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2024 ANNUAL REPORT: INTEGRATED MARKETING ROUNDUP FOR ROYALTY WELLNESS SPA



This report details the performance for Royalty Wellness Spa's Integrated Marketing Strategy for January - December 2024 emphasizing organic social media.

TABLE OF CONTENTS

- Introduction (*2 slides*)
- Snapshot: Business + Social Media
- Digital Media Strategy
- Integrated Marketing Strategy
- Creative Direction (Photoshoot)
- Instagram (*11 slides*)
- TikTok
- Facebook
- Performance Summary
- 2025 Social Media Goals & Objectives
- 2025 Integrated Marketing Goals & Objectives (By Quarter)
- A Message from Ravyn Smith

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INTRODUCTION

In 2024, Royalty Wellness Spa experienced tremendous growth including new patients, patient retention, brand awareness, community collaboration, and brand loyalty due to cohesive and consistent Integrated Marketing.

The main focus? The development and implementation of a solid marketing strategy with an emphasis on organic social media including Instagram, TikTok, and Facebook.

From pop culture, to new developments, to awards, to trends, to industry-info, Royalty Wellness Spa was guaranteed to be the topic of and a part of key Medical Aesthetics convos at the local, regional, and national levels.

Allow the slides to tell the story.

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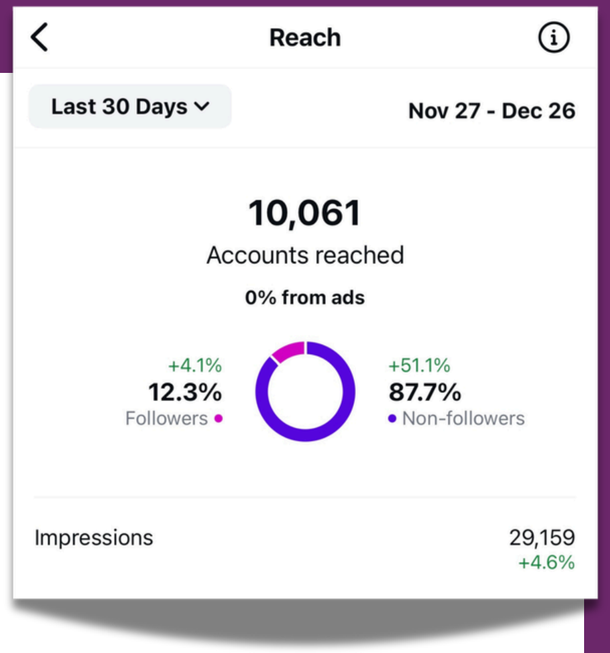
INTRODUCTION *(continued)*

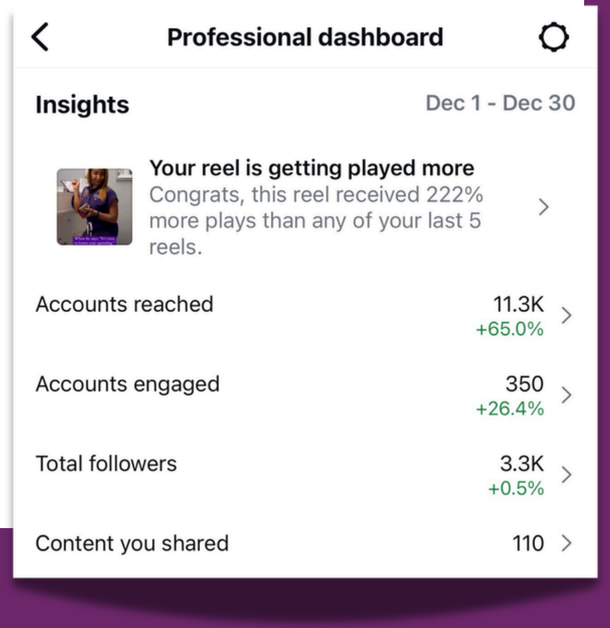
To steadily grow a social media account organically, the metrics that were monitored and analyzed included:

- Reach
- Followers
- Post shares
- Post saves
- Engagement
- Non-following reach

The images to the right display the final snapshot of the year for Royalty Wellness Spa's Instagram which includes:

- A reach that is more than triple the account's following (0% from ads)
- An impression rate with an increase of nearly 5% with an overall amount of nearly 30,000 accounts
- A non-following reach of nearly 90%
- An engagement rate of nearly 30%





SNAPSHOT: BUSINESS + SOCIAL MEDIA

Founded: June 2018 by Sharonda Walton, ANP-BC
(Board-certified Adult Nurse Practitioner and Medical Aesthetics Educator)

Located: Memphis, TN (Poplar-White Station area)

Includes: A team of 4 led by Walton (Aesthetics Nurse, Medical Aesthetician, and Medical Assistant)

Specializing in: **Medical Aesthetics** (Cosmetic Injectables, PDO Threads, PRP Treatments, Hair Restoration), **Wellness Services** (Wellness Injections, IV Hydration Therapy, and Semaglutide Injections), and **Body Contouring/Skin Tightening** (Non-Invasive Body Treatments and Morpheus8)

As of Monday, December 23, 2024:
Instagram: 3,326 followers
TikTok: 815 followers, 4,132 likes
Facebook: 1,101 followers, 903 likes

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DIGITAL MEDIA STRATEGY

- Focus on growing all social media accounts organically with consideration of a minimal ads budget
- Post to Instagram 6x a week (Lowered to 5 starting in September 2024) utilizing a combination of the story functions, reels, photos, graphics, and carousels
- Post graphics (links from Instagram & TikTok) and photos to Facebook and allow Instagram to recommend reels
- Include an average of 3 Before & Afters monthly
- Include at least one humorous, trending reel or graphic each week
- Post select reels to TikTok with some content tailored for TikTok (Aesthetic-wise)
- Utilize music, giveaways, collaboration posts with larger industry brands, and pop culture on the feed to increase non-following visibility
- Implement giveaways when the following is within 25 - 50 followers of reaching a following milestone (The last milestone reached was 3,000 followers March 2024)

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DIGITAL MEDIA STRATEGY

- Utilize all story functions (Polls, Questions, Links, GIFs, Tags, Music, and Sliding scale)
- Share an image or video clip in the story at least once a week and link to posts on the feed
- Share all feed posts on Instagram and Facebook to the story
- Utilize visible and hidden tags for staff + brands
- “Like” and respond to comments on ALL platforms with a goal of doing so within 30min (When possible)
- Comment on 5 - 20 posts from similar accounts (beauty and wellness) daily
- Repost relevant content from brands with a larger platform using “REMIX” and/or by tagging the brand in the post and caption
- Adding the max of 30 hashtags to Instagram captions
- Adding a minimum of 3 - 5 hashtags to TikTok captions

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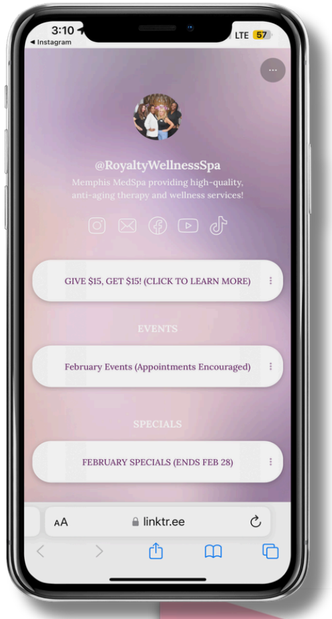
INTEGRATED MARKETING STRATEGY

Retractable Banner (Click here)



Invite-only Event (50 Attendees) Click here for video recap.





