods, and products to keep up with the latest trends.
- She likes to have a balanced life and is always looking for new ways to stay organized and productive in her day-to-day activities.

Awareness

Consideration

Preference

Conversion

Relationship Management

TOUCHPOINT

· Social Media Advertisement

· Social Media Advertisement

· Testimonials

· Book A Service

· Email Marketing

· Display Advertisement

· Content Marketing

· Reviews

· Loyalty Program

· Search Engine Advertisement

· Lead Generation

· Peer Referral Program

· Inbound Marketing

· Exclusive Offers

EXPERIENCE

· Her goal is to find a quality medical spa where she can commit to a safe beauty procedure.

· She needs detailed information about the treatments, not necessarily the practice at this phase

· Natural-looking results are her expectations.

· She expects to get visible results for which she will be admired by peers.

· She is worried about her privacy and confidentiality.

· She is worried about the results of the treatments and wants to know if the treatments will deliver visible and long-lasting results.

· She is willing to invest in high quality medical spa services, but also values transparency and affordability.

· Loyal customer

· Feels appreciated and understood

	Awareness	Consideration	Preference	Conversion	Relationship Management
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INSIGHTS

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| <ul style="list-style-type: none"> • Buyer persona becomes aware of brand. • No opinion formed yet about your brand. | <ul style="list-style-type: none"> • Target buyers with additional information to increase interest. • Identify buyer persona who has heard of brand services. • Utilize tools to acquaint buyers with brand offerings. | <ul style="list-style-type: none"> • Buyer is already aware and interested in product. • Needs additional push to choose over competitor. | <ul style="list-style-type: none"> • The phase of conversion is essential in the customer's journey. • Smooth functioning of the website should be ensured to avoid delays. | <ul style="list-style-type: none"> • Company to establish longterm relationship with customer after deal closure. • Satisfaction of customer paramount. |
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CUSTOMER PAINS

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| <ul style="list-style-type: none"> • She is looking for medical spas and aesthetic practices that offer secure, effective services tailored to her needs and goals. • She intends to pursue spa treatments, but desires a professional experience. | <ul style="list-style-type: none"> • She is invested in the brand and its offers. • She is cautious of being scammed. • She wants to know more about quality, process, and expertise. | <ul style="list-style-type: none"> • She uses testimonials and reviews as social proof. • She carefully reviews the experiences of prior customers and clients | <ul style="list-style-type: none"> • She is prepared to convert, but is unsure of taking the initial step. • There are doubts regarding the conversion process. • More clarity on the process is needed. | <ul style="list-style-type: none"> • A lack of a personalized approach will frustrate her. |
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CUSTOMER FRUSTRATIONS

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| <ul style="list-style-type: none"> • She is careful when selecting an aesthetician. • She has not determined her needs yet. • She is worried about the relevancy and credibility of the medical practice. • Results from treatments may vary based on individual factors and not all treatments may satisfy her needs, so she must choose the right practice. | <ul style="list-style-type: none"> • She is worried about her privacy and confidentiality. • She seeks medical spas that offer discreet and confidential services. • She is concerned with the safety of treatments and procedures offered. • Cleanliness and sanitation standards are important for her decision-making. | <ul style="list-style-type: none"> • She is worried about the outcomes of treatments. • She wants to know if the results are visible and longlasting. • She is also concerned about potential side effects or complications. | <ul style="list-style-type: none"> • Willing to invest in high-quality medical spa services, but values transparency and affordability. • Must choose the right treatment or facility to ensure desired visual beauty results. • Wants to commit to a reputable practice that won't be associated with delays, booking issues, and non-availability. | <ul style="list-style-type: none"> • She may become frustrated with inadequate customer service. • She may lose interest in sticking with a treatment over time, but could look to the brand for other services/ procedures. • Additional motivation will be needed to retain her as a customer |
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CUSTOMER EXPECTATIONS

