



BUILDING CREDIBILITY

Skin Bar NYC is a membership-based medspa in New York City that offers professionally-administered anti-aging skincare treatments. Their memberships allow their clients to receive a variety of time-tested treatments at a fraction of the price. Their process focuses on consistency, relaxation, and real results. Skinbar's team of aestheticians and skincare experts enjoy learning about our clients' skincare goals and providing them with improved skin quality and overall confidence.

THE CHALLENGE:

During the pandemic, Skinbar saw many of its annual subscribers leave due to the unprecedented economic hardship that befell the United States due to Covid-19. Since skincare was viewed as non-essential, many of their customers left them in 2020.

Prior to 2020, Skinbar had an outdated website and no marketing strategy. It retained and grew its customer base through high-quality services, referrals, and word-of-mouth alone. Come 2020, the Skinbar team knew they had to adopt a digital marketing strategy that would allow them to expand when things got tough.

THE SOLUTION:

Ajax Union worked with Skinbar to create a fully-fledged digital marketing strategy. Our team led a three-hour workshop to define Skinbar's brand identity, target persona, unique value proposition, and marketing messaging. Using these important marketing assets, Ajax Union created lead magnets and social media advertising campaigns to expand their customer base and create more authority-building collateral to combat their lack of growth during the pandemic.

THE OUTCOME:

Jessica, Career-Oriented Woman

Stressed Overwhelmed

**Thinking and Feeling:**

**THINKING:**

- I need more me time.
- I'm afraid I'm aging fast.
- I need a break.
- I don't get unsolicited attention anymore.
- I'm so busy, I don't have time for a skincare routine every night.
- I want high-quality anti aging treatments that don't break the bank.
- I need skincare tips.
- I want my skin to glow and my wrinkles to fade.

**FEELING:**

- Tired
- Worried about her graying hair and skin quality
- Spread thin
- Wants to be pampered

**Motivation:**

Incentive  
Fear  
Achievement  
Growth  
Power  
Social

**Preferred Ch...**

Facebook  
Instagram  
LinkedIn  
Email

**Hearing and Seeing:**

**SEEING:**

- Wrinkles
- Graying hair
- Dull skin
- Less attention
- Fading physical beauty

**HEARING:**

- "I need"
- "This work is due"
- "I want"

**Pains and Gains:**

**PAINS: (without Skin Bar)**

**Key Marketing Messaging**

In a chaotic and fast-paced city, Skin Bar NYC is a medspa and sanctuary where women with aging skin can get away and receive profes administered skincare at a fraction of the market price. Skin Bar offers membership plans that are flexible and cost-effective that provide our clients, leaving them feeling beautiful and refreshed.

Introvert Extrovert  
Analytical Creative

**GAINS: (with Skin Bar)**

- Tired
- Time
- Confidence

Need help generating real results for your B2C company?

Book a strategy session with a team member to talk about how we can help you generate leads and revenue with your marketing.

YES, I WANT TO GAIN CREDIBILITY