Linktree (Click here)

Magazine Ads (Click here) (Christmas + Breast Cancer Awareness)





CREATIVE DIRECTION (PHOTOSHOOT)

Original Image





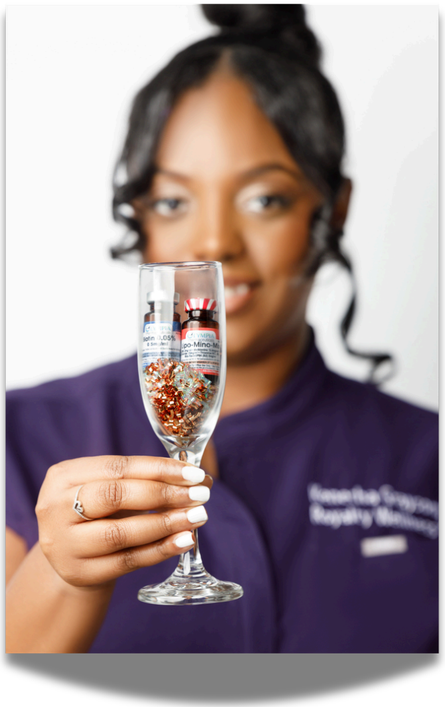
ManyChat Graphic

(Click here to view on Instagram)

CREATIVE DIRECTION (PHOTOSHOOT)

“Toast to Wellness”

Click here to
view graphic.



New Injector Headshots

Click here to
view graphic.



National Botox Day

Click here to
view graphic.

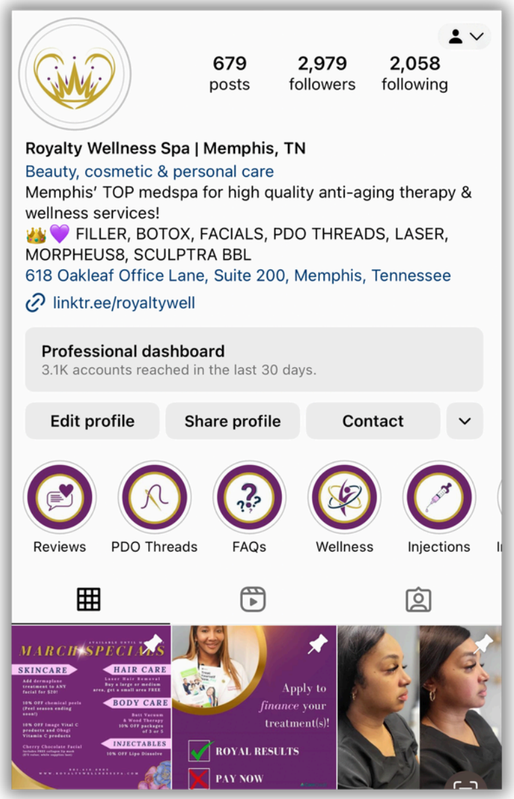


INSTAGRAM (@Royalty_WellnessSpa)

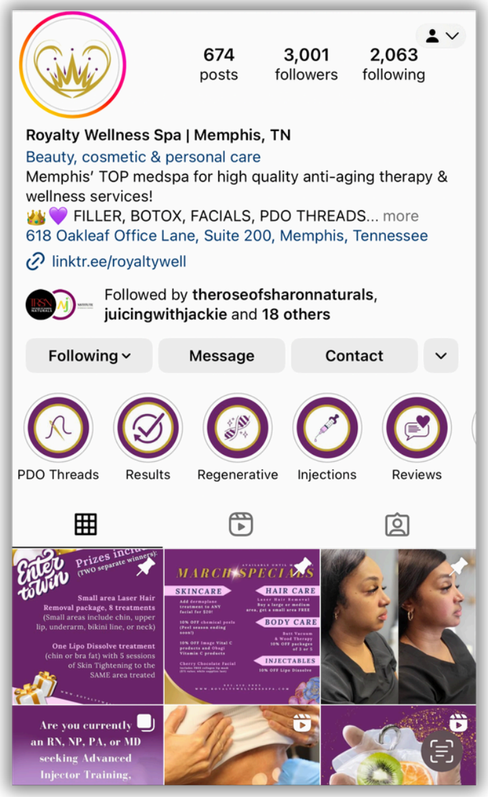
Themes *(Click to view the live content)*:

- **Pop Culture** (RuPaul Drag Race, RHOP pt. 1 and pt. 2, RHOBH, Paris Hilton, NeNe Leakes, Lindsay Lohan pt.1 and pt.2, Sir John/ALLURE, and Super Bowl)
- **Politics** (Beyoncé for Kamala Harris)
- **Engagement** (Question 1, Reel, and Statement)
- **Industry-info** (Glutathione, Derma PRP, Jeuveau 101, Motus Laser, and SPF)
- **Trending music** (Million Dollar Baby and Peaches)
- **Trending audio** (Tox, Very Demure, Bravo, and Cutting Crew)
- **Humor** (1, 2, 3, 4, 5, and 6)
- **Announcements** (Power30 Award, Memphis Health & Fitness Magazine Awards, Business Anniversary, New Service)
- **National Wellness Holidays** (Botox Day, Breast Cancer Awareness 1 & 2)
- **Holidays** (Halloween, Holiday Ready, Father's Day)
- **Transformations** (Laser Hair Removal, Filler & Tox, Facial, TED Hair Restoration, Body, Tox, Multiple modalities, Facial, Facial balancing, and PDO Threads)
- **Live reactions** (Chin filler)
- **Collaborations** (The Perfect Derma Peel, Myself (1 and 2), and Plated Skin Science)
- **Giveaways** (Men's Grooming Day and Annual Holiday Drive)

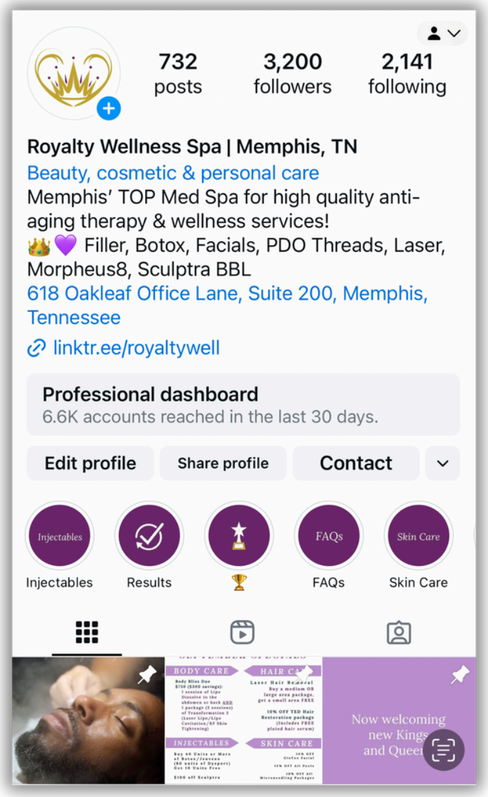
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3/12/24

