Larkspur Aesthetics

Paid Media Audit

6 November 2026

LEMONADE

RECOMMENDED NEXT STEP the roadmap

THE VERDICT



IMPROVEMENT NEEDED

Discount-led acquisition and gaps in the conversion path are limiting paid media's contribution to earnings.

META ADS 3 / 10

Every ad buys a new customer with a discount.

GOOGLE ADS 5 / 10

Mismatched ads are weakening the path from search intent to revenue.

POSITIONING AND OFFER 3 / 10

Multiple offers are attracting price shoppers and driving discounted growth.

QUALIFICATION 5 / 10

Unqualified enquiries are stopping platforms from identifying high-value customers.

CONVERSION JOURNEY 5 / 10

A disconnect in the conversion path is leaving revenue on the table.

REVENUE OPPORTUNITIES 5 found

Five untapped opportunities could become proven revenue streams.

RECOMMENDED NEXT STEP

The roadmap

A practical plan to turn these findings into more profitable customer growth.

See the roadmap →

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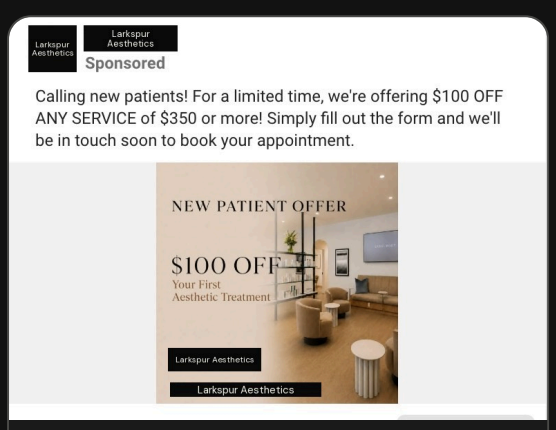
META ADS 3 / 10

Does the creative portfolio support sustainable new-customer acquisition?

THE VERDICT

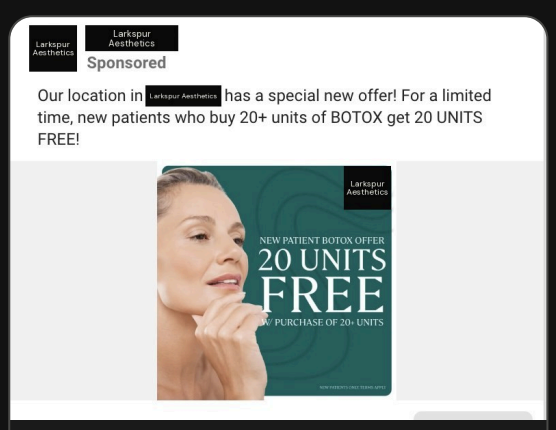
Every new customer is bought with a discount, which costs margin now, and growth that depends on discounting is lower-quality earnings.

EVIDENCE · ONE CAPTURE PER CONCEPT



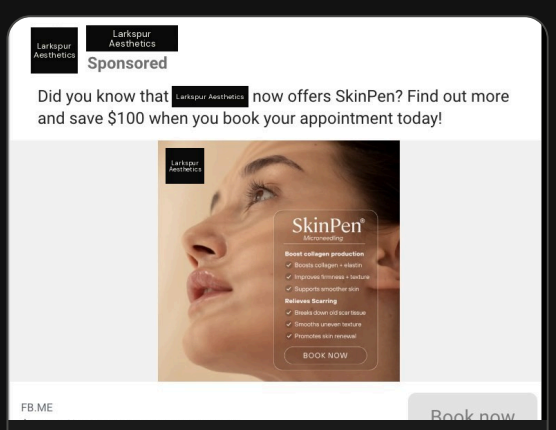
$100 off a first treatment

About 7 variations · running since 16 Apr 2026 · lands on a Meta instant form (fb.me)



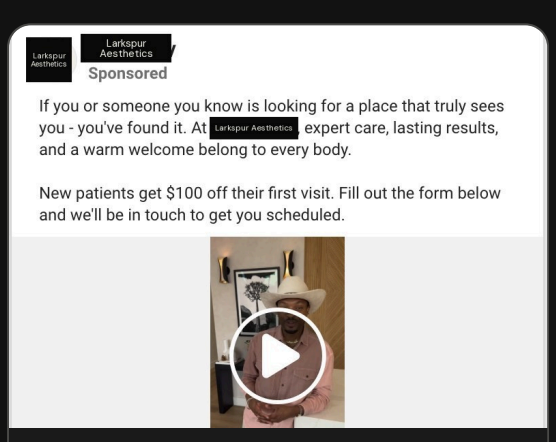
Its newest location: 20 Botox units free

