WWW.ROYALTYWELLNESSSPA.COM

BRAND AUDIT

Client:

Royalty Wellness Spa

ROYALTY
Wellness Spa PLLC

This brand audit is a comprehensive evaluation of Royalty Wellness Spa's identity (Brand Inventory) and the perception of the brand among its consumers (Brand Exploratory).



SECTION I: BRAND STRATEGY

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

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

Staff: 1 Nurse Practitioner, 2 Aesthetics Nurses, 2 Medical Aestheticians, and 1 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)

Website: www.RoyaltyWellnessSpa.com
Instagram: @Royalty_WellnessSpa: 4,224 followers
TikTok: @Royalty_Wellness_Spa: 1,609 followers, 8,123 likes
Facebook: Royalty Wellness Spa: 1,273 followers
Linktree: @RoyaltyWellnessSpa

SECTION I: BRAND OVERVIEW

Founded in 2018 by board-certified Adult Nurse Practitioner Sharonda Walton, Royalty Wellness Spa (RWS) began as a boutique medical spa focused primarily on cosmetic injectables, wellness injections, and IV Hydration Therapy. The brand was established after Walton identified a gap in access to advanced medical aesthetics services and representation within the Memphis market.

Since its launch, RWS has evolved from a small aesthetics practice with 1 staff member into an award-winning comprehensive wellness destination offering medical aesthetics, skincare, laser treatments, body contouring, women's wellness, medical weight loss, TED Hair Restoration, and holistic wellness services with 5 staff members.

This evolution reflects a strategic shift from a treatment-based business model to a patient-centered brand that emphasizes personalized care, preventive wellness, and long-term health outcomes. Today, Royalty Wellness Spa positions itself as a boutique medical spa that integrates aesthetic medicine with wellness services, reinforcing its mission of helping clients look and feel their best through customized, evidence-based care.

SECTION I: SERVICES & PRODUCTS

Medical Aesthetics

- Cosmetic Injectables (Tox and Filler)
- PDO Threads
- Derma PRP Treatments
- Hair Restoration (PRP and TED)

Wellness

- Wellness Injections
- IV Hydration Therapy
- Semaglutide Injections
- Facials
- Chemical Peels

Body Contouring/Skin Tightening

- Non-Invasive Body Treatments and Morpheus8
- Sauna Detox Body Wrap

Products:

- Skincare
- Sunscreen
- Vaginal

SECTION I: TARGET MARKET

Royalty Wellness Spa (RWS) serves health and image-conscious consumers seeking premium medical aesthetics and wellness services in the Memphis market. Its primary audience consists of women and men ages 25–65 who value personalized care, confidence, preventative wellness, and investing in their appearance and overall health.

Consumers: RWS primary consumers are wellness-oriented adults, particularly women ages 25–65, who seek personalized medical aesthetics and wellness solutions that enhance both appearance and overall well-being. These consumers are not only purchasing individual treatments; they are investing in confidence, preventative care, and long-term lifestyle improvements. Because aesthetic and wellness services involve personal health decisions and financial investment, consumers often evaluate providers based on credibility, expertise, online reputation, and perceived results before making a purchase decision.

SECTION I: TARGET MARKET

According to the owner, more than 50% of new patients visit due to Instagram and TikTok. Primarily, RWS's target consumers are digitally engaged and use social media, Google reviews, and word-of-mouth recommendations to validate their choices. The growing demand for personalized wellness experiences presents an opportunity for RWS to strengthen relationships with consumers by continuing to emphasize trust and customized care. According to the American Med Spa Association (AmSpa), medical spa consumers increasingly seek providers that offer qualified professionals, advanced treatments, and a combination of aesthetic and wellness services, highlighting the importance of trust and expertise within the industry (AmSpa, 2024).

Competitors: RWS operates within a highly competitive Memphis medical aesthetics and wellness market, with approximately 123 active med spas competing across the metro area (Orbital, 2026). In addition to local medical spas, RWS competes with dermatology practices and wellness clinics offering some of the same services. Within this competitive landscape, RWS differentiates itself through its integration of medical expertise, luxury service experience, and comprehensive wellness offerings that extend beyond traditional aesthetic treatments. As an award-winning medical spa, RWS has established additional credibility and consumer trust through industry recognition and Public Relations, strengthening its position as a trusted provider of personalized aesthetic and wellness solutions.

SECTION I: TARGET MARKET

Collaborators (Click each to view):

- SNH Linked Permanent Jewelry
- Memphis Women's Expo
- ThePerfectDermaPeel
- Memphis Health and Fitness Magazine
- DefenagePro Exclusive Skincare
- Chiropractor (Wellness Wednesday Event)

Company: RWS positions itself as a boutique medical spa that integrates aesthetics and wellness through personalized, evidence-based treatments designed to help clients look and feel their best.

Context: The continued growth of self-care, preventative wellness, and aesthetic treatments creates an opportunity for RWS to expand brand awareness beyond the Memphis market while strengthening its position as a trusted, premium wellness destination. As consumer demand shifts toward personalized health and beauty experiences, RWS can leverage its medical expertise, comprehensive service offerings, and established reputation to build stronger brand equity and increase regional recognition (AmSpa, 2024).

SECTION I: VALUE PROPOSITION

Royalty Wellness Spa (RWS) creates consumer value by delivering personalized medical aesthetics and wellness solutions that combine clinical expertise and a luxury patient-centered experience. Unlike transactional beauty services, RWS focuses on customized care plans **emphasizing sustainable results over time** designed to address individual aesthetic and wellness goals, helping consumers achieve improved confidence, health outcomes, and long-term relationships with the brand. Through its integrated offering, RWS expands opportunities for customer retention, repeat services, and stronger brand loyalty. This differentiation supports long-term brand equity by strengthening consumer perceptions of quality, expertise, and trust.

RWS's value proposition extends beyond traditional perceptions of aesthetics as vanity by positioning wellness treatments as investments in confidence, self-perception, and overall quality of life. Research suggests that appearance-related experiences can influence psychological factors such as self-esteem, body image, and social confidence, reinforcing the connection between personal care and emotional well-being (Alleva et al., 2015). **By connecting aesthetic services with confidence and holistic wellness, RWS differentiates itself from competitors focused solely on appearance and strengthens its position as a brand that supports both external transformation and internal empowerment.**

SECTION I: VALUE PROPOSITION

The brand boasts the following equity drivers:

- Rewards app (Powered by Repeat MD) → loyalty + relationship marketing
- 2 VIP Membership Clubs → retention + exclusivity
- Quarterly Events, Vendor Appearances, Panels → community + engagement
- Seasonal offers → urgency + trial of services
- The Royal Treatment Passport and 2024 Client Appreciation Event → experiential branding

RWS enhances its value proposition by creating an elevated, relationship-driven customer experience beyond individual treatments. The brand provides ongoing value through monthly specials, seasonal limited-time offerings, and exclusive experiences such as “The Royal Treatment Passport,” which encourage continued engagement and repeat visits. These initiatives create a sense of exclusivity while allowing consumers to explore a broader range of aesthetic and wellness services. Additionally, RWS strengthens customer loyalty providing consumers with personalized benefits, convenience, and incentives to maintain long-term wellness routines. Quarterly events and vendor collaborations further enhance the customer experience by creating opportunities for education, community engagement, and access to treatment promotions. Together, these offerings support RWS value proposition by transforming the brand from a service provider into a trusted wellness partner focused on retention, personalization, and lasting consumer relationships.

SECTION I: BRAND IDENTITY EVALUATION

Using Kapferer's Brand Identity Prism, Royalty Wellness Spa's identity reflects a balance of luxury, medical expertise for men and women, and personalized wellness. The brand successfully communicates trust and transformation; however, opportunities exist to elevate its physique.

Physique:

RWS' physical identity is represented through its premium medical spa environment, luxury service offerings, professional providers who participate in continuous education opportunities while showcasing their presence on their personal social media (Instagram and TikTok), and comprehensive wellness portfolio. The brand showcases the same logo it started with and the following colors:

- White (Complementary)
- Purple (Royalty + for women)
- Navy Blue (For men)
- Gold (Royalty)

Personality:

RWS presents a personality that is knowledgeable, nurturing, empowering, and results-driven. Through educational social media content and client-focused messaging, the brand positions itself as both an expert and a trusted wellness partner. Click here to view an example.