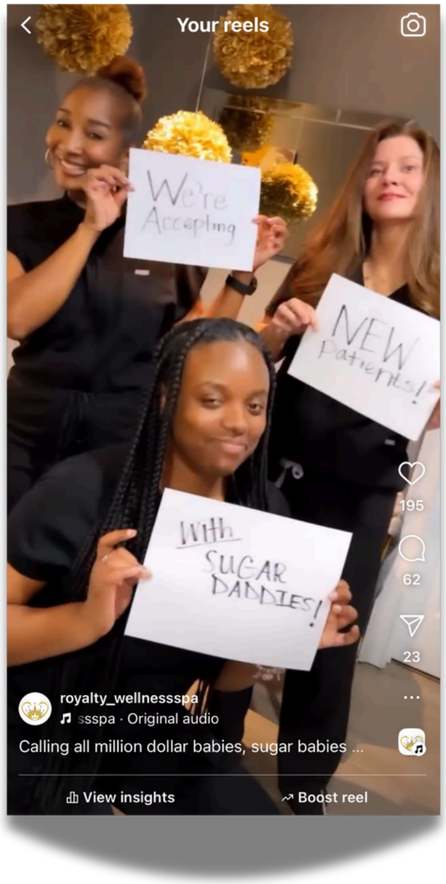


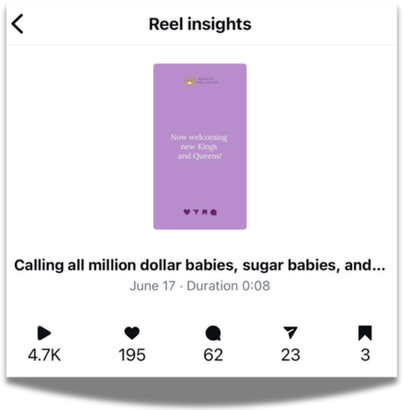
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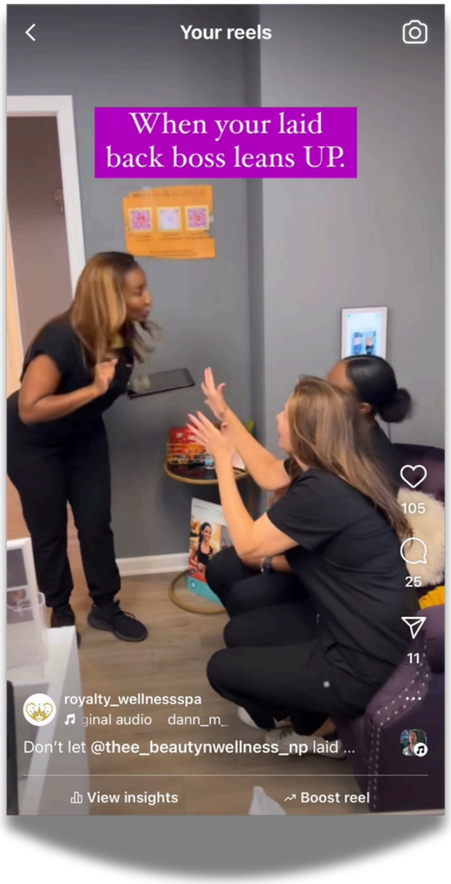
August 2024

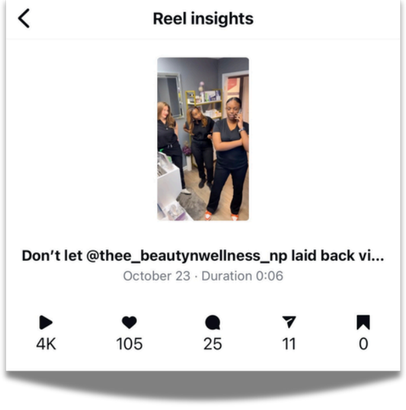
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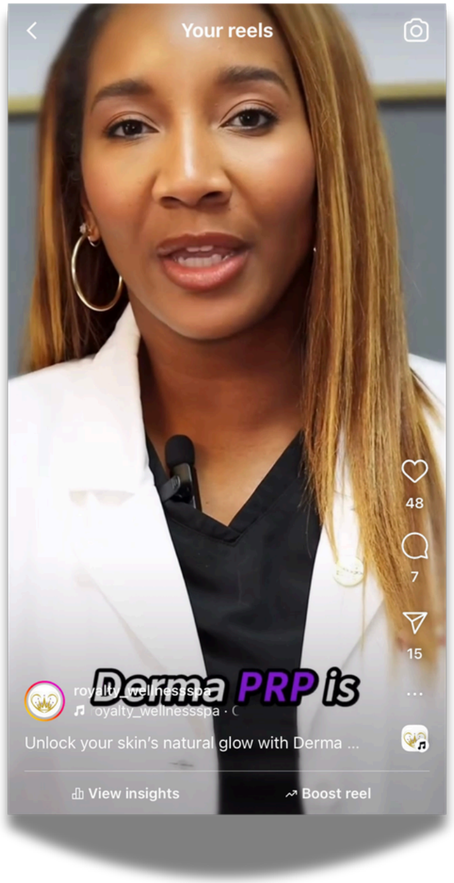
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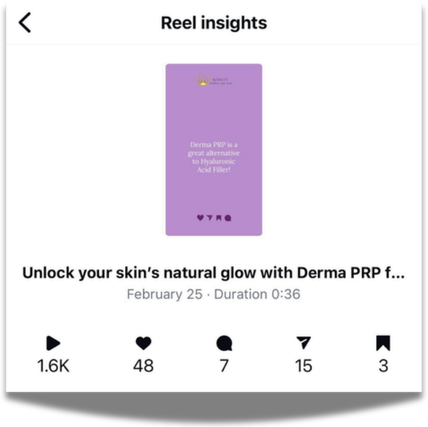




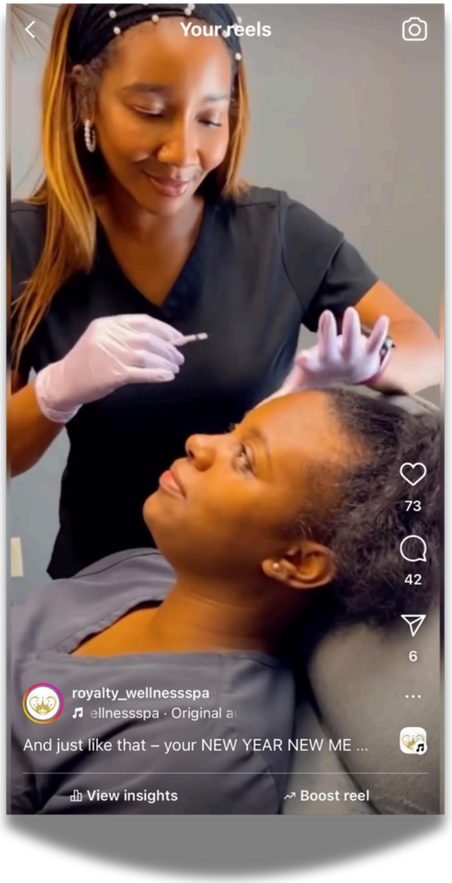
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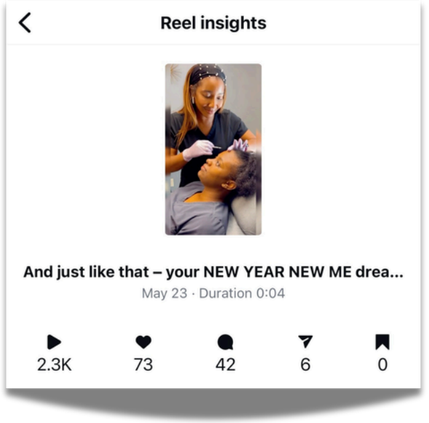
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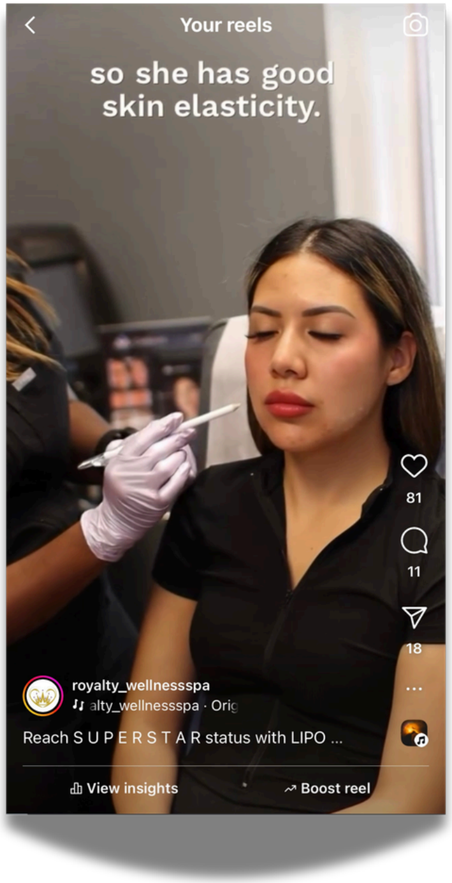
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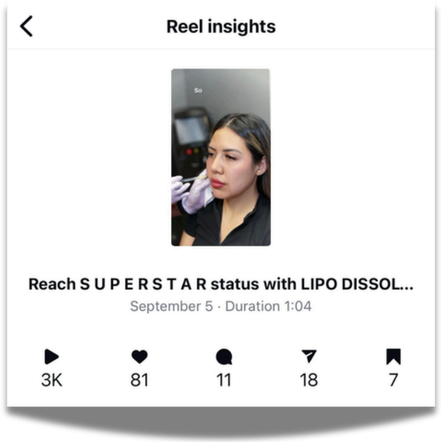




