

SOLSTICE AESTHETICS + WELLNESS · BRAND INTELLIGENCE REPORT

The Clear View

Brand clarity starts here.



SAMPLE REPORT Solstice Aesthetics is a fictional business created to demonstrate the Clear View format.

Executive Summary

Solstice Aesthetics + Wellness has already earned the hardest thing in the med spa business: trust. A 4.8-star Google rating across 212 reviews is the kind of reputation most practices spend years chasing — and almost none of that credibility is visible anywhere Solstice controls. The reviews live on Google; the website, the Instagram, and the booking experience carry on as if they don't exist.

Dr. Cole has built a practice patients clearly love, with a genuinely engaged Instagram following of 4,200. What's getting in the way is the connective tissue: a Squarespace site that hasn't kept pace with the practice, a booking path that asks visitors to scroll and hunt, and a brand voice that alternates between "medical clinic" and "day spa" depending on which page you land on. The audience is there. The proof is there. The path between them is the opportunity.

INDUSTRY Medical Aesthetics Owner-operated med spa · injectables, laser, skin health · Wilmington, NC	BUSINESS STAGE Established Six years in, a loyal patient base, and demand that has outgrown the brand presentation.
OVERALL BRAND HEALTH Needs Work Exceptional reputation, but the conversion path and visual identity haven't caught up to it.	TOP FINDING 212 five-star-caliber reviews that no owned channel ever mentions The strongest sales asset in the business is doing zero work on the website, Instagram, or booking flow.

THE CORE TENSION

Medical credibility or spa indulgence? Right now the brand says both — in alternating sentences — and the reader can't tell which one to trust.

This is a solvable problem: Dr. Cole's physician-led model is exactly the positioning the market rewards. It just needs to be said in one voice, everywhere.

Where They Stand

We reviewed every public touchpoint a prospective patient would encounter — the website, Instagram, Google Business Profile, Facebook, review platforms, and the booking experience. Here's the honest shape of it: strengths on the left are real and observable, gaps on the right are specific and fixable.

WHAT'S WORKING

- 4.8 stars across 212 Google reviews, with patients repeatedly naming Dr. Cole and specific staff — reputation depth most competitors can't match
- 4,200 Instagram followers with genuine comment engagement; before/after posts consistently outperform everything else on the grid
- Physician-owned and physician-injected — a real differentiator in a market full of franchise spas, and patients mention it unprompted in reviews
- Service menu is well-scoped: injectables, laser, microneedling, and skin health without the "we do everything" sprawl

WHAT'S MISSING

- No booking call-to-action above the fold — the "Book" link lives in a dropdown menu and again at the very bottom of the homepage
- No email capture anywhere: no list, no welcome offer, no way to reach interested visitors who aren't ready to book today
- Reviews and testimonials appear nowhere on the website or Instagram — the social proof engine is idling
- Instagram visuals shift between at least three filter styles and two logo treatments, so the grid reads as three different businesses

PROPOSED POSITIONING THESIS

Wilmington's physician-led aesthetics practice — medical-grade results, delivered with the warmth of a spa and the judgment of a doctor who knows when less is more.

Solstice has an audience problem in reverse: the audience already showed up, and the brand hasn't yet given them a clear next step. Every month the site runs without an above-the-fold booking button and an email capture, warm prospects arrive, look around, and leave with no way to act and no way to be followed up with. The reputation is doing its job. The infrastructure hasn't yet been asked to do its job.

How They Show Up

Every channel below was checked by hand, in a single sitting, the week this review was delivered. Grades reflect both the presence of the channel and how well it's working for the business.

CHANNEL	STATUS	GRADE	KEY FINDING
Website	ACTIVE	C-	Squarespace build from a 2021 template — loads fine and reads clean, but the hero says "Welcome to Solstice" with no service, no proof, and no booking button until the visitor scrolls past three sections.
Google Business Profile	ACTIVE	A-	4.8 stars, 212 reviews, current hours and photos. The one gap: owner responses stopped eight months ago, and recent five-star reviews are going unanswered.
Instagram	ACTIVE	B-	4,200 followers, posting 2–3× weekly with real engagement. Grid aesthetic is inconsistent (three filter styles in the last 30 posts) and the bio link goes to the homepage, not booking.
Facebook	MINIMAL	C	Page exists with correct info and auto-crossposts from Instagram, but no native content in over a year — thin for the 40+ demographic that books injectables.
Email / Newsletter	NOT PRESENT	F	No signup form, no lead magnet, no list. Repeat-treatment businesses run on rebooking reminders — this is the single most valuable missing channel.
Online Booking	MINIMAL	D+	Booking runs through a Vagaro page that works, but it's styled in Vagaro's default look, opens in a new tab, and is only reachable via a nav dropdown or the page footer.
Yelp	MINIMAL	C+	4.5 stars across 31 reviews on an unclaimed listing — solid sentiment, but photos and hours are user-submitted and slightly out of date.
RealSelf	NOT PRESENT	D	No profile on the aesthetics industry's dedicated review platform, where two Wilmington competitors are actively answering

CHANNEL	STATUS	GRADE	KEY FINDING
			patient questions and collecting verified reviews.
TikTok	NOT PRESENT	C-	No presence. Not urgent at this stage — but competitor Coastal Glow's provider-led videos are pulling Wilmington views, so this belongs on the 6-month radar rather than the this-week list.