About 4 variations · since 16 Apr 2026 · Meta instant form · the only Texas location still open



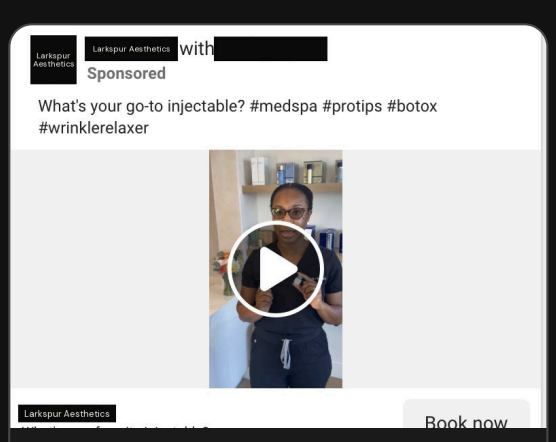
SkinPen, $100 off

About 4 variations · since 26 Aug 2026 · Meta instant form · treatment-first, feature list, no concern named



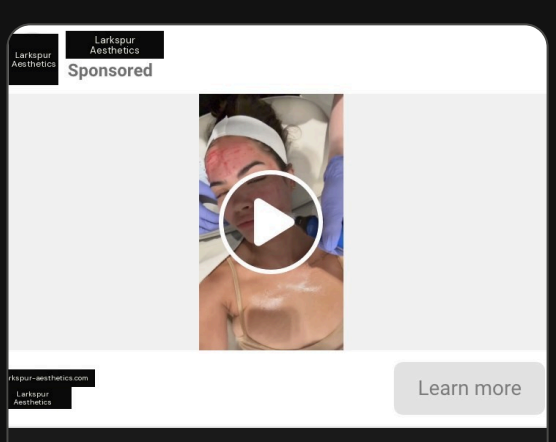
Brand video, then the coupon

Since 26 Jun 2026 · the one ad that opens on a customer feeling, then reverts to $100 off



Creator partnership

Since 22 Jun 2026 · lands on the Zenoti booking page · the only proof-style ad live



Treatment video, no offer

Since 15 Oct 2026 · newest creative · lands on larkspur-aesthetics.com · 3 ads share this creative

SCORED ON 5 READS, EACH 0 TO 2 · META AD LIBRARY, 18 ACTIVE ADS, CAPTURED 5 NOVEMBER 2026

Format diversity	1	Static dominates, about 14 of 18. 4 videos and 1 creator partnership. No carousel, no before and after, no client on camera.
Concept diversity	1	4 concepts across 18 ads: $100 off a first treatment (about 7 variations), Botox 20 units free at its newest location (about 4), SkinPen with $100 off (about 4), a brand video with no offer (one creative on 3 ads). Meta merges near-identical ads in the auction, so 18 ads reach what 4 would.
Customer insight diversity	0	One motivation in every offer ad: save money on a first visit. One ad opens on the fear of being judged ("a place that truly sees you"), then hands over to $100 off.
Persona coverage	0	None of the 3 customer groups in the review research is addressed. The nervous first-timer gets a coupon rather than reassurance and a known price. The provider-loyal regular and the switcher get nothing. The concern-led buyer gets a treatment name and a feature list.
Voices and proof	1	A creator partnership and staff on camera. No client words, no results, no provider named, although the provider is the most repeated reason to choose in every review source.

RECOMMENDED NEXT STEP

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See the roadmap →

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GOOGLE ADS 5 / 10

Is the visible search approach pursuing customers beyond existing brand demand?