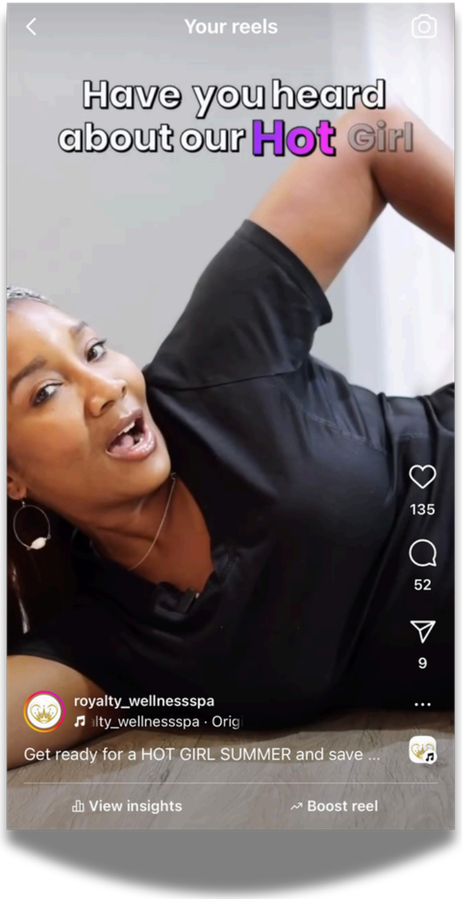
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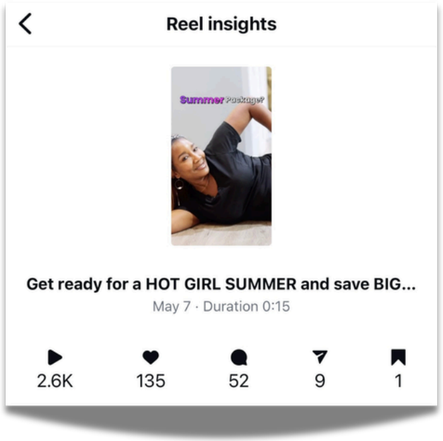
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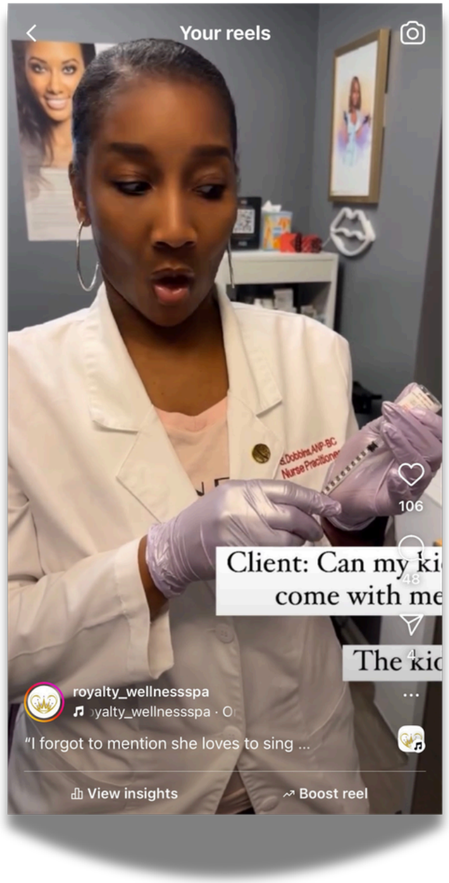
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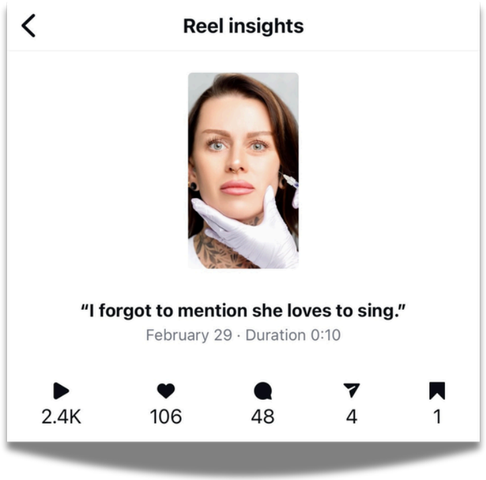




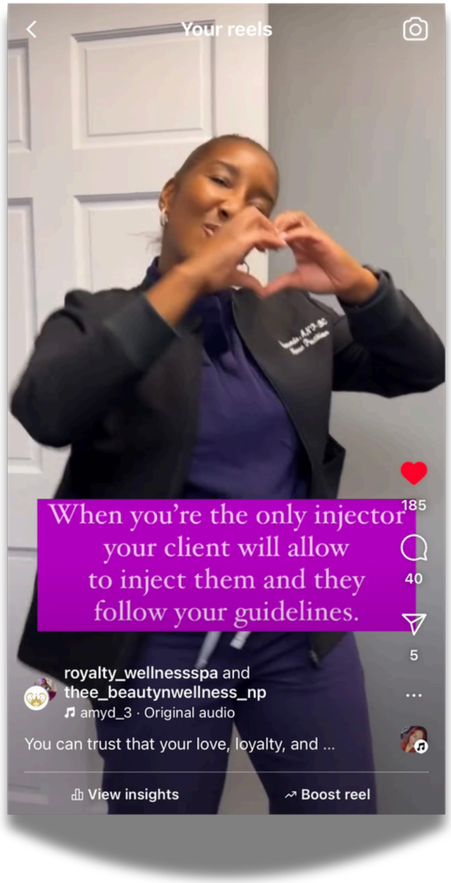
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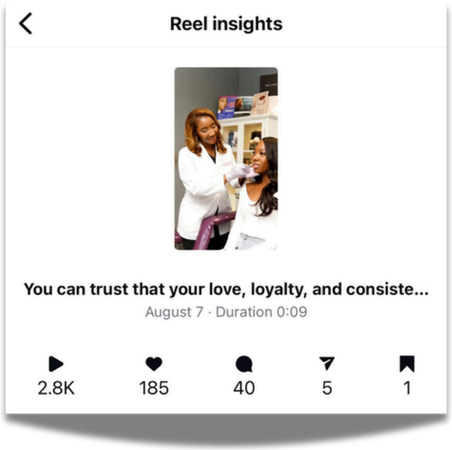
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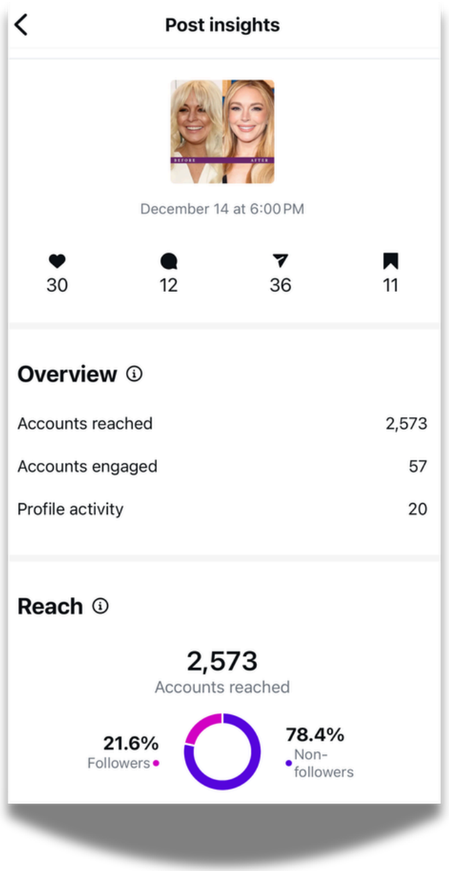
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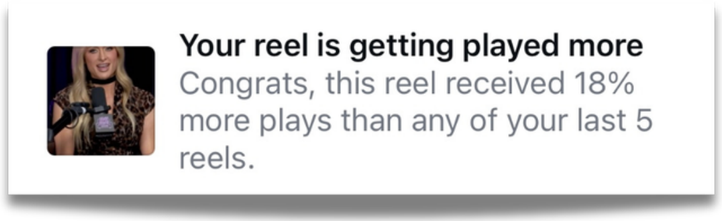




