



*MARKETING THAT FEELS GOOD, DONE BETTER*

Hello!

We are Healing Path, a dedicated marketing agency focused on empowering wellness and aesthetics brands. Our mission is to help you grow your audience, attract new patients, and achieve the success you need to focus on providing exceptional care and enjoying a balanced life.

We've created this guide for potential clients who align with our values and purpose. Inside, you'll find all the information you need to evaluate our approach and determine if we're the right fit to support your practice's growth.

We'd love the opportunity to discuss how we can help your practice thrive. Take a moment to explore this booklet and feel free to reach out to connect with us directly.



# MEET YOUR GROWTH PARTNERS

At Healing Path, our mission is to empower health, wellness, and aesthetics practices to reach sustainable growth through cutting-edge, data-driven marketing strategies that consistently deliver measurable results.



## Who We Are

At Healing Path, we're a women-led team of strategic marketers, creative thinkers, and systems-minded operators who specialize in helping wellness and aesthetics practices grow with intention. With deep roots in the beauty and health industries, we understand your world, and how to translate your vision into strategy, design, and patient connection. We're here to build strong, thoughtful brands that feel good, function seamlessly, and grow sustainably.

## Why Choose Us

We're more than a marketing agency — we're a full-service growth partner. From brand identity and website development to SEO, content, and paid ads, we connect every piece of your marketing so your patient journey feels seamless and aligned. Our proven systems eliminate guesswork, giving you a clear roadmap, transparent communication, and a team that genuinely cares. With Healing Path, your brand reflects your values, your systems support your goals, and your business has space to scale.

## Our Proven Success

We've helped dozens of brands go from the back pages of Google to fully booked calendars, with measurable results that include 9x ROI, 100K+ new patient visits, and consistent year-over-year growth. But more than numbers, we're proud of the clarity and confidence our clients gain. With Healing Path, you don't just get more leads, you get strategy, structure, and a brand that works as hard as you do.



## WHO WE WORK WITH

At Healing Path, we are dedicated to empowering health, wellness, and aesthetics practices.

Our goal is to help you grow your practice, attract new patients, and increase your revenue through strategic marketing solutions that are customized to your unique needs.

Our expertise lies in working with practices that are committed to improving their patients' health and well-being.

Whether you're a chiropractor, nurse injector, med spa owner, acupuncturist, naturopath, or massage therapist, we understand the challenges you face and the goals you have for your practice.

By focusing our work within the health and wellness industry, we offer tailored marketing strategies designed to generate measurable results.

From lead generation and patient acquisition to branding, SEO and ongoing marketing support, we provide the tools you need to thrive in a competitive marketplace.

At Healing Path our goal is simple: helping you grow your practice so you can focus on what you do best, caring for your patients.

[LEARN MORE](#)



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# OUR FUNNELS

There are a lot of other agencies offering marketing services, but most don't have the strategical and technological expertise and experience necessary to bring in high quality new customers that will purchase your services.

They use stock ad copy and ClickFunnels-style landing pages that don't convey quality and authenticity.

Those types of funnel systems CAN be successful, but with so much competition in the market, now more than ever, businesses need to present a unique and compelling message that will stand out in a sea of other advertisements.

We do things differently, and in the following pages we'll show you our custom marketing funnel so you can see for yourself.





# CUSTOM DESIGNED ADS

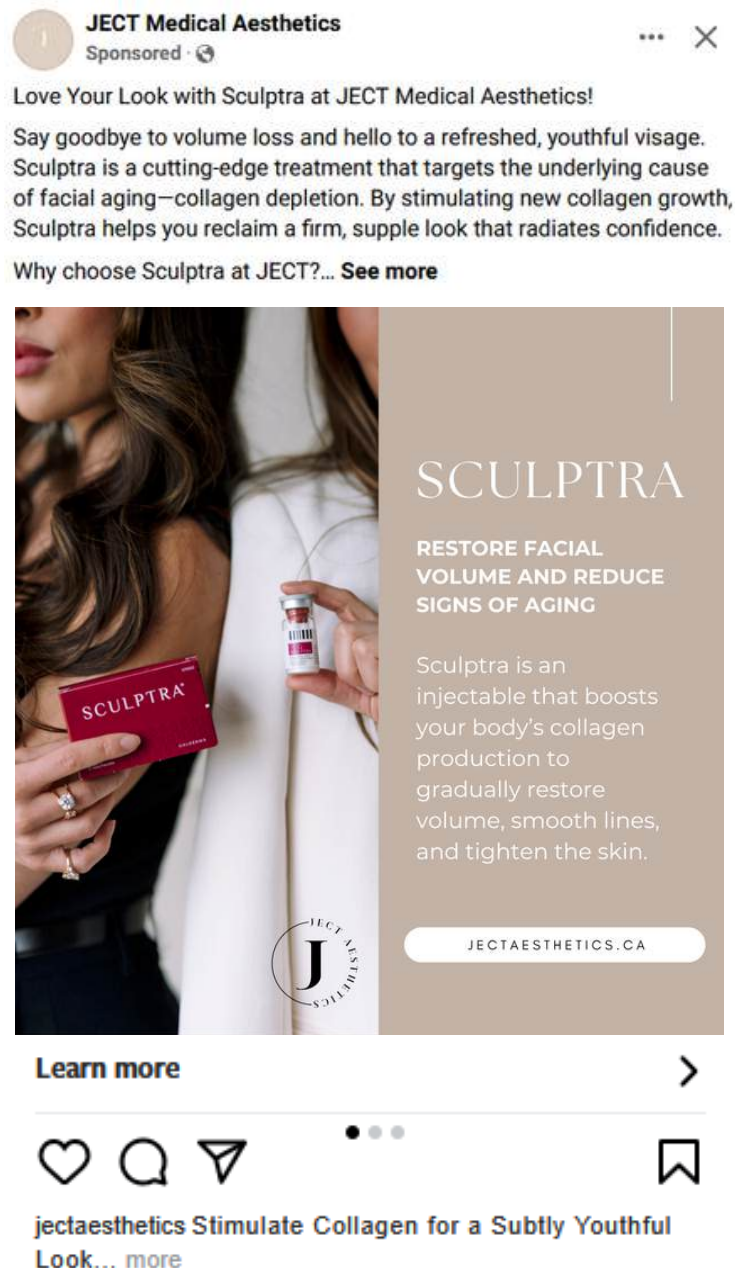
One of our greatest strengths as a company is our copywriting.