SECTION I: BRAND IDENTITY EVALUATION

Relationship:

The relationship between RWS and its consumers is built on trust, customization, and long-term wellness support. Over 70% of its clientele has remained for at least 4 years. Rather than focusing only on individual treatments, RWS emphasizes ongoing client relationships and helping consumers achieve their personal beauty and wellness goals. Click here to view an example.

Culture:

RWS culture is centered around wellness, fun, confidence, self-care, and professional expertise. The brand reflects a commitment to providing **high-quality yet accessible** aesthetic and wellness services while creating a personalized experience for each client. Click here to view an example.

Reflection:

The ideal RWS customer is reflected as a confident, health-conscious individual who values self-investment, appearance, and overall well-being. The brand appeals to consumers who view wellness as a **lifestyle rather than a temporary trend**. Click here to view a PR example.

SECTION I: BRAND IDENTITY EVALUATION

Self-Image:

Consumers who choose RWS may see themselves as empowered individuals who prioritize self-care, confidence, and personal improvement. The brand supports the idea that investing in wellness is an investment in oneself. Click here to view an example.

Overall Evaluation:

RWS has developed a strong identity built around trust, expertise, and personalized wellness. To further strengthen brand equity, the brand should continue expanding its identity beyond a local medical spa by increasing national visibility, strengthening community partnerships, and amplifying its authority within the beauty and wellness industry. Click here to view the owner's national win with the AmSpa.

SECTION II: BRAND INVENTORY: DESIGN

Royalty Wellness Spa's (RWS) brand design communicates a premium, luxurious, and wellness-focused identity that aligns with its positioning as a medical aesthetics and wellness destination. The brand elements are designed to create feelings of trust, sophistication, confidence, and personalized care.

Logo and Visual Identity System:

The RWS logo incorporates a royal-inspired aesthetic that reinforces the brand name and creates associations with exclusivity, confidence, and elevated self-care. The overall visual identity uses a refined color palette, professional photography, and consistent, polished design elements to communicate luxury while maintaining a sense of approachability and accessibility. The consistent use of branded visuals across its website, social media platforms, and magazine ads helps create recognition and reinforce brand consistency.

SECTION II: BRAND INVENTORY: DESIGN

Digital Presence and Brand Communication:
RWS website and social media platforms serve as important brand design elements by showcasing services, educating consumers, highlighting results, and building trust through client experiences. Visual content such as treatment information, before-and-after results, and educational posts support the brand's positioning as both a wellness provider and an industry expert.

Service Environment and Organizational Elements:
As a service-based brand, RWS physical environment and customer experience contribute significantly to its overall brand design. The spa atmosphere, professional staff presentation, treatment experience, and personalized client interactions reinforce the brand promise of luxury, expertise, and individualized care.

Overall Evaluation:
RWS has developed a cohesive brand design that supports its premium wellness positioning. Moving forward, continued investment in visual storytelling, expanded brand assets, and consistent presentation across all consumer touchpoints can further strengthen recognition and differentiation within the competitive medical aesthetics and wellness marketplace.

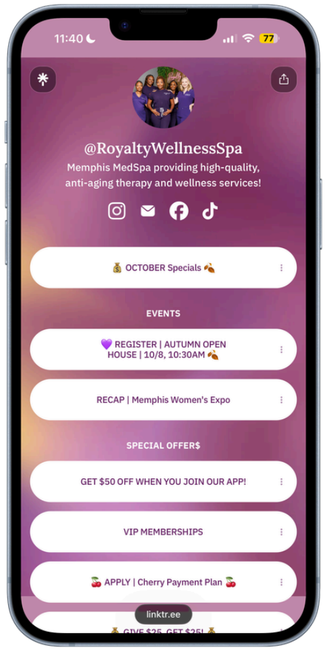
INTEGRATED MARKETING STRATEGY SNAPSHOT

Retractable Banner



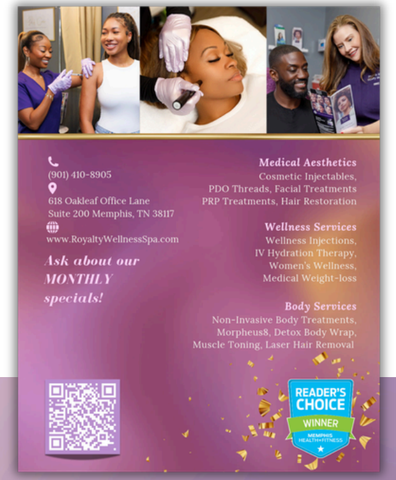
Invite-only Event (50 Attendees) Click here for video recap.





Linktree (Click here)





Magazine Ads (Click here)

SECTION II: BRAND INVENTORY: COMMUNICATION

To communicate the brand's identity, Royalty Wellness Spa uses:

- Monthly ads (Memphis Health & Fitness Magazine)
- Television (Live at 9 with Kontji Anthony, January 6, 2026)
- Social media (Instagram, Facebook, and TikTok)
- Collaborated posts via Instagram with larger aesthetics' brands
- Vendor appearances (Local events)
- Patient Rewards App with seasonal in-app only savings
- Quarterly in-office events

The brand uses guerilla marketing a lot in the form of hosting and participating in events which always include treatment specials and treatments offered the same day such as wellness shots or Tox. This is an area of opportunity that can be further developed to strengthen brand equity.

The section detailing the brand's value proposition also includes this information.

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 4 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 4 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 4,000 followers May 2026)

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

CREATIVE DIRECTION (PHOTOSHOOT)

Original Image





Graphic

CREATIVE DIRECTION (PHOTOSHOOT)

Original Image





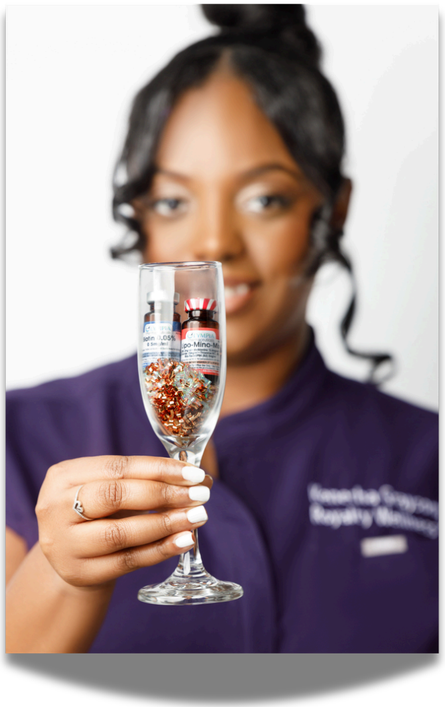
ManyChat Graphic

(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.

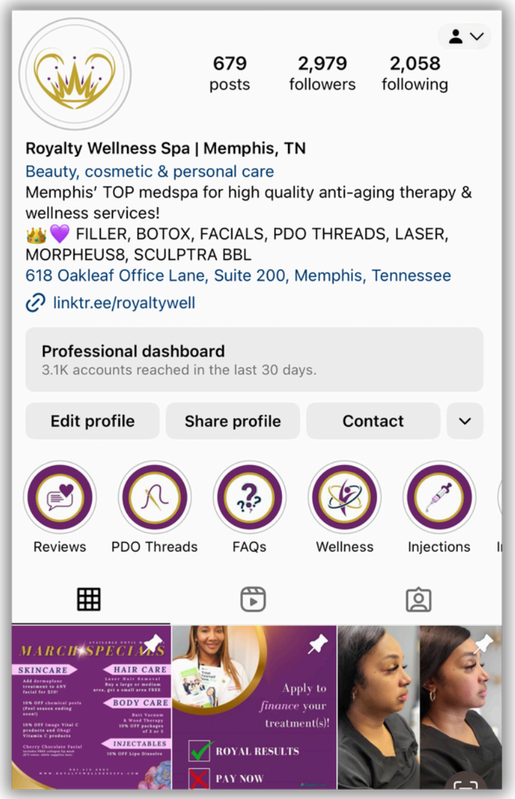


INSTAGRAM (@Royalty_WellnessSpa)