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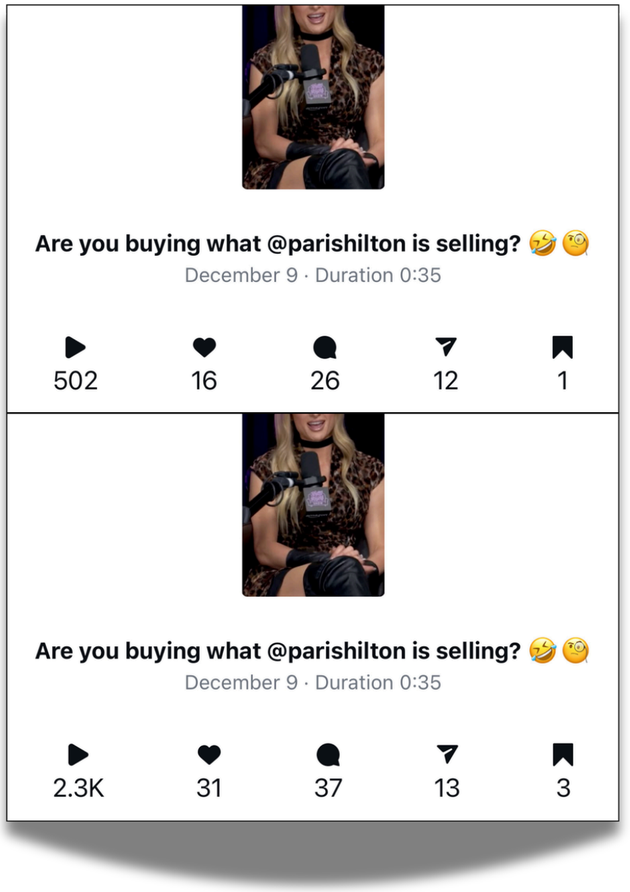




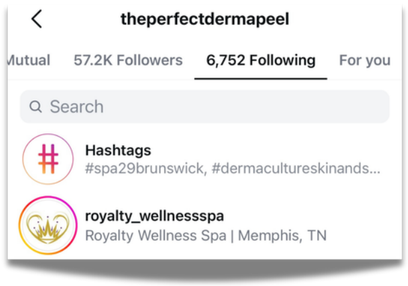
Click *here* to view the post on the left.

Click *here* to view the reel on the right.

Both posts leverage pop culture/celebrity influence for organic engagement.



INSTAGRAM (@Royalty_WellnessSpa)

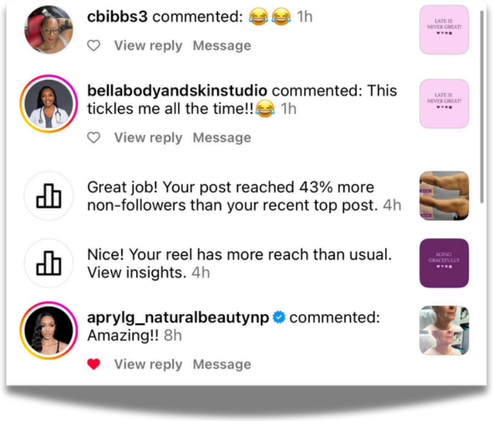


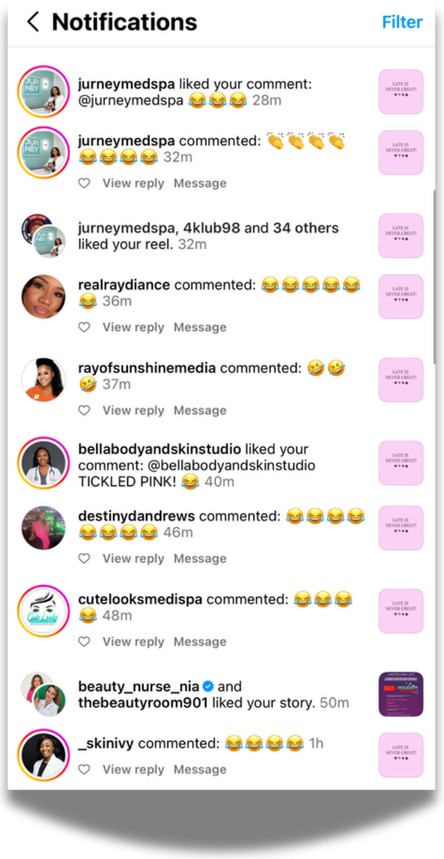
Pictured above shows a follow from an industry-leading brand that boasts over 50K followers.

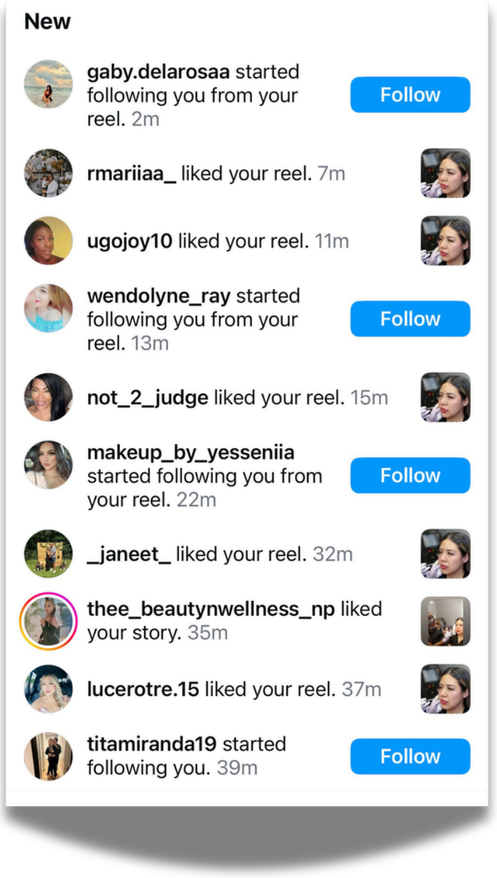
Below shows a new follower that was prompted by a new reel in addition to the same follower liking more reels.



Pictured below and to the right are snapshots of active, immediate engagement including new followers, comments, a reach notification, and a non-following reach notification. The comments also include 2 industry colleagues from different locations.