THE VERDICT

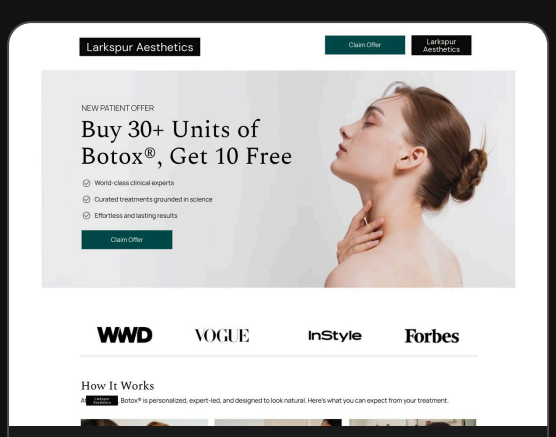
Search reaches people already looking for these treatments, then mismatched ads and discounts give away margin on customers who were ready to pay.

VERIFIED JOURNEYS · 10 OF 79 OBSERVATIONS

SEARCH	SEEN	AD HEADLINE	RECORDED DESTINATION	TODAY	READ
botox near me	Jan 26	Limited-Time Botox Specials - Buy 30 Units Get 10 Units Free	/lp-botox	live	Matches
masseter botox	Feb 26	Botox For Jaw Slimming - Top Masseter Botox In DC	/lp-botox	live	Matches
kybella	Feb 26	Kybella Treatment In DC - Kybella For Double Chin	/lp-injectables	live	Matches
lip filler	Feb 26	Lip Filler in Under 30 Min - $50 Off First Treatment $300+	/lp-injectables	live	Matches
hydrafacial	Mar 26	HydraFacial Treatment - Limited-Time HydraFacial Offer	/lp-skin-rejuvenation	live	Matches
lip fillers near me	Mar 26	Save on Botox, Fillers, & More - Limited-Time Botox Specials	/lp-botox	live	Filler search, Botox ad, Botox page
laser hair removal	Jan 26	Laser Hair Removal in DC - Laser Hair Removal Specials	/lp-skin-rejuvenation	live	Ad matches, page doesn't
botox near me	Jul 26	New Patient Special Offer - Best Facials In Manhattan	/ (root)	404	Botox search, facials ad
dermal fillers near me	Jul 26	[Newest location] Botox and Medspa - 100% Off $350 for New Patients	/100-off-350-new-patients	live	Generic offer page; "100% off" in the ad
lip filler	Sep 26	Best Natural-Looking Results - New Patients Save $100	/ (root)	404	Destination truncated in the record

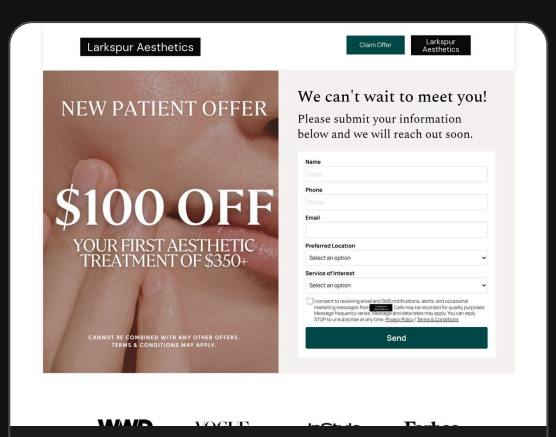
Source: SpyFu domain ad history for larkspur-aesthetics.com, 79 observations across 25 search terms, Dec 2025 to Sep 2026; destinations re-tested 6 Nov 2026. 51 records carry the subdomain root only, which SpyFu truncates and which returns 404 by design on this host. Clicks, cost and spend columns are estimates and are not used.

EVIDENCE



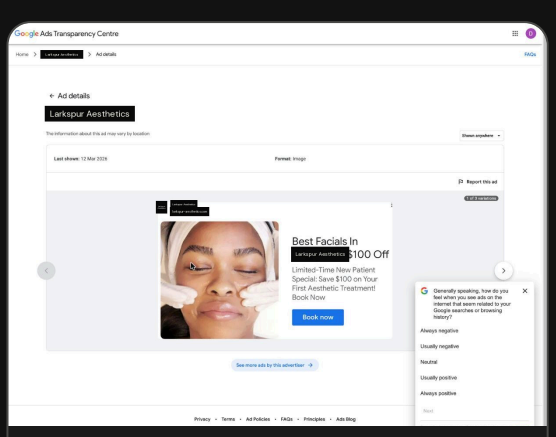
/lp-botox · live

Destination for Botox searches. Offer matches the ad, WWD, Vogue, InStyle and Forbes logos, how it works, before and afters, FAQs