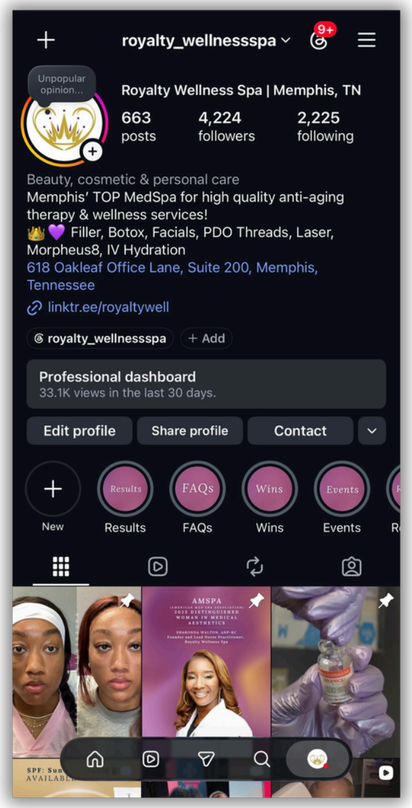
Themes *(Click to view the live content)*:

- **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)

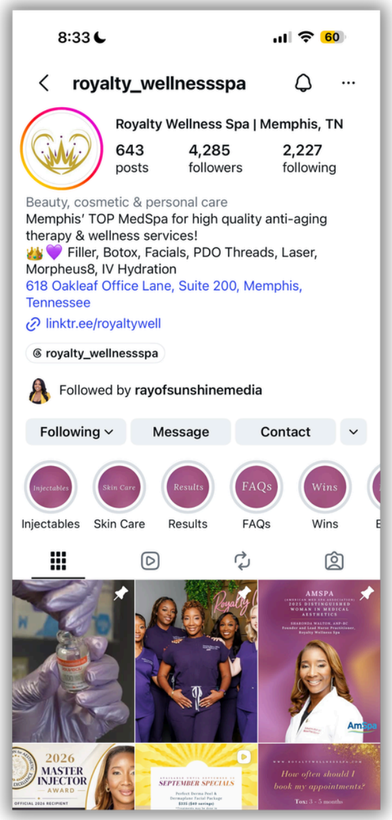
INSTAGRAM (@Royalty_WellnessSpa)



3/12/24: 2,979 followers

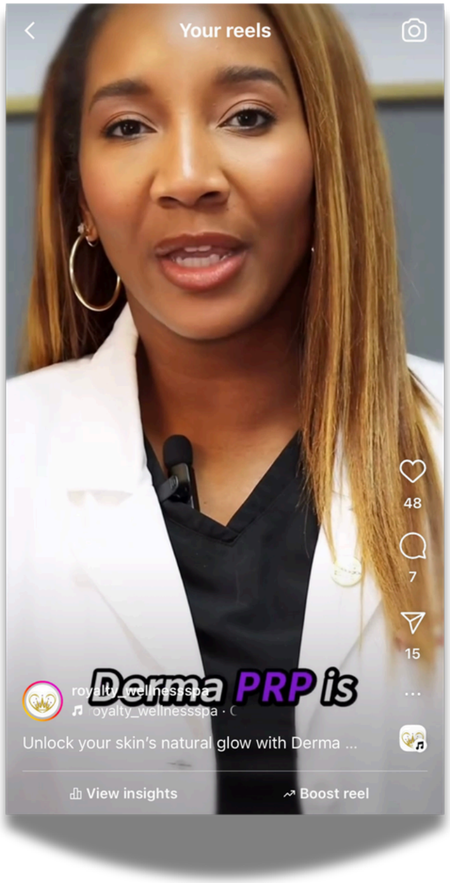


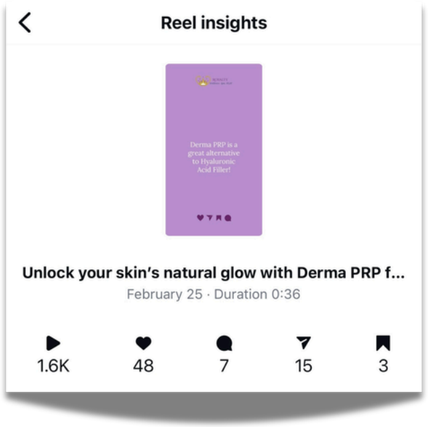
7/28/26: 4,224 followers



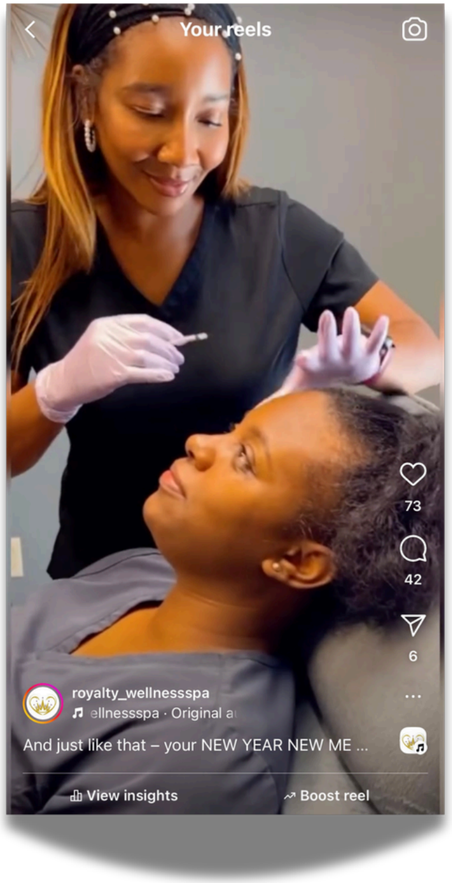
9/15/26: 4,285 followers

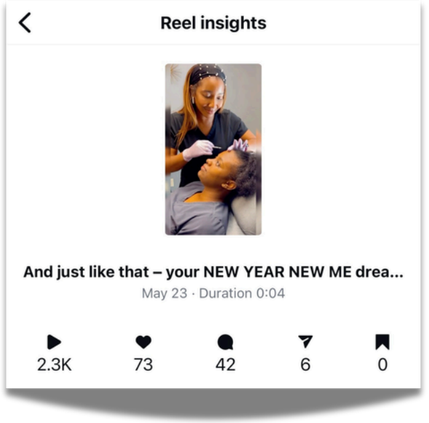
EDUCATION & HUMOROUS CONTENT





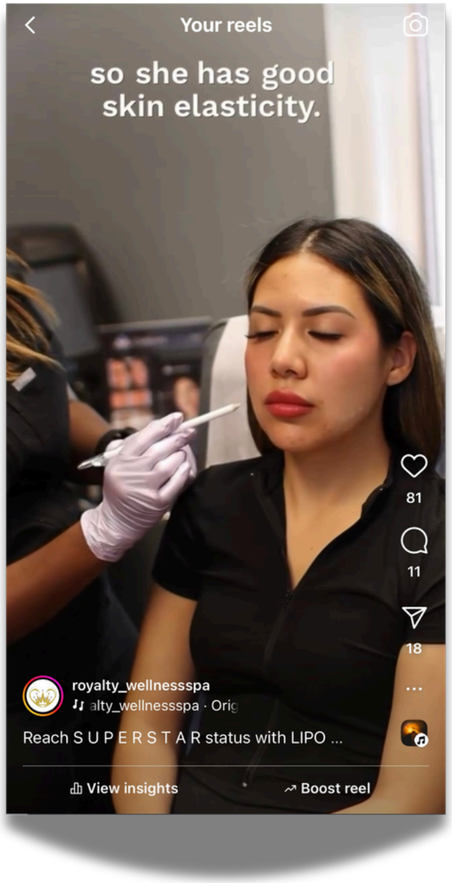
Click here to view the reel.