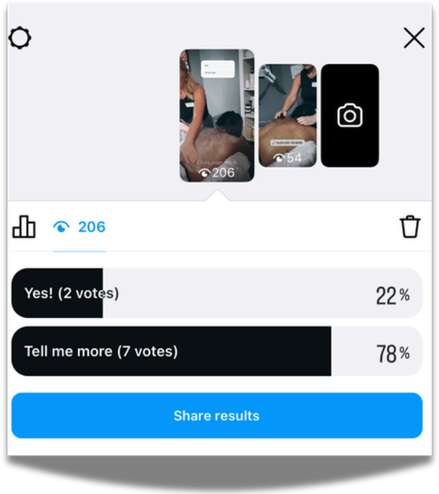


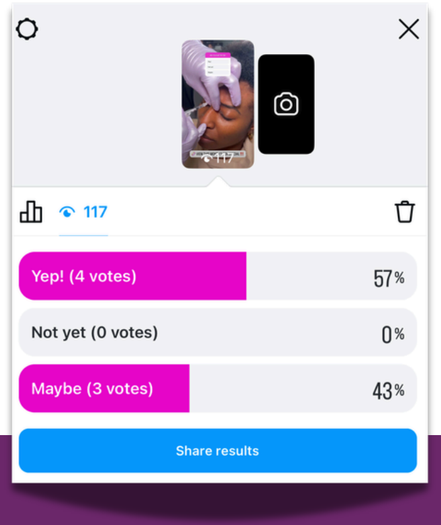


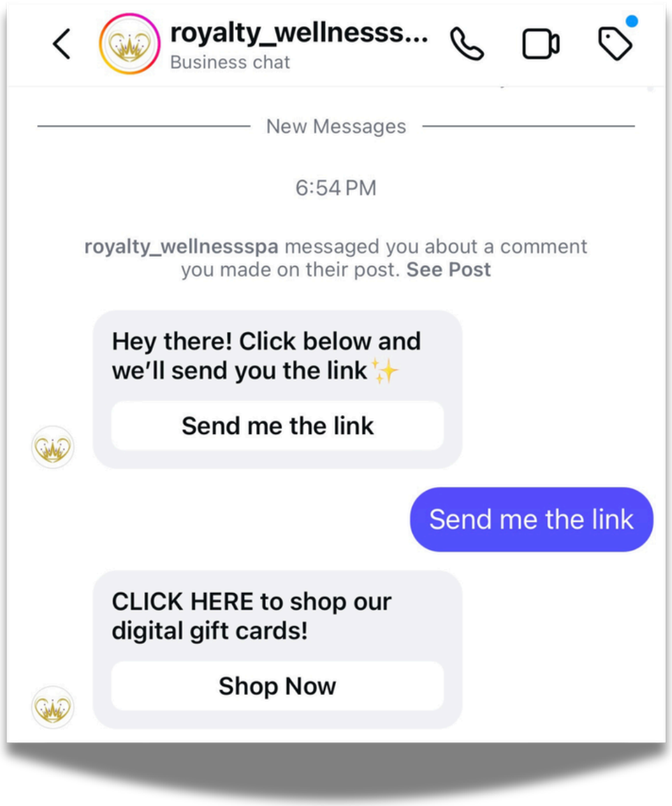
INSTAGRAM (@Royalty_WellnessSpa)

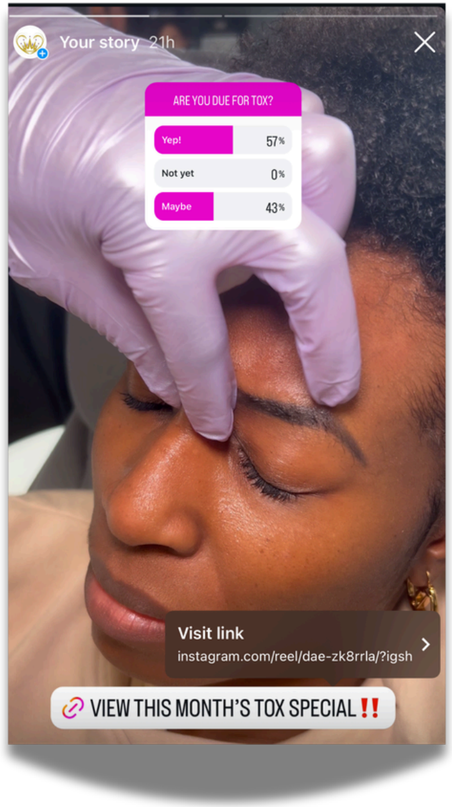
The images on the left show story views that exceeded 100 which utilized the poll and link functions in addition to intentionally limiting the number of posts in the story to 1 - 2 for 24hrs to achieve these numbers.

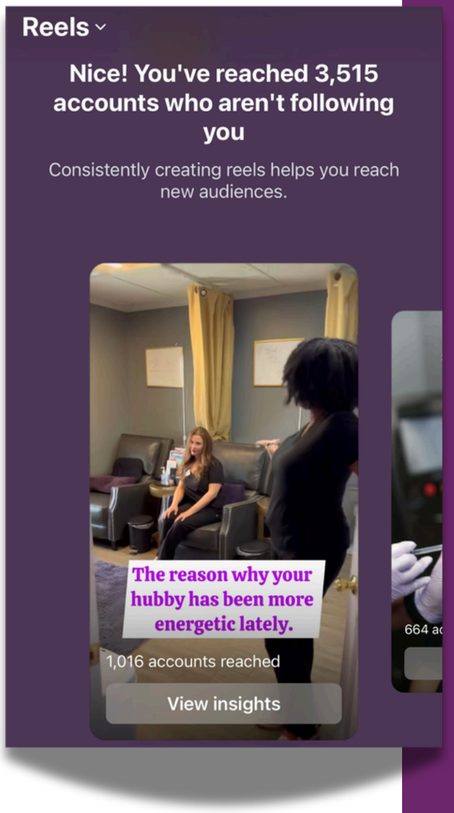
Below shows a sales funnel utilizing the direct message function. Click here to view the live post.









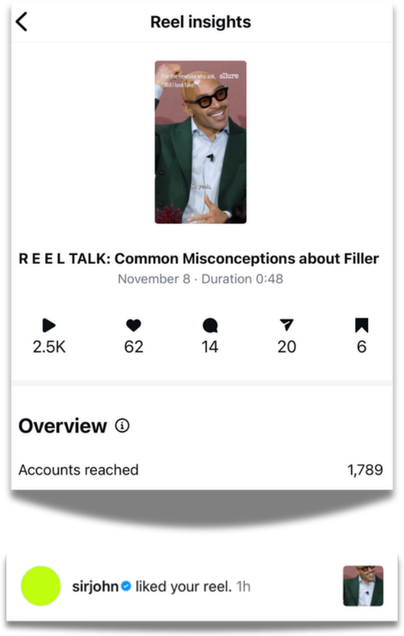


INSTAGRAM (@Royalty_WellnessSpa)

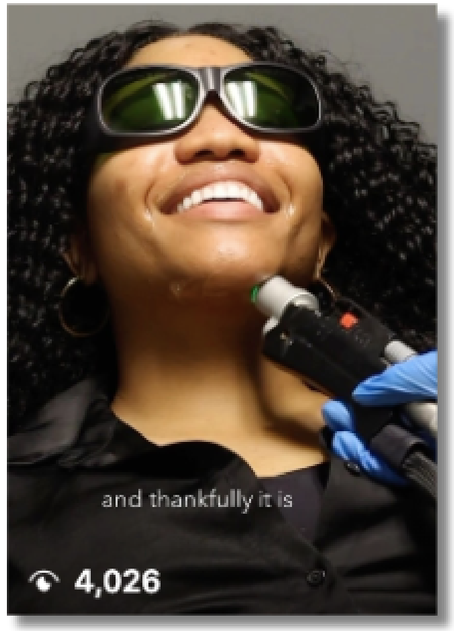
Performance snapshots (Collaborations):

Sir John and Allure were tagged. The reel was remixed from Allure's original post.

Click here to view reel.