Brand Health Scorecard

Five dimensions, graded A through F. Together they answer one question: when someone discovers Solstice, does everything they see move them closer to booking?

C+ VISUAL CONSISTENCY Three filter styles and two logo treatments across channels — the same practice reads as three different brands.	C MESSAGING CLARITY "Medical" on one page, "pamper yourself" on the next. Both true; neither committed to. The reader can't tell which promise to trust.	B- CHANNEL COVERAGE Present where it matters most (Google, Instagram, web). Email and RealSelf are the gaps that touch revenue.	A- SOCIAL PROOF 212 reviews at 4.8 stars is elite. The minus: none of it is displayed on any owned channel.	D+ CONVERSION PATH Booking is hidden below the fold, hidden in a dropdown, and off-brand once found. No email capture as a fallback.
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OVERALL BRAND HEALTH

C+

Needs Work — with the hard part already done

Most businesses in this position have a conversion problem AND a credibility problem. Solstice only has the first one. The reputation, the audience, and the differentiator already exist — the work ahead is connecting them, which is faster and cheaper than building them.

Top Recommendations

Five moves, sequenced by impact against effort. The first three can be done within two weeks with tools Solstice already pays for. The last two are the strategic work that compounds everything else.

01 Put a "Book a Consultation" button in the homepage hero — and point the Instagram bio link at booking, not the homepage.

Why this matters: Right now every visitor — including 4,200 Instagram followers one tap away — lands on a welcome message with no next step. Squarespace lets you add a hero button in an afternoon; changing the bio link takes thirty seconds. These two edits shorten the path from "interested" to "booked" more than anything else on this list.

QUICK WIN

02 Put the 212 reviews to work: add a rotating review strip to the homepage and a "what patients say" highlight to Instagram.

Why this matters: A 4.8 rating across 212 reviews is the most persuasive asset Solstice owns, and today a prospect only finds it if they think to check Google themselves. Pull the ten best (the ones naming Dr. Cole and specific results), display them where decisions happen, and resume replying to new Google reviews — responsiveness is itself a trust signal.

QUICK WIN

03 Lock the Instagram grid to one visual system: a single filter preset, one logo treatment, and three repeating content pillars.

Why this matters: The engagement is already there — the grid just doesn't look like one practice. Pick one preset (the warm, natural-light look in the recent before/afters is the strongest), retire the others, and rotate three pillars: results (before/afters), credibility (Dr. Cole explaining treatments), and warmth (the studio and team). Consistency turns a good grid into a recognizable brand.

QUICK WIN

04 Commit to one positioning — physician-led aesthetics — and rewrite the website's five core pages in that single voice.

Why this matters: "Medical results, spa experience" only works when the medical claim leads and the spa warmth supports it. Dr. Cole's name and credentials should appear above the fold, treatments should be framed as clinical decisions ("what I'd recommend and why"), and the indulgent language can live inside that frame. This is the difference between competing with every day spa in Wilmington and competing with almost no one.

STRATEGIC INVESTMENT

05 Build the email engine: a signup offer worth giving an address for, plus automated rebooking reminders timed to treatment cycles.

Why this matters: Injectables renew every 3–4 months; skin treatments run in series. That's a business built for email, and Solstice currently has no list at all. Start with one lead magnet (a "first visit: what to expect" guide fits the physician-led positioning), a monthly note from Dr. Cole, and cycle-timed rebooking reminders through Vagaro. This is the channel that turns one-time patients into predictable revenue.

STRATEGIC INVESTMENT

Where This Goes

The Clear View gives you the lay of the land. These recommendations are things you can act on independently — and you should. But if you want a full strategic build — brand voice, positioning differentiation, a content system, and a prioritized 90-day growth roadmap — that's what the Clarity Audit is designed to deliver.

The Clarity Audit — \$3,500

A deep-dive brand audit paired with a 90-day prioritized action roadmap. Covers brand voice definition, competitive positioning, channel strategy, and a content framework built around your expertise. Delivered in two working sessions and a written strategy document you can execute against independently — or with us.

The Clear View is \$149 as a standalone report, or \$349 with a walkthrough call. Either way, your full Clear View investment applies as a credit toward the Clarity Audit within 60 days.

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