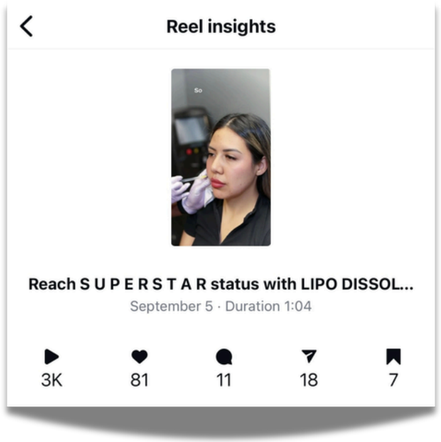




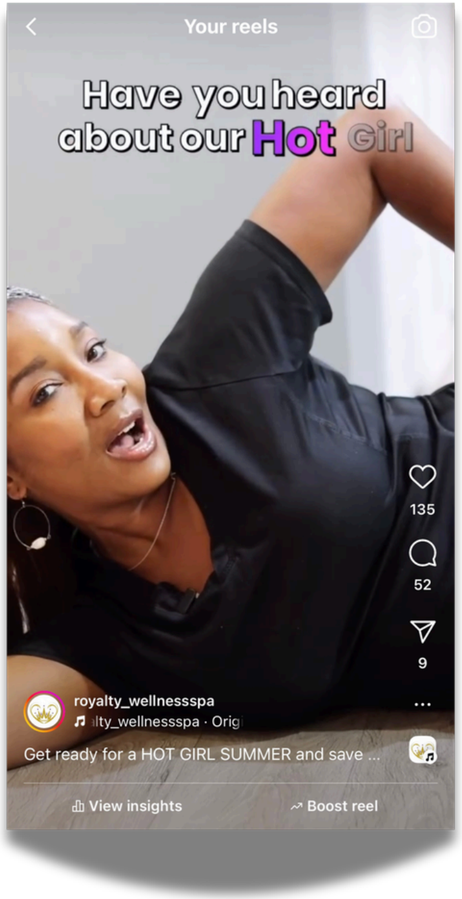
Click here to view the reel.

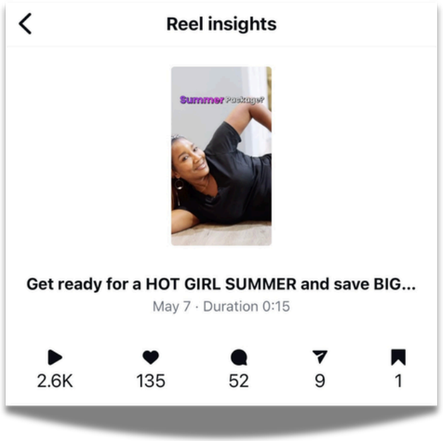
INSTAGRAM (@Royalty_WellnessSpa)





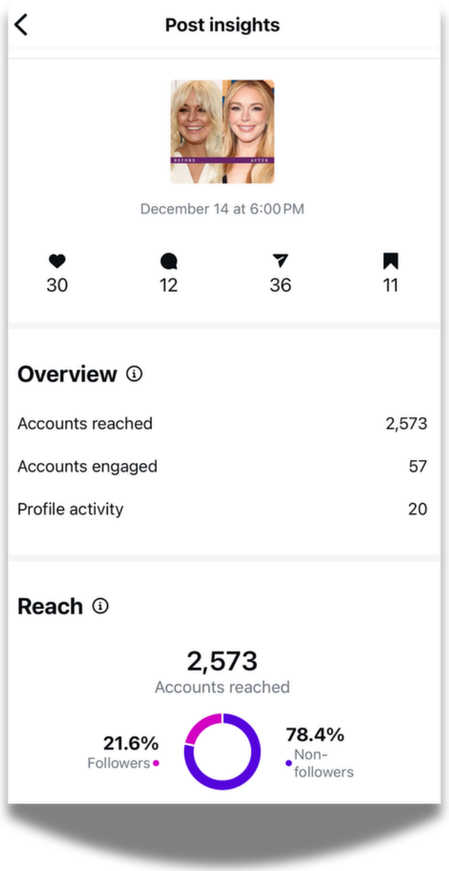
Click here to view the reel.

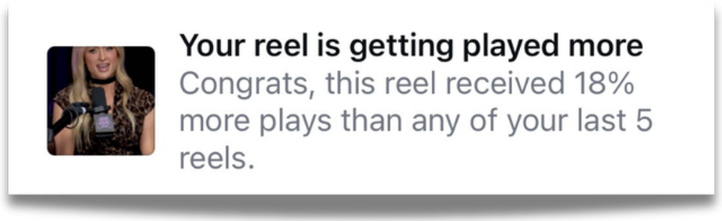




Click here to view the reel.

INSTAGRAM (@Royalty_WellnessSpa)

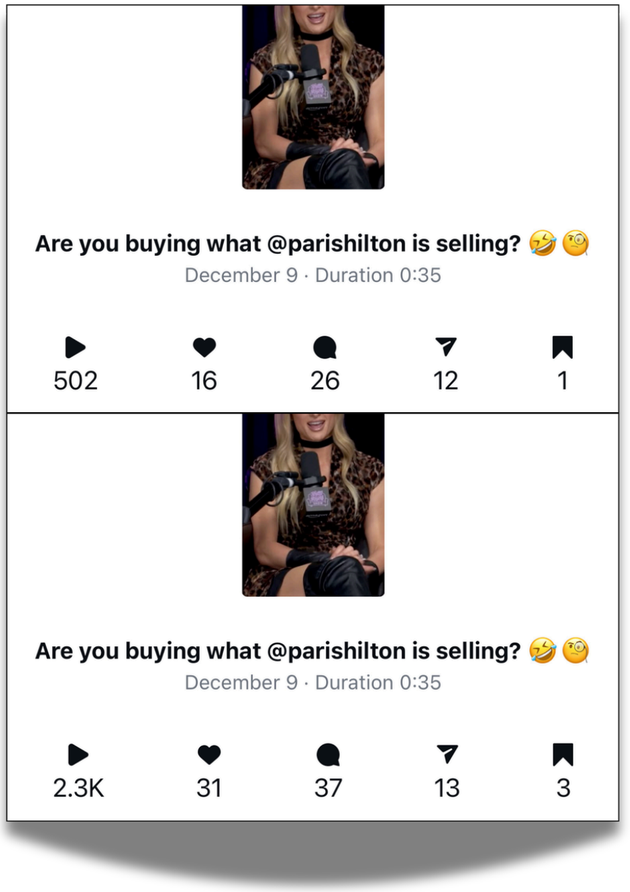




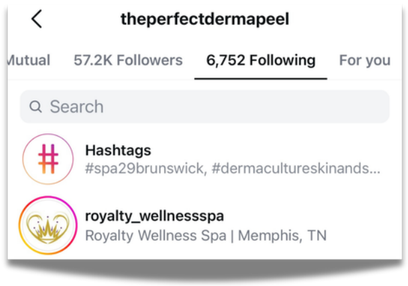
Click *here* to view the post on the left.

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

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



INSTAGRAM (@Royalty_WellnessSpa)

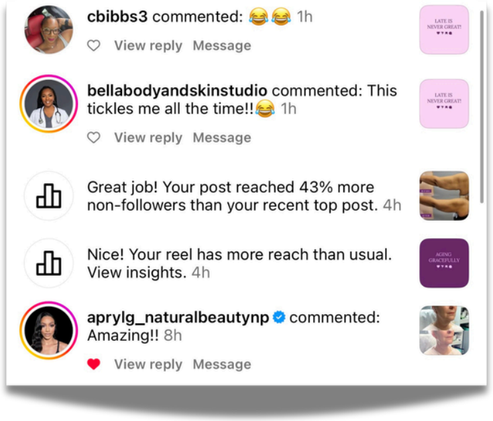


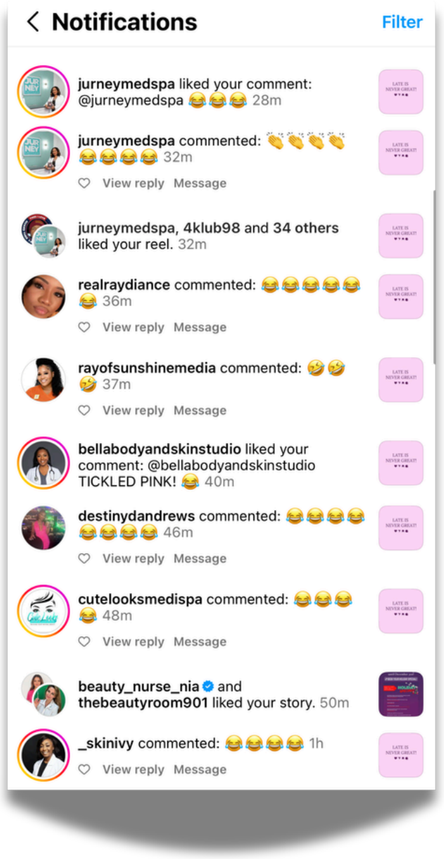
Pictured above shows a follow from an industry-leading brand that boasts over 50K followers.