/100-off-350-new-patients · live

The generic offer page. Form above the fold asks name, phone, email, preferred location (9) and service of interest (7)



Transparency Center

The only ad visible to this account; the index lists about 51, the rest hidden as age-restricted. Last shown 12 Mar 2026

SCORED ON 5 READS, EACH 0 TO 2

Intent coverage	1	25 non-brand terms across service, near-me and problem searches in all 4 markets, most of them observed Dec to Mar. From June, 1 to 5 terms a month seen; September, 1. Coverage was broad; how much of it is live now is not observable.
Query to ad relevance	1	Most headlines name the service and the city. Misses in the sample: "botox near me" served "Best Facials In Manhattan"; "lip fillers near me" served a Botox special; "100% Off $350" in one headline.
Ad to destination	1	8 of 9 recorded pages are live and the service pages match their ads. Laser hair removal lands on skin rejuvenation; a filler search lands on the Botox page; 51 records can't be checked beyond the root.
Proposition in the ad	1	75 of 79 observations lead with a discount. The minority that don't are the strongest copy the business has anywhere: "Botox For Jaw Slimming", "Natural-Looking Lip Volume", "Featured in Vogue & Forbes", "Lip Filler in Under 30 Min".
Assets and next step	1	Sitelinks observed (Botox & Fillers, Book An Appointment, Limited-Time Offers). CTA is "Claim Offer" everywhere, including on the consultation-shaped searches.

RECOMMENDED NEXT STEP

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LEMONADE

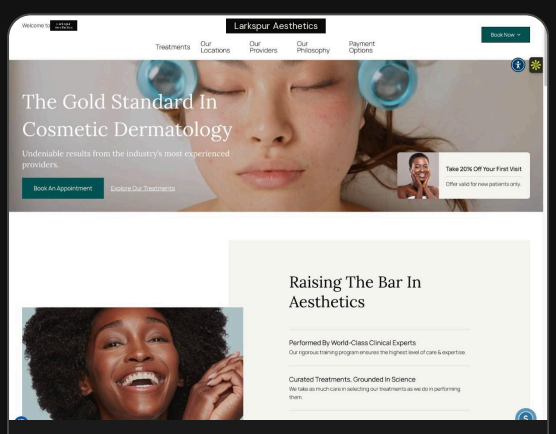
POSITIONING AND OFFER 3 / 10

Does the business give suitable customers compelling reasons to choose it beyond price?

THE VERDICT

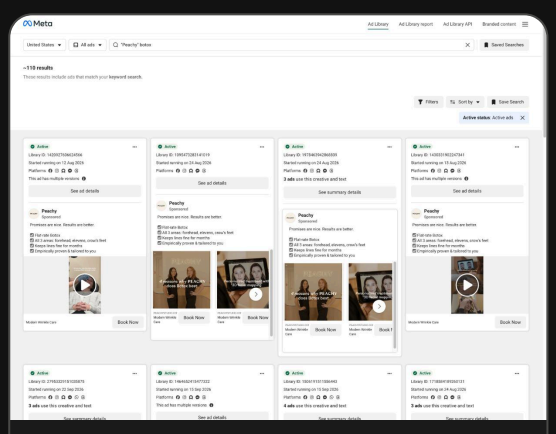
Four offers compete with each other for the same first visit, attracting price shoppers and giving nobody a reason to choose Larkspur Aesthetics over the next clinic.

EVIDENCE



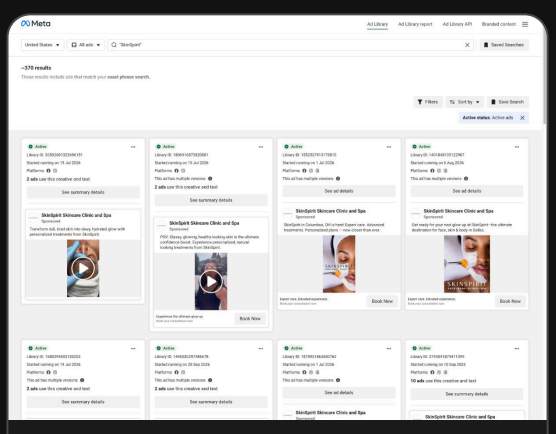
The homepage claim

"The Gold Standard In Cosmetic Dermatology" · 20% off your first visit, while the ads say $100 off and 20 free units