We don't sell a package of stock ad copy to our clients. Each Facebook, Instagram or Google Ad is written and customized specifically for each client.

Why? Because every client is different. The type of care offered, your office culture, and your ideal patient are all unique to you. We spend the time necessary to learn about our clients so we can write ad copy that conveys to the audience who you are and why they should come to you for care.

For example, our ads never use Groupon voucher gimmicks such as: *"Only 10 Vouchers Left! Claim Yours Now!"*

Claiming that you have a limited supply of something when you don't, won't help you build trust with potential new patients.



The image is a screenshot of a Facebook advertisement for JECT Medical Aesthetics. At the top, the profile picture and name 'JECT Medical Aesthetics' are visible, along with a 'Sponsored' label and a close button. The main text of the ad reads: 'Love Your Look with Sculptra at JECT Medical Aesthetics! Say goodbye to volume loss and hello to a refreshed, youthful visage. Sculptra is a cutting-edge treatment that targets the underlying cause of facial aging—collagen depletion. By stimulating new collagen growth, Sculptra helps you reclaim a firm, supple look that radiates confidence. Why choose Sculptra at JECT?... See more'. Below the text is a large image of a woman holding a red box and a vial of Sculptra. To the right of the image, the word 'SCULPTRA' is written in large, white, serif capital letters. Below it, the text reads: 'RESTORE FACIAL VOLUME AND REDUCE SIGNS OF AGING'. Further down, a paragraph describes Sculptra as an injectable that boosts collagen production to restore volume, smooth lines, and tighten the skin. At the bottom of the image, there is a circular logo with a 'J' and the text 'JECT AESTHETICS'. Below the image, there is a white button with the text 'JECTAESTHETICS.CA'. At the bottom of the ad, there is a 'Learn more' link and a right arrow. Below the ad, there are icons for heart, comment, share, and a bookmark icon. At the very bottom, there is a text overlay: 'jectaesthetics Stimulate Collagen for a Subtly Youthful Look... more'.

JECT Medical Aesthetics  
Sponsored · 🌐

Love Your Look with Sculptra at JECT Medical Aesthetics!

Say goodbye to volume loss and hello to a refreshed, youthful visage. Sculptra is a cutting-edge treatment that targets the underlying cause of facial aging—collagen depletion. By stimulating new collagen growth, Sculptra helps you reclaim a firm, supple look that radiates confidence.

Why choose Sculptra at JECT?... See more

SCULPTRA

RESTORE FACIAL VOLUME AND REDUCE SIGNS OF AGING

Sculptra is an injectable that boosts your body's collagen production to gradually restore volume, smooth lines, and tighten the skin.