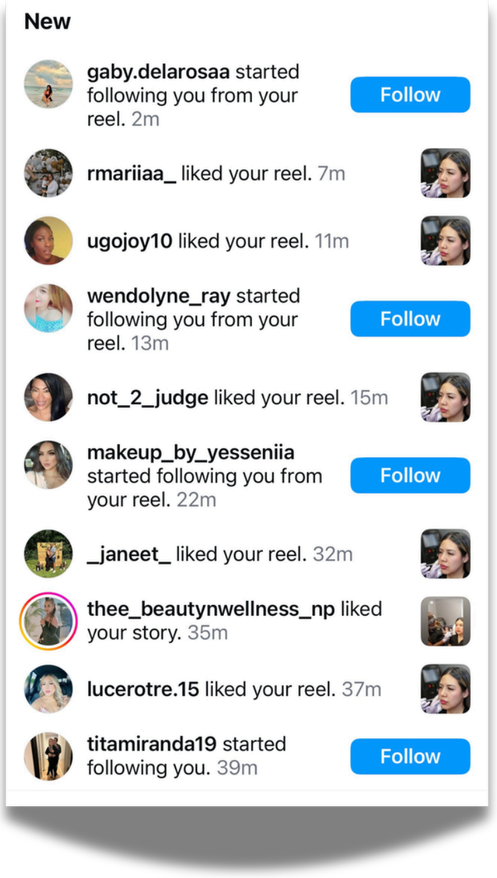
Below shows a new follower that was prompted by a new reel in addition to the same follower liking more reels.



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.



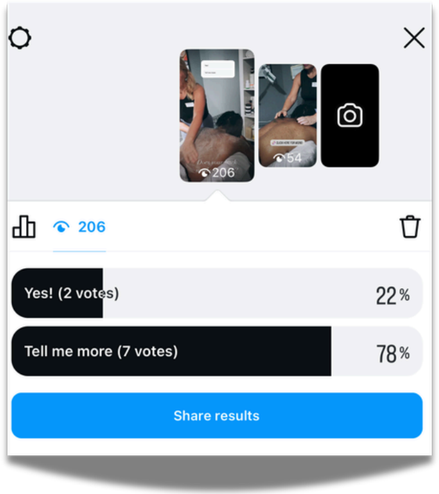


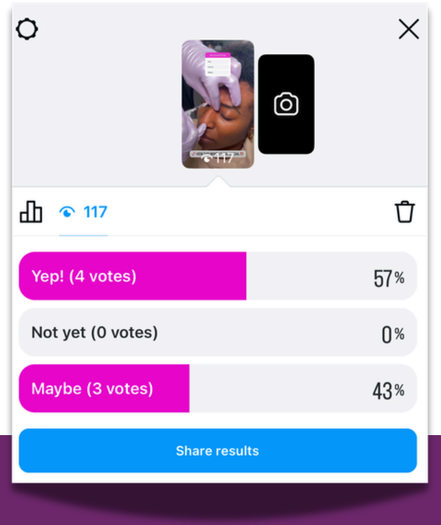


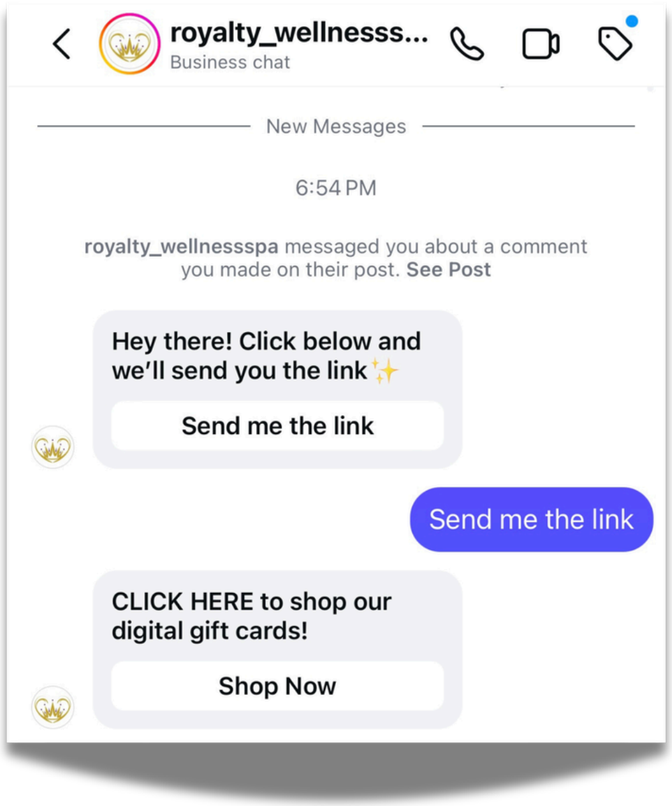
INSTAGRAM (@Royalty_WellnessSpa)

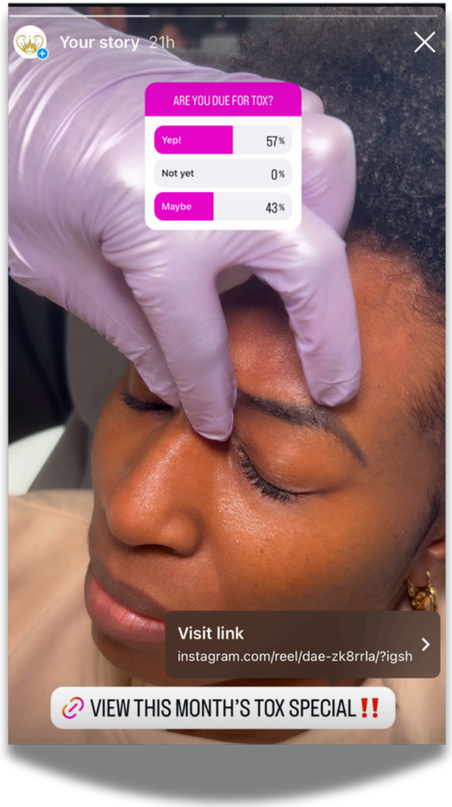
The images on the left show story views that exceeded 100 which utilized the poll and link functions in addition to intentionally limiting the number of posts in the story to 1 - 2 for 24hrs to achieve these numbers.

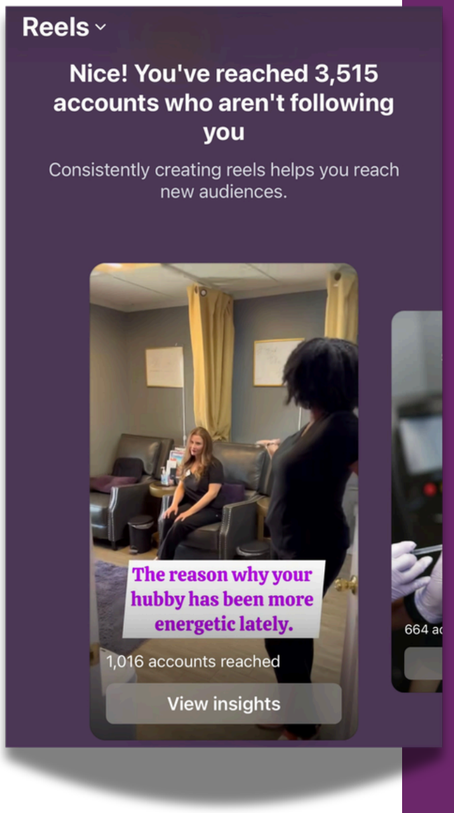
Below shows a sales funnel utilizing the direct message function. Click here to view the live post.









