

Skin Spa New York

SKIN SPA
NEW YORK

Skin Spa New York is a results-oriented luxury spa brand with locations in New York City and Boston. They specialize in providing a full range of spa services including skin care, laser hair removal, and cellulite reduction to clients at an affordable price without compromising luxury.



INDUSTRY

Healthcare



IN BUSINESS

Since 2005



CUSTOMER

Since 2015



BUSINESS TYPE

Multi-Location

CHALLENGE

Skin Spa New York relies on internet marketing to drive new client growth and needed to work with a company that could help them advertise their business successfully across a range of online channels.

SOLUTIONS

Skin Spa New York develops a presence on top search engines using ReachLocal's search engine optimization solution, ReachSEO, and ReachLocal's search advertising solution, ReachSearch. Their brand stays top-of-mind with prospects through ReachLocal's retargeting solution, ReachRetargeting. They get in front of Facebook users with ReachSocial Ads, ReachLocal's Facebook advertising solution, and they reach prospects with engaging video content on YouTube with custom YouTube advertising through ReachLocal.

RESULTS

Skin Spa New York often has clients tell them "We see you everywhere!" and they attribute that to ReachLocal's comprehensive approach to digital marketing. Their complete digital marketing strategy, including SEO, PPC, and social advertising, has resulted in a strong online presence, found wherever their prospective clients are online. ReachLocal ensures that Skin Spa New York stays ahead of constant search engine algorithm changes and emerging technologies, like the shift from desktop search to mobile.

The Skin Spa New York team enjoys working with the ReachLocal team and appreciates that ReachLocal takes the time to understand their industry and their unique marketing goals.

"We were working directly with Google for our search advertising, but we got the call from ReachLocal, and they took the time to learn our industry. It's been a great working relationship that has only improved over time."

Tom Elzner

Founder & Owner
Skin Spa New York

- ✔ One YouTube video ad had a website CTR of 0.89% and 1,116 video plays
- ✔ YouTube cost per view is \$0.22
- ✔ 49,859 total clicks on Facebook ads since starting ReachSocial Ads with ReachLocal
- ✔ Skin Spa New York NYC Facebook ad campaign generated 498 post likes and 214 post shares in just one month



ReachSocial™ Ads



ReachSEO™



YouTube



ReachListings™



ReachSearch™