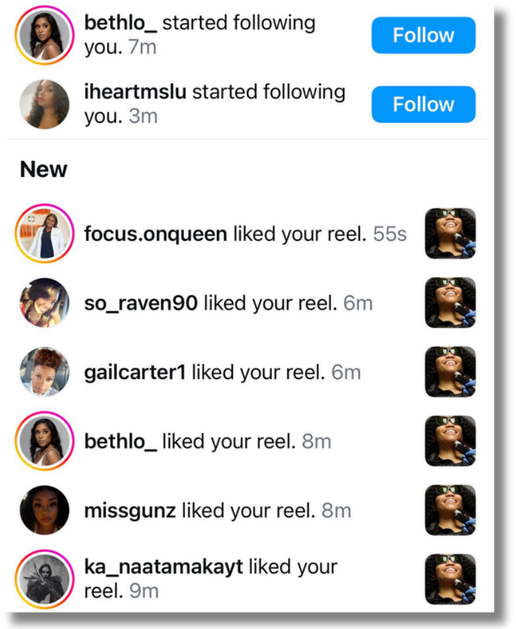


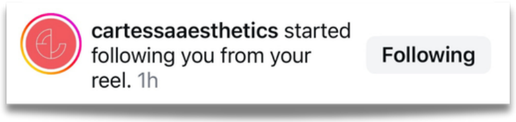




This post collaborated across my personal page and received views that exceeded RWS page following in addition to gaining the following from industry-leading technology brand, Cartessa Aesthetics.

Click here to view the reel.

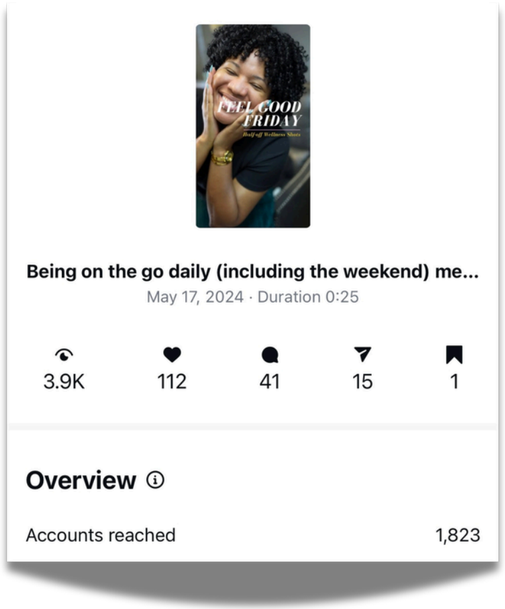




INSTAGRAM (@Royalty_WellnessSpa)

Performance snapshots (Collaborations):





This post collaborated across my personal page and received views that exceeded RWS page following.

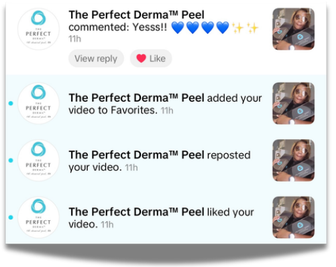
Click here to view the reel.

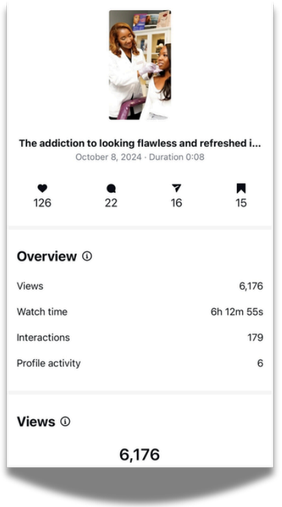


This post collaborated across The Perfect Derma™ Peel's Instagram account and was also shared to TikTok.

Click here to view the reel.

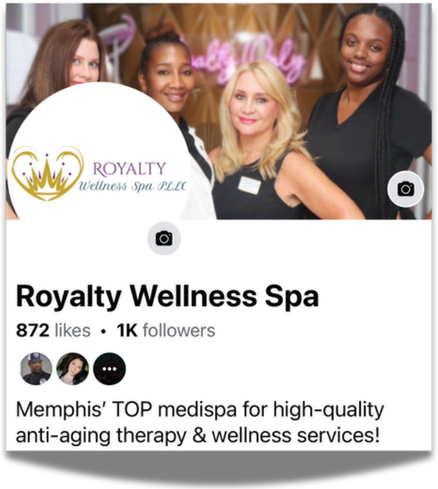
Click here to view TikTok.



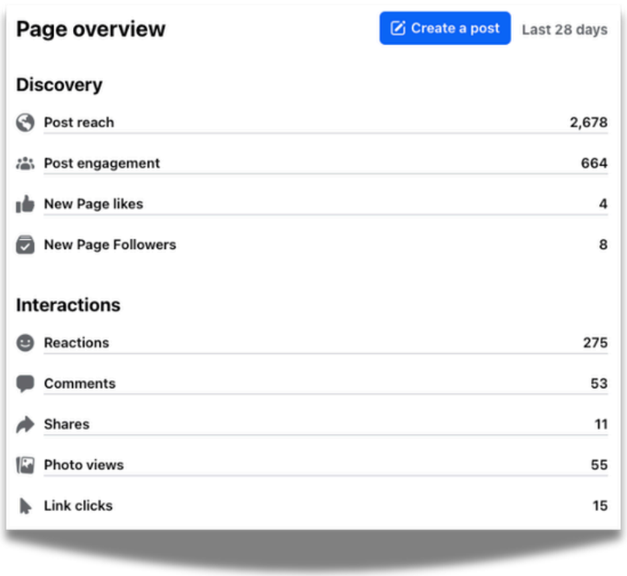


FACEBOOK (Royalty Wellness Spa)

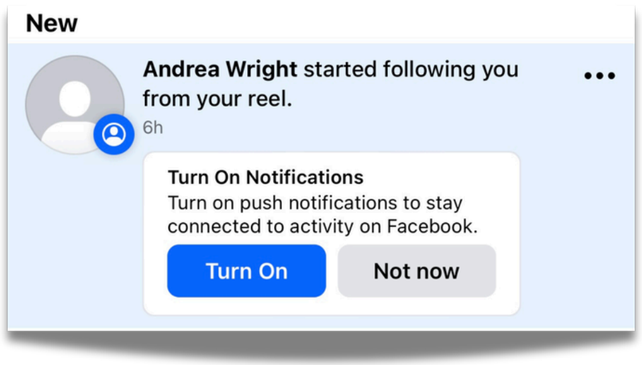
September 2024



Click here to view Royalty Wellness Spa's Facebook page.



The full stats provided are from Royalty Wellness Spa's Facebook account reflecting October - November 2024.



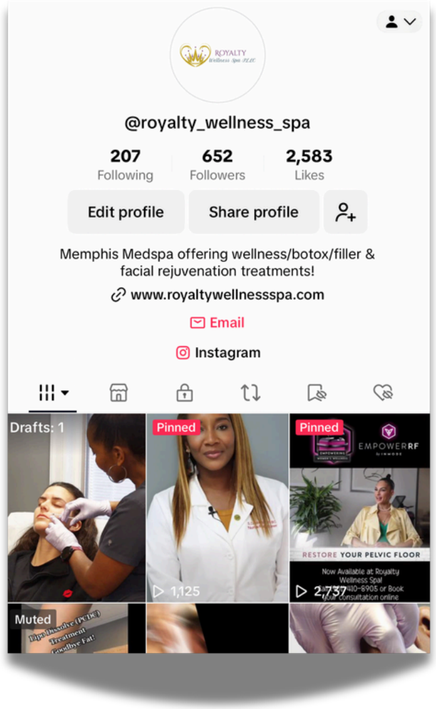
Above:
Good content encourages new followers.

To the right:
Sharing a direct link from Instagram or TikTok to Facebook is an efficient way to repurpose content while encouraging your followers to connect with you on additional platforms.