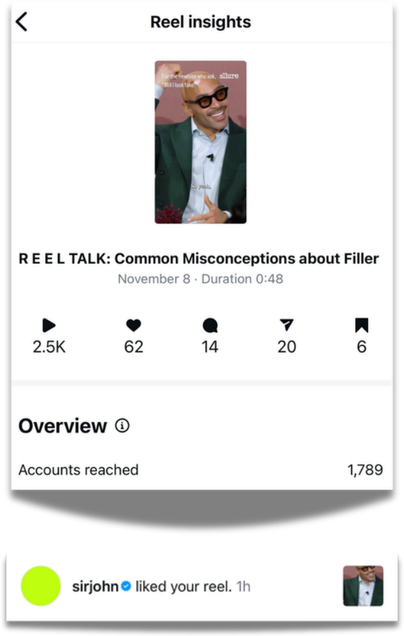


INSTAGRAM (@Royalty_WellnessSpa)

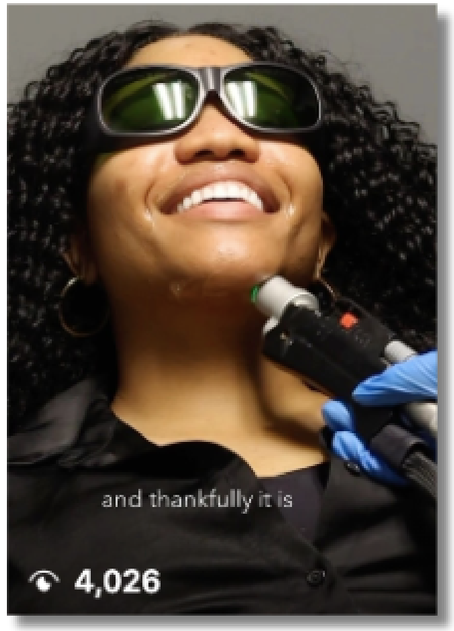
Performance snapshots (Collaborations):

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

Click here to view reel.

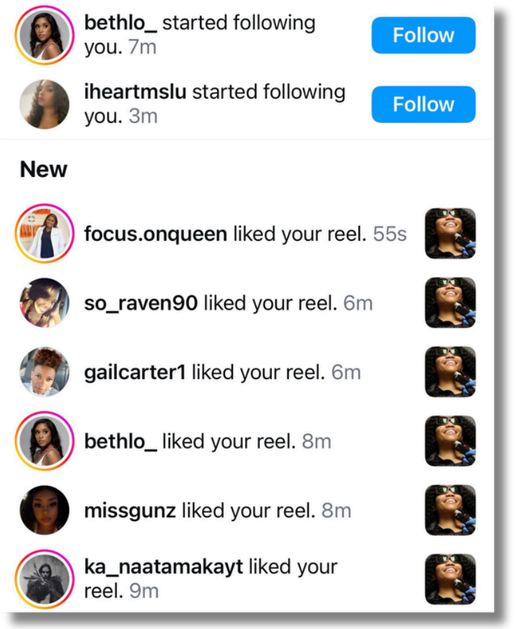


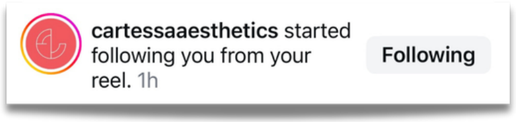




This post collaborated across my personal page and received views that exceeded RWS page following in addition to gaining the following from industry-leading technology brand, Cartessa Aesthetics.

Click here to view the reel.

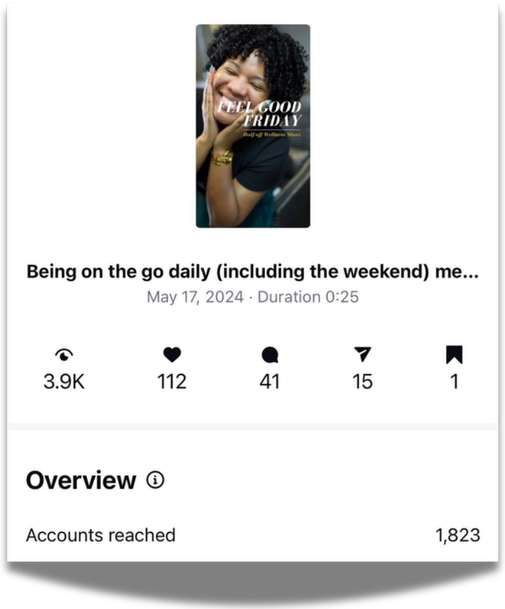




INSTAGRAM (@Royalty_WellnessSpa)

Performance snapshots (Collaborations):





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

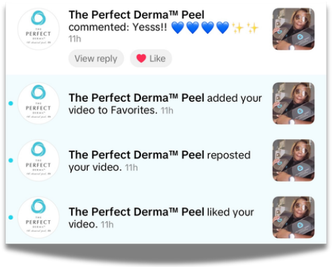
Click here to view the reel.

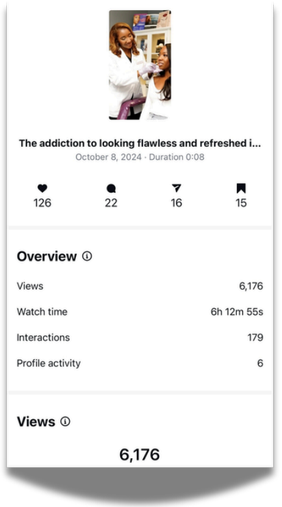


This post collaborated across The Perfect Derma™ Peel's Instagram account and was also shared to TikTok.

Click here to view the reel.

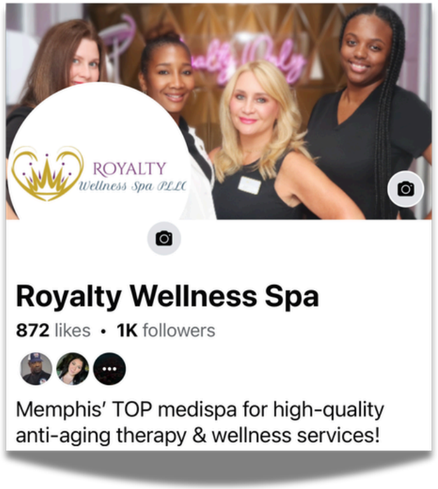
Click here to view TikTok.



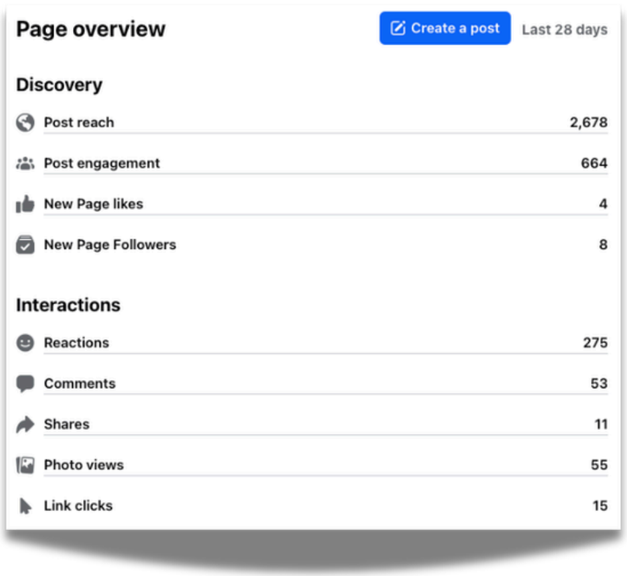


FACEBOOK (Royalty Wellness Spa)

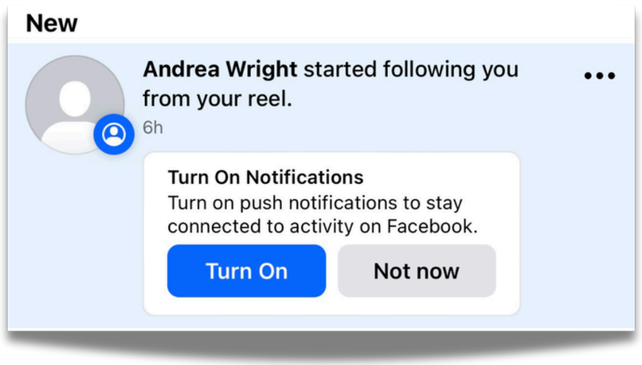
September 2024



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.



