



Customer Story RUMA Aesthetics

What makes a medical spa succeed? Is it the latest cosmetic and medical practices? How about the best aesthetic treatment? Years of practice in the field?

All these, and more, are what you can expect from the excellent med spa, RUMA Aesthetics. Born from a vision of the brand's founder, Shelby Miller, RUMA Aesthetics aims to provide personalized medical aesthetic services for clients.

So, what exactly makes a med spa succeed? Aside from the mentioned qualities, the passion to truly provide what a client needs is key in making it big. And Shelby does this in a genuine and kindful manner. Knowing that everyone has their unique take in beauty, Shelby makes sure that RUMA Aesthetics' clients transform to the best version of themselves. And this transformation, a journey towards excellence and beauty, can only be done with Shelby's passionate vision, continued work on learning the newest and best procedures, and genuine care for her clients.

Challenge

Shelby's drive to help more people is outstanding. And yet, as much she excels in her field, she did have trouble bringing RUMA Aesthetics to the people that deserve to transform to their beautiful selves. Even with in-house marketing, the brand faced several hurdles in reaching out to a bigger market.

Additionally, the fast-paced world of technology and online marketing needed to be addressed. Even with a website setup, much work needed to be done to maximize RUMA Aesthetic's online foothold.

Solution

Call it serendipity. RUMA Aesthetics met Growth99 at a medical event. Learning more about each other, the two like-minded groups (in terms of providing only the best services for their clients in their respective fields) decided to partner up.

And since Growth99 knew that RUMA Aesthetics deserved a dedicated technology partner. The medical spa needed all the love and care in online services, considering the great work they've been doing for their clients!

Growth99 focused on creating a website that will best reflect RUMA Aesthetics' ideals. Making the new website compatible for mobile devices was a key requirement, in order for the brand to tap into a larger market.

An ecommerce layout and email marketing strategy have all been setup to generate revenue. Additionally, a membership platform had been integrated, to work seamlessly with the brand's services.

And knowing how fast-paced online marketing is, Growth99 also committed to provide rapid changes on the latest online strategies to help boost RUMA Aesthetics' presence online.

AT A GLANCE

Company : RUMA Aesthetics

Business : Medical Spa

Location : Lehi, UT

Customer Since : 2020

Website :

<https://rumaaesthetics.com/>

Use Case : The client wanted a reliable partner that will not only help the brand in marketing and online needs - a long-term and lasting relationship was the goal!

RUMA Aesthetics Says,

"Growth99 has been extremely helpful with helping me launch our new Specialized Facial Aesthetics Practice. They are always so quick to respond and on top of it! Growth99 has helped me navigate the very overwhelming and confusing marketing world. They have completely rebuilt our website and continue to make real-time changes as needed, they created an online store for us, they assist us monthly with email content and marketing material creation, they optimize SEO and have increased our digital presence, and more. I would highly recommend working with them. I've done business with similar companies and no one comes close to the responsiveness and attention to detail that Growth99 provides. Totally worth the investment. Five stars all day long."