Peachy · ~110 active ads

One proposition, repeated: "Promises are nice. Results are better." Flat-rate Botox, all 3 areas, 3D facial mapping. No discount. NYC, DC, Chicago, Atlanta, Austin



SkinSpirit · ~370 active ads

Benefit-led ("dewy, hydrated glow"), location launches, consultation as the ask. Dallas included

SCORED ON 5 READS, EACH 0 TO 2

Customer relevance	0	Ads address "new patients". None of the 3 motivations in the review research (reassurance for a first-timer, the provider for a regular, a named concern for the problem-solver) appears.
Differentiation	1	The site has real ones (transparent pricing, named providers, "every body") and states none of them; it leads with a category claim SkinSpirit also makes. Ads carry no reason to choose.
Value beyond discounts	0	Every ad is the offer. Peachy and SkinSpirit both run without one.
Credible proof	2	The search landing pages carry WWD, Vogue, InStyle and Forbes, before-and-afters, "over 2,000 5-star reviews" and a provider-named testimonial. None of it reaches a Meta ad or the page for its newest location.
Consistency	0	$100 off, 20 free units, 30-get-10 and 20% off are all live for the same first visit, depending on which ad you saw. The $149 to $349 Beauty Bank membership is on the promotions page and in no ad. Glo & Glam, the nearest competitor to its newest location checked, runs no active Meta ads.

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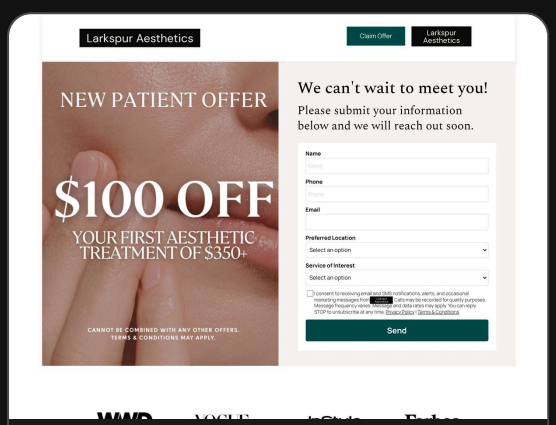
QUALIFICATION 5 / 10

Is the funnel designed to generate commercially suitable opportunities?

THE VERDICT

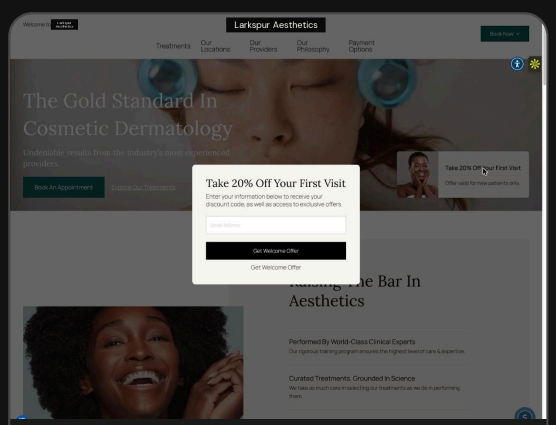
Search enquiries arrive with a location and a service. The rest arrive as an email, so high-value customers can't be told from bargain hunters until staff have spent time on both.

EVIDENCE



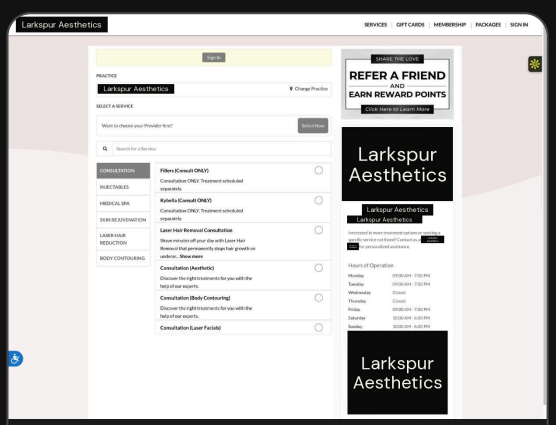
The search funnel form

Name, phone, email, preferred location (9), service of interest (7), consent. Above the fold