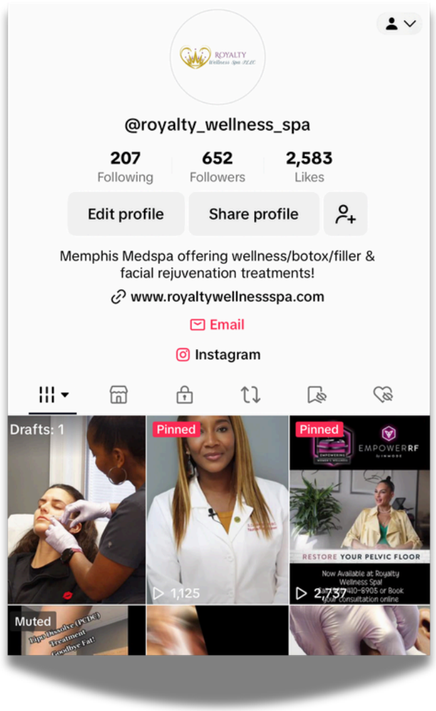
Above:
Good content encourages new followers.

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.

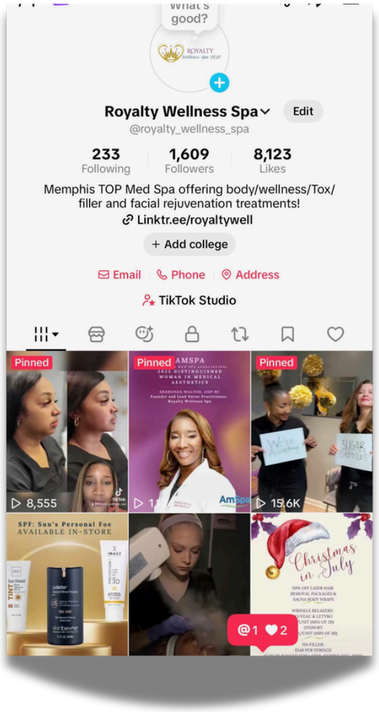


TIKTOK (Royalty Wellness Spa)

March 2024

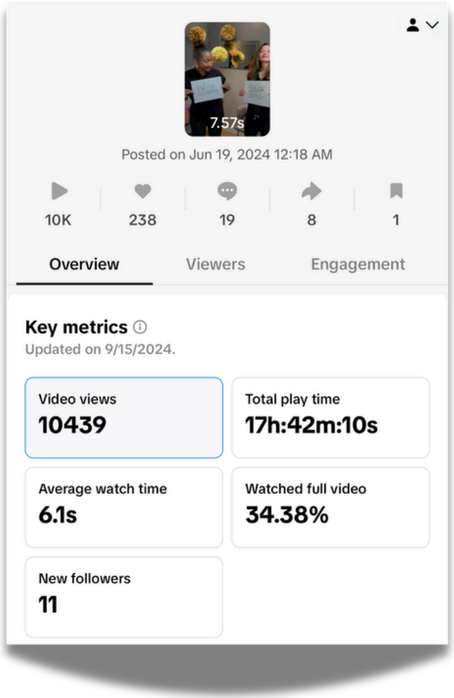


July 2026



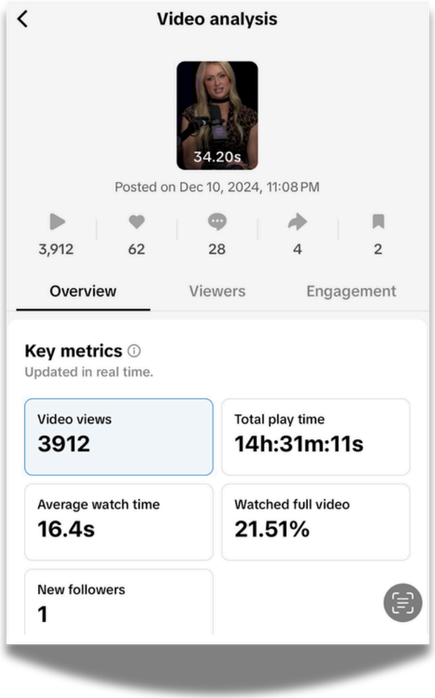
First viral TikTok, June 2024
10K initial views

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.

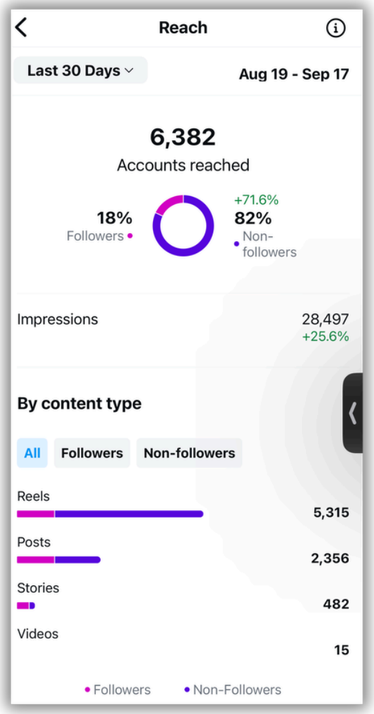
The images to the right display feedback via email and text from RWS' founder, Sharonda Walton.

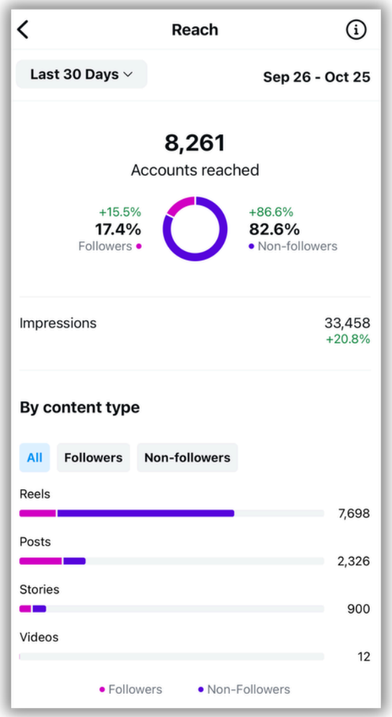




The images below display the Instagram account's overall reach over the span of 2 full months. Notice that the following and non-following reach increased with a non-following reach above 80% for 2 consecutive months and an impressions increase of nearly 21%.

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





Social Media Performance Summary

Overall, all 3 platforms grow steadily (organically) with **Instagram** performing the best.

Monthly Following Average (Net):
Instagram: 50 - 75 followers
TikTok: 25 - 30 followers
Facebook: 10 followers

External factors that can inevitably affect 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 while RWS prioritizes organic social)
- Trending conversations in the media (Limiting spending and social media usage for improved mental health)

SECTION III: BRAND EXPLORATORY

According to Keller's Customer-Based Brand Equity Model, brand awareness is the foundation of brand equity because consumers must first recognize and recall a brand before developing stronger perceptions of quality, trust, and loyalty (Keller, 1993). Additionally, the American Med Spa Association (2024) highlights the continued growth and competitiveness of the medical spa industry, reinforcing the importance of strong brand visibility and differentiation.

Royalty Wellness Spa has developed a strong foundation of brand recognition within the Memphis medical aesthetics and wellness market through:

- Consistent social media engagement (Average of 20 posts a month)
- Community involvement (Average of 10 events annually)
- Local media visibility (Average of 3 annually)
- Industry recognition (2 national awards and 6 local awards + an average of 3 industry events annually)
- Customer advocacy reflected through its 4.9-star Google rating (105 reviews)

SECTION III: BRAND EXPLORATORY

The **“Royalty”** brand name reinforces associations of exclusivity, elevated self-care, and a high-touch customer experience, while the brand’s medical foundation strengthens perceptions of trust, safety, and credibility.