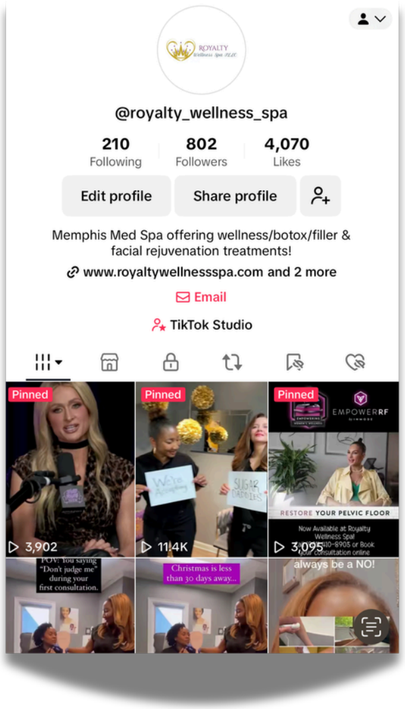


TIKTOK (Royalty Wellness Spa)

March 2024

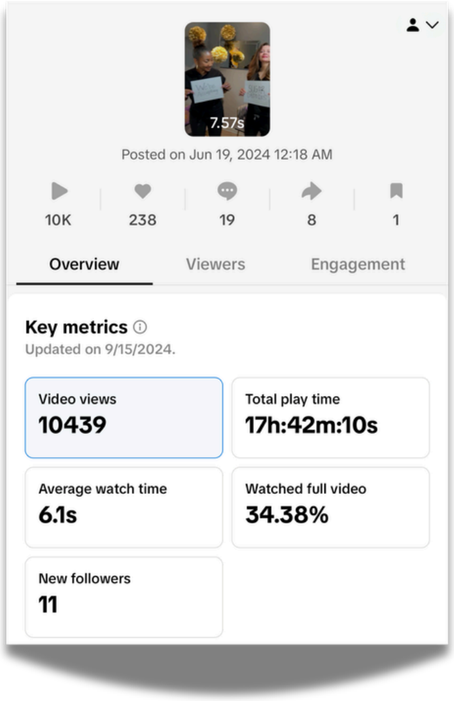


August 2024



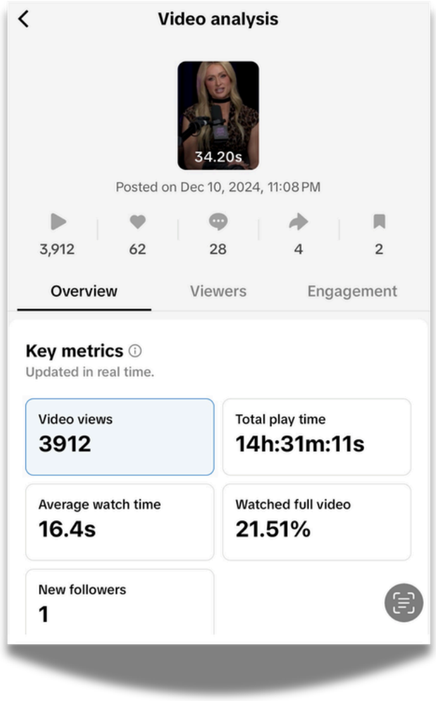
First viral TikTok, June 2024
10K initial views

Click here to view.



High-performing TikTok, December 2024
5K initial views

Click here to view.



Performance Summary

Greetings!

I'm excited to share the following:
- Your Instagram = 3,196 followers (Up 10+ in 6 days)
- Your TikTok = 754 followers (Up 6 in just 3 days!)
- Your Facebook = 871 likes and 1,059 followers

Goals for 12.31.24:
- Instagram, 3,300 followers
- TikTok, 800 followers
- Facebook, 1,000 likes and 1,1000 followers

The above image shows how on a monthly basis I provided performance snapshots including S.M.A.R.T. goals.

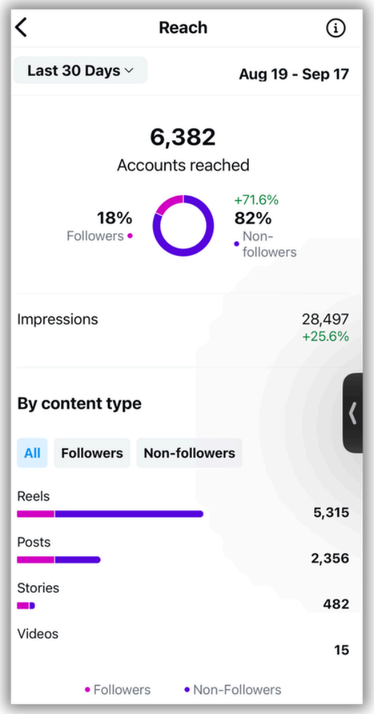
The images to the right display feedback via email and text from RWS' founder, Sharonda Walton.

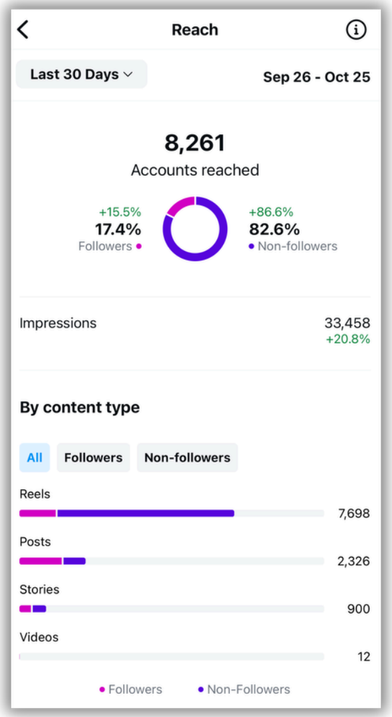




The images below display the Instagram account's overall reach over the span of 2 full months. Notice that the following and non-following reach increased with a non-following reach above 80% for 2 consecutive months and an impressions increase of nearly 21%.

The non-following monthly reach goal was 50% and monthly impressions goal was 10%.





Performance Summary

Overall, all 3 platforms grew organically with **Instagram** performing the best.

Monthly Following Average:
Instagram: 50 - 75 followers
TikTok: 25 - 30 followers
Facebook: 10 followers + 10 likes

External factors that inevitably affected social media performance:

- Algorithms, layout, and features (Constantly changing)
- Politics (Affects the economy + mental health)
- Economy (Inflation, Layoffs, and a new Presidential administration)
- Apps' business model (The apps are a business whose business model is to make money through advertising revenue)
- Trending conversations in the media (Limiting spending and social media usage for improved mental health)

2025 Organic Social Media Goals

Instagram:

- Reach 3,500 followers by the end of Q1
- End 2025 at 4,000 followers

TikTok:

- Reach 1,000 followers and 5,000 likes by the end of Q1
- End 2025 with 1,500 followers

Facebook:

- Reach 1,000 likes the end of Q1
- End 2025 with 1,500 followers

ROYALTY
Wellness Spa PLLC

2025 Integrated Marketing Goals

Q1

Website:

- Begin website refresh (Complete by the end of year)

Q2

Community Partnerships (Establish at least 3 by the end of Q1):

- Solidify wellness partnership with local gym (Wellness shots promo)
- Solidify partnership with local barber and hairstylist (TED + PRP promo)
- Solidify partnership with local MUA (Esthetician services promo)

Q3

Influencer Marketing:

- Secure one influencer/public figure (3 posts minimum)

Brand Collaborations:

- Execute at least one giveaway with a national industry brand

Public Relations:

- Secure national PR placement (Magazine preferred)

Q4

Google

- Reach 100 reviews by 12.31.25 (75 reviews as of Dec. 2024)

ROYALTY
Wellness Spa PLLC



It has been an absolute pleasure spearheading the development of Royalty Wellness Spa's Integrated Marketing strategy over the last year including social media, magazine ads, print signage, community + industry collaborations, and executing the business' FIRST event!

This year's organic social media success has positioned the brand to start 2025 STRONG. I look forward to how the above continues strengthening patient retention and new patient leads, growing the staff's personal brands, and elevating the brand's reputation as a TOP health and wellness provider in the Mid-South.

Ravyn A. Towns, MPS

Ravyn A. Towns, MPS

Integrated Marketing Manager (Consultant)