

MOBI9TECH

Client Case Study

HEALTHY BEGINNINGS WELLNESS & ESTHETICS

Full-Service Digital Marketing Partnership

Executive Summary

Mobi9tech partnered with Healthy Beginnings Wellness & Esthetics, a medical spa offering wellness treatments, esthetics services, and weight management programs. Through comprehensive digital marketing services, Mobi9tech transformed their client's marketing operations, navigating complex platform compliance requirements while driving improved engagement and streamlined campaign management.

The Challenge

Healthy Beginnings faced several interconnected marketing challenges that required specialized expertise:

Platform Compliance Complexity

As a wellness and esthetics provider, the client needed to promote services including weight loss programs (GLP, HCG), skin tightening treatments, IV therapy, and anti-aging procedures. Meta's advertising policies strictly prohibit direct references to weight loss, aging, and medical procedures—requiring creative messaging strategies to remain compliant while effectively reaching target audiences.

SMS Deliverability Crisis

The client's SMS marketing campaigns were experiencing catastrophic failure rates exceeding 50%, with 2,408 contacts failing to receive messages. Analysis revealed the primary causes: carrier message filtering (approximately 60%), attempts to send to unsubscribed recipients (30%), and various technical errors including invalid numbers and daily cap limitations (10%).

Marketing Continuity Needs

Healthy Beginnings required consistent marketing support including website maintenance, blog content creation, email newsletters, and responsive service for time-sensitive updates—all while maintaining brand consistency across channels.

The Solution

Mobi9tech implemented a comprehensive digital marketing strategy addressing each challenge systematically:

Meta Advertising with Compliance Expertise

- Developed compliant ad creative focusing on wellness, self-care, and confidence rather than prohibited medical terminology
- Created strategic messaging positioning for sensitive services (weight management, skin treatments) that passed Meta review
- Managed seasonal campaigns including Black Friday (November 24-30) and 12 Days of Christmas promotions
- Delivered weekly performance reports with CTR improvements and engagement analysis

ActiveCampaign Email & SMS Management

- Designed and deployed custom HTML newsletters matching brand aesthetics with teal accent colors
- Scheduled automated email campaigns for promotional sequences
- Implemented monthly newsletter distribution with current specials and offers
- Created 12-day daily email campaign for holiday promotion featuring rotating daily deals
- Built segmented SMS lists for batch sending to improve deliverability and avoid daily message caps
- Cleaned up SMS contact lists by processing 1,468+ failed contacts, tagging and removing invalid numbers to restore list health

Search Engine Optimization (SEO)

Keyword research and targeting strategy
 On-page optimization work completed
 Local SEO / Google Business Profile management
 Rankings improvements and traffic results
 Any other SEO deliverables and metrics

Website & Content Services

- Monthly blog content creation and posting (2 articles per month)
- Specials page updates and maintenance per client requests
- Emergency after-hours website and ActiveCampaign edits when time-sensitive changes were needed

Services Delivered

Service Area	Deliverables
Meta Advertising	Compliant ad campaigns, weekly reports, seasonal promotions
Email Marketing	HTML newsletters, automated sequences, monthly campaigns
SMS Marketing	Segmented lists for batch sending, contact list cleanup
SEO	<i>[SEO team to add details]</i>

Service Area	Deliverables
Content & Website	Blog posts, page updates, emergency edits

Results & Impact

- **Improved Ad Performance:** CTR improvements demonstrated in weekly performance reports, with increased engagement and click-through rates
- **Platform Compliance:** Successfully navigated Meta's strict health advertising policies, enabling continued promotion of all service offerings
- **SMS Deliverability Restored:** Implemented segmented batch sending strategy and cleaned 1,468+ failed contacts to restore list health and improve delivery rates
- **Marketing Continuity:** Reliable monthly marketing support with responsive after-hours service for time-sensitive needs
- **Holiday Campaigns:** Executed comprehensive Black Friday and 12 Days of Christmas promotions across multiple channels

Partnership Structure

Mobi9tech operates on a quarterly subscription model, providing Healthy Beginnings with consistent, reliable marketing support. The partnership includes regular communication, transparent reporting, and flexibility to address emerging needs—from planned seasonal campaigns to urgent after-hours updates.

Conclusion

The Mobi9tech and Healthy Beginnings partnership demonstrates the value of specialized digital marketing expertise in the wellness and esthetics industry. By combining deep knowledge of platform compliance requirements with comprehensive campaign management capabilities, Mobi9tech has positioned Healthy Beginnings for continued marketing success while solving critical deliverability and engagement challenges.

Ready to transform your digital marketing?

Contact Mobi9tech to discuss your marketing needs.