Emotionally, RWS is positioned around helping consumers feel more confident, empowered, and invested in their overall well-being. Visual elements, treatment outcomes, client experiences, and educational content contribute to associations of beauty, wellness, and personal transformation. Compared to traditional spas that may focus primarily on relaxation or beauty services, RWS creates differentiation by combining luxury with clinical expertise.

As the brand continues to grow, there is an opportunity to strengthen associations beyond being a local medical spa by increasing recognition of RWS as a comprehensive wellness authority, nationally. Expanding brand visibility through strategic partnerships, media exposure, and thought leadership can reinforce associations of expertise, innovation, and leadership within the broader wellness industry.

SECTION III: BRAND EXPLORATORY

It maintains a favorable brand image within the Memphis medical aesthetics and wellness market by positioning itself as a premium alternative to traditional spas, dermatology practices, and single-service aesthetic providers. Via Google, consumers evaluate RWS based on its breadth of services, professional expertise, treatment options, and ability to provide multiple wellness solutions under one brand. Compared to competitors that may focus primarily on aesthetics or relaxation, RWS differentiates itself through its integrated approach to beauty, wellness, and preventative care.

Qualitative feedback via Google includes:

- “The experience was extremely relaxing”
- “I appreciate the care and attention”
- “As a first timer I felt comfortable and informed”
- “10/10 definitely going back”
- Providing feedback specific to providers.

SECTION III: BRAND EXPLORATORY

RWS demonstrates strong consumer affinity through a 4.9-star Google rating (105 reviews), reflecting high levels of customer satisfaction and positive brand advocacy. The brand further supports loyalty through 2 VIP membership clubs, a patient rewards app powered by RepeatMD, monthly specials, quarterly client events, and seasonal loyalty-driven offerings such as “The Royal Treatment Passport.” These initiatives encourage repeat engagement, increase customer lifetime value, and strengthen the relationship between RWS and its consumer base.

The owner provided the following:

- 90% of returning clients this year
- 120 VIP members in less than 6 months (Database shows 450 active patients)
- 256 referral-generated appointments in less than 6 months
- 100% Membership retention rate

SECTION IV: BRAND STRATEGY

I recommend four strategic recommendations tied to Keller's Customer-Based Brand Equity (CBBE) model:

1. Increase paid media investment to expand brand awareness beyond local recognition
2. Increase national media placements to strengthen brand authority and market reach
3. Develop strategic wellness partnerships to expand brand associations and customer acquisition
4. Increase social proof through reputation management and review generation

Royalty Wellness Spa has established a strong foundation through consistent organic social media presence, community involvement, local publications, and industry recognition. However, as an eight-year-old wellness brand, there are opportunities to strengthen brand equity by increasing national awareness, improving perceived authority, expanding strategic partnerships, and increasing consumer trust signals. The following recommendations focus on increasing brand awareness, strengthening brand associations, and creating long-term competitive advantage.

Recommendation 1: Increase Investment in Paid Media to Expand Brand Awareness and Market Reach

Currently, RWS has relied heavily on organic marketing channels, including Instagram, Facebook, TikTok, local events, local publications, and awards. While these efforts support community awareness, organic reach alone limits the brand's ability to scale. A strategic paid media investment would allow RWS to reach new audiences, increase brand recall, and compete more effectively in the growing medical aesthetics and wellness market. Paid advertising through platforms such as Meta Ads and Google Ads could allow RWS to target consumers based on demographics, geographic location, wellness interests, and purchasing behaviors. Research shows that consistent brand exposure across multiple touchpoints increases brand familiarity and can positively influence consumer consideration.

SECTION IV: BRAND STRATEGY

Recommendation 2: Increase National Media Placements to Strengthen Brand Authority and Market Reach
RWS should pursue strategic national media placements in leading beauty, wellness, and lifestyle publications to expand brand awareness beyond the Memphis market and strengthen its position as a trusted wellness authority. Targeted opportunities include pitching founder expertise, patient success stories, wellness trends, and innovative treatment offerings to platforms such as ESSENCE, Ebony, NewBeauty, Shape, and Forbes Health. These placements would provide third-party credibility while increasing visibility among consumers who value trusted expertise, premium experiences, and evidence-based wellness solutions.

“Marketing Moments” including National Nurse’s Week, World Water Day, International Women’s Day, and Men’s Health Month are examples of what can be leveraged. National media exposure would also strengthen RWS brand equity by shifting consumer perception from a successful local medical spa to a recognized leader within the broader aesthetics and wellness industry. Research from Edelman’s Trust Barometer demonstrates that consumers place significant value on credible, third-party sources when forming opinions about brands and organizations (Edelman, 2024). By incorporating earned media into its PESO strategy, RWS can leverage external validation to build stronger brand associations, increase consumer consideration, and support future market expansion.

SECTION IV: BRAND STRATEGY

Recommendation 3: Develop strategic wellness partnerships to expand brand associations and customer acquisition
RWS should establish strategic partnerships with influential Memphis-based figures and beauty/wellness creators to increase brand awareness, strengthen consumer trust, and expand its reach beyond its existing audience. High-level influencer and public-figure partnerships can introduce the brand to new audiences while reinforcing its premium wellness positioning. A potential partnership opportunity would include Memphis-native and entertainer GloRilla, whose strong connection to the Memphis community could help increase local cultural relevance and visibility through authentic wellness-focused content. Two strategic partnership opportunities include Life Time Germantown and The Westin Memphis Beale Street. A partnership with Life Time Germantown connects RWS with affluent, wellness-focused consumers through member-exclusive consultations, wellness assessments, IV therapy education, and treatment offers. This strengthens RWS association with preventative wellness and position aesthetic services as part of a broader health lifestyle.

A partnership with The Westin Memphis Beale Street introduces RWS to travelers, corporate guests, and bridal groups through curated wellness experiences, including skincare treatments, IV therapy packages, and event-focused services. This expands brand reach while reinforcing RWS's luxury positioning. Together, these partnerships shift RWS from being viewed solely as a medical spa to a comprehensive wellness destination. Influencer partnerships should be approached strategically by prioritizing credibility and audience alignment rather than follower count alone. Research by Lou and Yuan (2019) found that influencer credibility, trustworthiness, and the perceived value of influencer-generated content positively impact consumer trust, brand awareness, and purchase intentions. For RWS, collaborations could include treatment journeys, treatment education, behind-the-scenes experiences, and authentic testimonials that demonstrate the brand's value beyond aesthetics. By leveraging trusted voices that align with RWS target consumers, the brand can strengthen mental availability, improve consumer consideration, and build stronger associations with luxury wellness and expertise.

SECTION IV: BRAND STRATEGY

Recommendation 4: Implement a Structured Google Review Growth Strategy to Strengthen Consumer Trust and Conversion

RWS should implement a structured Google review growth strategy to increase the volume of consumer reviews while maintaining its existing 4.9-star rating. Although a high rating demonstrates strong client satisfaction, review quantity is an important indicator of brand credibility, especially for a medical aesthetics provider where consumers often research reputation, expertise, and results before selecting a provider. As an eight-year-old wellness brand, increasing review volume would provide stronger social proof and help RWS compete against other medical spas and aesthetic providers with greater digital visibility. Recommended tactics include automated post-appointment review requests, QR codes at checkout, VIP member review initiatives, and personalized follow-up messages encouraging satisfied clients to share their experiences.

Increasing Google reviews would strengthen RWS's brand equity by improving online discoverability, reinforcing positive brand associations, and reducing perceived risk among prospective clients. Research from BrightLocal (2024) found that consumers rely heavily on online reviews when evaluating local businesses, with reviews influencing trust and purchasing decisions. By transforming satisfied clients into visible brand advocates, RWS can strengthen consumer confidence, increase new patient acquisition, and reinforce its position as a trusted wellness destination within Memphis and surrounding markets.