The 20% off form

One field: email. No treatment, location, timing or eligibility question



The booking flow

Category list, consultations "treatment scheduled separately", sign-in to proceed. Defaults to Williamsburg

SCORED ON 5 READS, EACH 0 TO 2

Service fit	2	Service of interest on the search form, category on Zenoti. The 20% form and, as far as can be seen, the instant forms ask nothing.
Eligibility	0	No suitability question anywhere visible (pregnancy, prior treatment, medical history), although the FAQ raises pregnancy itself.
Geographic fit	2	Preferred location on the search form covers all 9 centres. The creator ad still books into Williamsburg by default and the 20% form has no location.
Buying readiness	0	No timing or intent question on any form. "We will reach out soon" is the whole next step.
Commercial fit	1	Service of interest separates body contouring from facials. Nothing separates a first-visit offer seeker from a candidate for the $1,000-plus lines.

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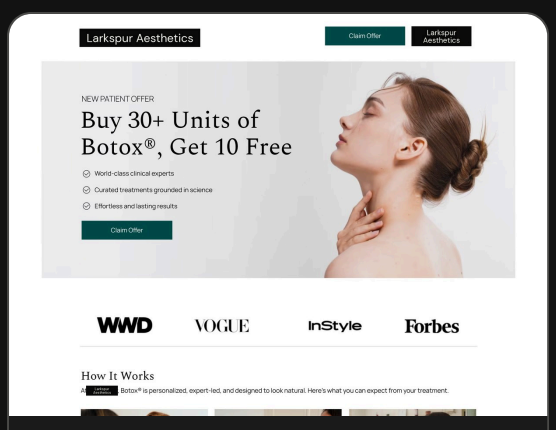
CONVERSION JOURNEY 5 / 10

Does the journey give suitable prospects a convincing route to enquire or book?

THE VERDICT

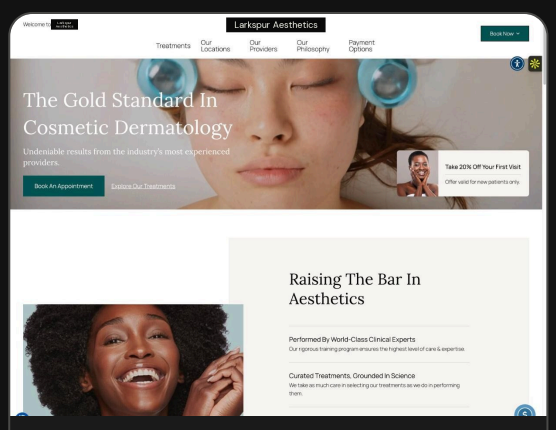
The pages that convert exist, but most paid traffic is sent elsewhere, to a different offer or a sign-in wall, so revenue already paid for is lost on arrival.

EVIDENCE



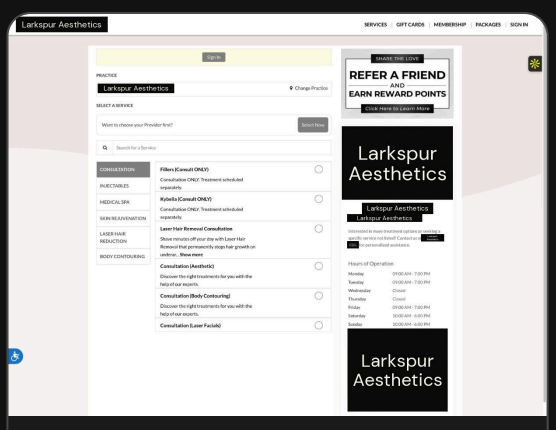
Search journey · /lp-botox

Offer matched, press proof, how it works, before and afters, FAQ, form with location and service



Meta journey · homepage

Destination of the brand and treatment video ads. 20% off on arrival after a $100-off ad