CUSTOMER MOTIVATIONS

CUSTOMERS GOALS

Awareness	Consideration	Preference	Conversion	Relationship Management
<ul style="list-style-type: none"> · She seeks a results-oriented approach to medical spa services, with treatments capable of delivering long-lasting visible effects. · She is looking forward to the experience of being pampered. · She expects to find an offer that will slow down her aging and give her a more youthful look 	<ul style="list-style-type: none"> · She wants to learn more about treatments, including maintenance and benefits. · She is looking for guidance on choosing an exemplary service. 	<ul style="list-style-type: none"> · She expects natural-looking results. · She seeks an indulgent experience. · She takes other clients' satisfaction into account when making decisions. 	<ul style="list-style-type: none"> · She seeks an exclusive experience. · She desires to feel beautiful. · She requires care from medical professionals with no risk of injury 	<ul style="list-style-type: none"> · She expects a tailored approach. · She anticipates sustainable results. · She hopes for complementary treatments catered to her needs.
<ul style="list-style-type: none"> · She prioritizes safety and quality of services provided at the medical spa. · She wants to be sure treatments are done by licensed professionals with state-of-the-art equipment and techniques. · She is motivated by labels and certifications which prove credibility and due diligence 	<ul style="list-style-type: none"> · She desires treatments specifically tailored to her skin type, concerns, and goals. · She prefers video and visual content that she can use to form her own opinion on the brand. · Learning about the practice's associated brands and products will give a clear view of the offerings. · Carefully selected products and brands can assist in her decision-making process. 	<ul style="list-style-type: none"> · She desires to feel secure and self-assured during the process. · She is looking for professionals she can trust. · She wants to become more familiar with practitioners and their abilities. 	<ul style="list-style-type: none"> · Provides flexible scheduling options · Comfortable and relaxing treatment rooms · Easy booking processes · Utilizes up-selling and crossselling techniques 	<ul style="list-style-type: none"> · Attention to detail is appreciated by her. · Gifts motivate her to stay committed to the brand.
<ul style="list-style-type: none"> · Her goal is to find a quality medical spa / aesthetic practice where she can commit to a safe beauty procedure. 	<ul style="list-style-type: none"> · Her goal at this phase is to learn more about the brand and its credibility 	<ul style="list-style-type: none"> · Her goal is to learn about customer satisfaction before making the final decision to convert. 	<ul style="list-style-type: none"> · Her goal is to feel satisfied with the deal. 	<ul style="list-style-type: none"> · Her goal is to feel comfortable entrusting her skincare to the brand in the long run.

Awareness	Consideration	Preference	Conversion	Relationship Management
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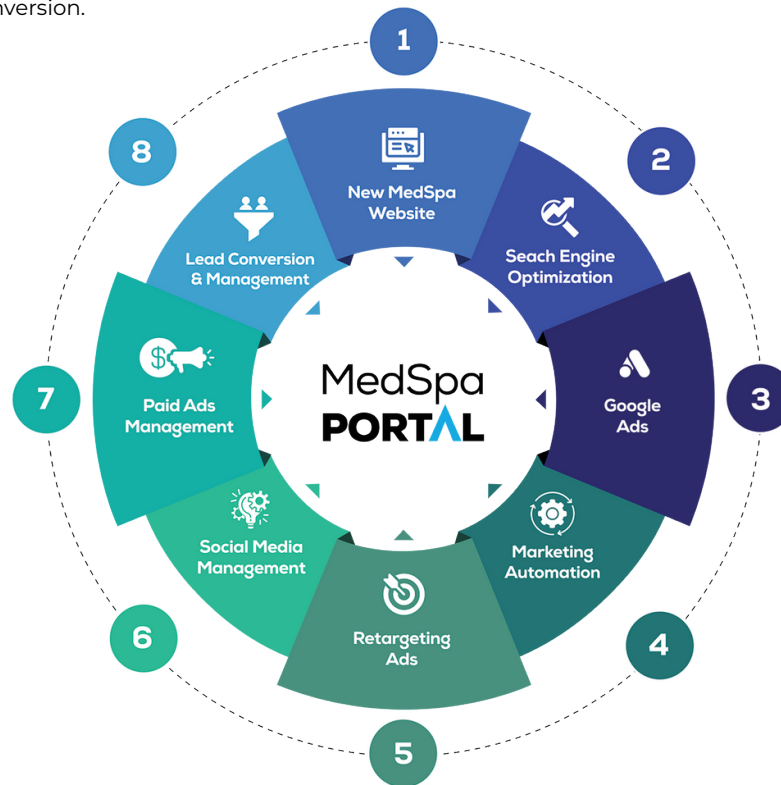
- Persona is likely to discover the brand through social media, display, and search engine advertisements.
- Interested in general wellness services; SEO optimization should be implemented.
- Looking for a credible brand; requires an inbound marketing strategy.

- This persona is drawn to quality content marketing related to beauty and wellness.
- They explore the brand mainly through social media and its website.
- Lead generation keeps them interested in and connected with the brand.
- Exclusive offers and deals could encourage conversion.

- Brand should showcase reviews and testimonials on website and social media to demonstrate quality.
- Provide evidence of quality during preference phase.

- Website user experience should be excellent, with no delays to conversion.
- All key information regarding purchase, subscription and contact should be visible.
- Call-to-action buttons should provide value to the customer.

- Loyal customers receive rewards.
- Customers kept up to date with email marketing.
- Peer referral program increases brand awareness.



A close-up photograph of a woman's face, partially obscured by a large, semi-transparent blue arrow pointing upwards and to the right. The woman has her eyes closed and a neutral expression. A small, white, cylindrical device with a blue ring is being applied to her cheek. The background is a soft, out-of-focus light blue.

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