Meta journey · creator ad

A service list for Williamsburg, sign-in required to book

SCORED ON 10 READS, EACH 0 TO 2 · SEARCH JOURNEY FIRST, META JOURNEY SECOND

Ad-to-page congruence	1	Search: the offer in the ad is the headline on the page. Meta: brand videos to a different offer; creator ad to a booking list; instant forms unseen.
The next micro-step	1	Search: "Claim Offer" and a form that asks location and service. Meta: a Zenoti consultation behind a sign-in.
Upper fold	1	Search: offer, three claims, CTA, press logos just below. Meta: category claim, CTA, no proof.
One target market	0	Neither journey says who the page is for or who it isn't for.
Customer language	1	"Designed to look natural", "what to expect" on the search pages. "Gold standard", "raising the bar" on the site.
Feature to outcome	1	Search: how it works, downtime, how long it lasts. Site: "world-class clinical experts" and a training programme.
Differentiation	0	Press logos and "2,000 5-star reviews" are proof, not a reason to choose over SkinSpirit. Transparent pricing, the reason in the reviews, is on neither journey.
Social proof	1	Search: press logos, before-and-afters, a provider-named testimonial. Site: first-name testimonials below the fold.
Friction and objections	1	Search: FAQ and consent set expectations; a 917 number on a Texas page. Meta: sign-in to book.
Hierarchy and scannability	2	Both clean, consistent, CTA repeated and sticky. Mobile not tested in this pass.

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ADDITIONAL REVENUE OPPORTUNITIES · 5 FOUND

Could additional funnels develop into repeatable revenue streams?

THE VERDICT

Membership, skin, body, men and a newly opened location are on the menu with no acquisition behind them, while competitors advertise into each. Proven, each is growth the business can count on.

THE 5 FOUND · COUNTED, NOT SCORED

Membership	1	Beauty Bank at $149, $249 and $349 a month is on the promotions page and in no ad. Peachy's entire programme is built on repeat Botox.
Skin health and lasers	2	Morpheus8, Clear + Brilliant, IPL and SkinPen are on the menu. The only ad is SkinPen with $100 off, as a feature list. SkinSpirit runs the same category benefit-first, Dallas included.
Body and hair	3	Emsculpt NEO, truSculpt iD, CoolTone, Keravive and PRP hair restoration: the highest tickets on the menu, zero ads.
Men	4	The "every body" positioning, and the CEO's 2021 statement that growth money was going on male customers. One ad features a man; none addresses him.
Greenwich Village launch	5	Marked "Now Open" on the site. No launch creative. SkinSpirit runs location-launch ads for Columbus and Dallas.

RECOMMENDED NEXT STEP

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AUDIT AND ROADMAP / DELIVERED IN 7 WORKING DAYS

The roadmap: what gets fixed, in what order.

The fee counts toward any work signed as part of Managed Growth.

What we do

We take every finding on this audit and build what should be running in its place: the customers worth winning and the ads written for them, the offer rewritten to win on reason rather than discount, the landing pages each ad should send to and the questions that qualify who arrives. It is production work, not a list of recommendations, so what you receive can go live as it is.

What you get

Five finished pieces of work and a prioritised roadmap for putting them live, written for the person who will run it.

Delivered in 7 working days.

The fee counts toward any work signed as part of Managed Growth.

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01 / WHAT WE BUILD

Five parts of the roadmap.

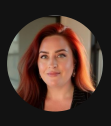
01	Creative strategy	The customers worth winning, from the business's own buyers, with example ads written for each of them.
02	Offer	The current offers indexed against competitors, and the offer rewritten to win on reason to choose rather than discount.
03	Search	Which services to promote on Google, the terms to own, and the ads written to match them.
04	Landing pages	The pages built for each ad and each service, so the click lands on what it was sold.
05	Qualifying questions	The form questions that tell a high-value customer from a bargain hunter before staff spend time on either.

PROOF

From the marketing leaders at platforms we've grown.

94% DROP IN COST PER BOOKING

"They took control of the ads, the messaging, the landing page, and the offer. We pretty much saw an instant increase in performance, and to date they've dropped our smart lipo cost per booking by 94%. We've even had to hire more surgeons to deal with new demand!"

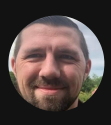


Ashton Graves
Director of Marketing, Advanced MedAesthetic Partners

AMP | LEON

$700 TO $250 COST PER LEAD IN 60 DAYS

"When I joined, our brands were in decline and CPL was $700+. Lemonade dropped it to $250 within two months. Every brand we've brought to them since has seen a dramatic uplift. Their broader consultation on growth has been invaluable."



Tristan Harris
Senior Vice President of Marketing, NextNet Media

Next Net | CLEARVIEW CAPITAL