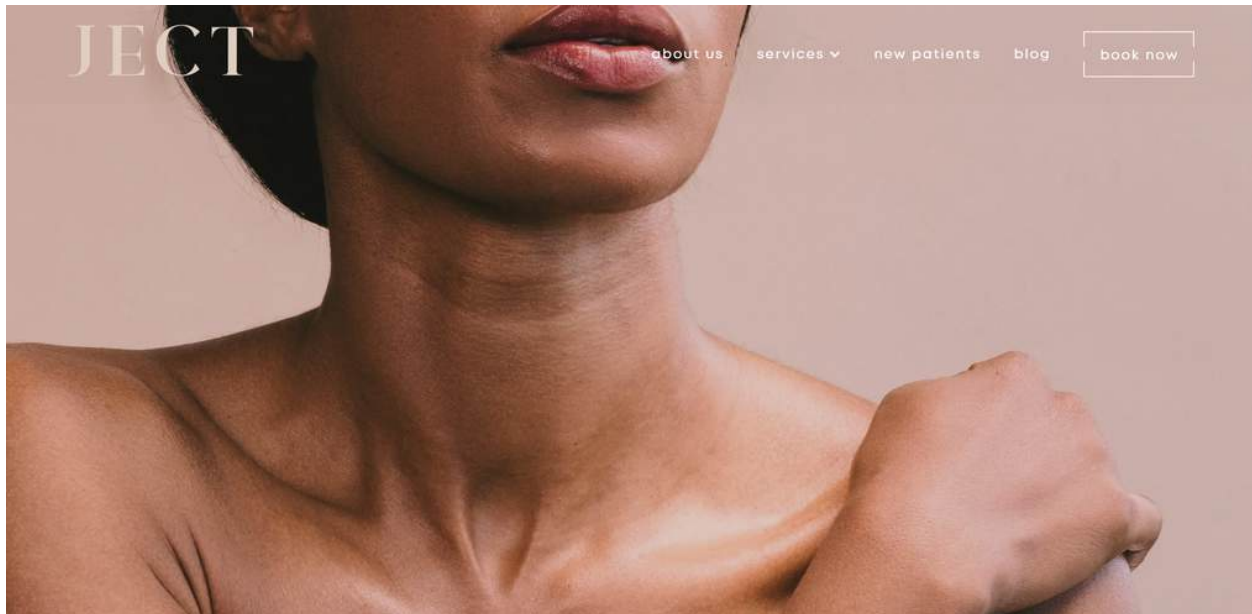
JECTAESTHETICS.CA

Learn more >

❤️ 💬 ➦ ... 📌

jectaesthetics Stimulate Collagen for a Subtly Youthful Look... more

# LANDING PAGES



WANT TO DISCOVER WHAT  
SERVICES MAY BE RIGHT FOR  
YOU?

TAKE OUR ONLINE QUIZ NOW TO  
LEARN MORE.

TAKE THE QUIZ

When you're running digital ads with the goal of attracting a new customer to sell them a product or service, you need a place to send them that can collect their contact information. For this we use a landing page: a one page website with education and a contact form.

Our landing pages use the latest in professional web development software to create responsive, beautifully designed single page websites for our clients. This approach creates a better user experience for new leads and eliminates the perception of a cheap sales pitch.

# LEAD MANAGEMENT

Last year we decided to utilize our high tech knowledge and skills to develop an app that would serve as a scheduling, automated follow up and lead management tool all in one.

Our app includes;

- an online booking tool so your new leads can easily book a initial appointment or online consultation.
- automated email and text message follow ups. We custom create an automated follow up system that nurtures your new and potential clients without taking up our clients valuable time.
- lead management, so our clients and their teams can easily keep track of new leads and their campaign success.

We know that every client has different requirements and uses different software systems in office. Our app is completely customizable and can be tailored to fit our clients needs.





# CLIENT SUCCESS

Healing Path is focused on creating measurable success for our clients. We perform comprehensive tracking so that our clients can see exactly how their ad campaigns are performing month over month, and year over year, using hard data.

Our clients not only see a high rate of new leads come in each month, but also a high number of scheduled appointments. In April our clients saw an average of:

**50 New Leads / Month &  
30 Scheduled Appts / Month**

Overall, the success our clients achieve is remarkable. While the performance of each individual campaign varies depending on a number of factors, we have seen the following results on average for our clients over the last year:

***Scheduling Rate of 50%***  
***Shown for Appt Rate of 50%***  
***Missed Appointment Rate of 12%***  
***Cancellation Rate of 9%***  
***Conversion to Care Rate of 30%***

The data shows success in numbers for our clients, but how much money does that turn into?

On average, our clients see a monthly revenue increase of \$20,476 from their investment with us.

On the next page you can see our real client success numbers showing the highest and lowest earning client in April 2025.



# MONTHLY CAMPAIGN RESULTS

**APRIL 1 TO APRIL 30, 2025**

*The following data shows the campaign success over a 4 week period. These numbers are subject to change as some patients have appointments scheduled beyond the dates above or are still considering converting to care:*

## HIGHEST EARNING CLIENT

LEADS: 169

SCHEDULED APPOINTMENTS: 74

SHOWED FOR APPOINTMENT: 36

MISSED APPOINTMENT: 7

CANCELLED APPOINTMENT: 12

CONVERTED TO CARE: 14

TOTAL REVENUE: \$51,269.28

**TOTAL PROFIT: \$46,869.28**

## LOWEST EARNING CLIENT

LEADS: 49

SCHEDULED APPOINTMENTS: 26

SHOWED FOR APPOINTMENT: 17

MISSED APPOINTMENT: 5

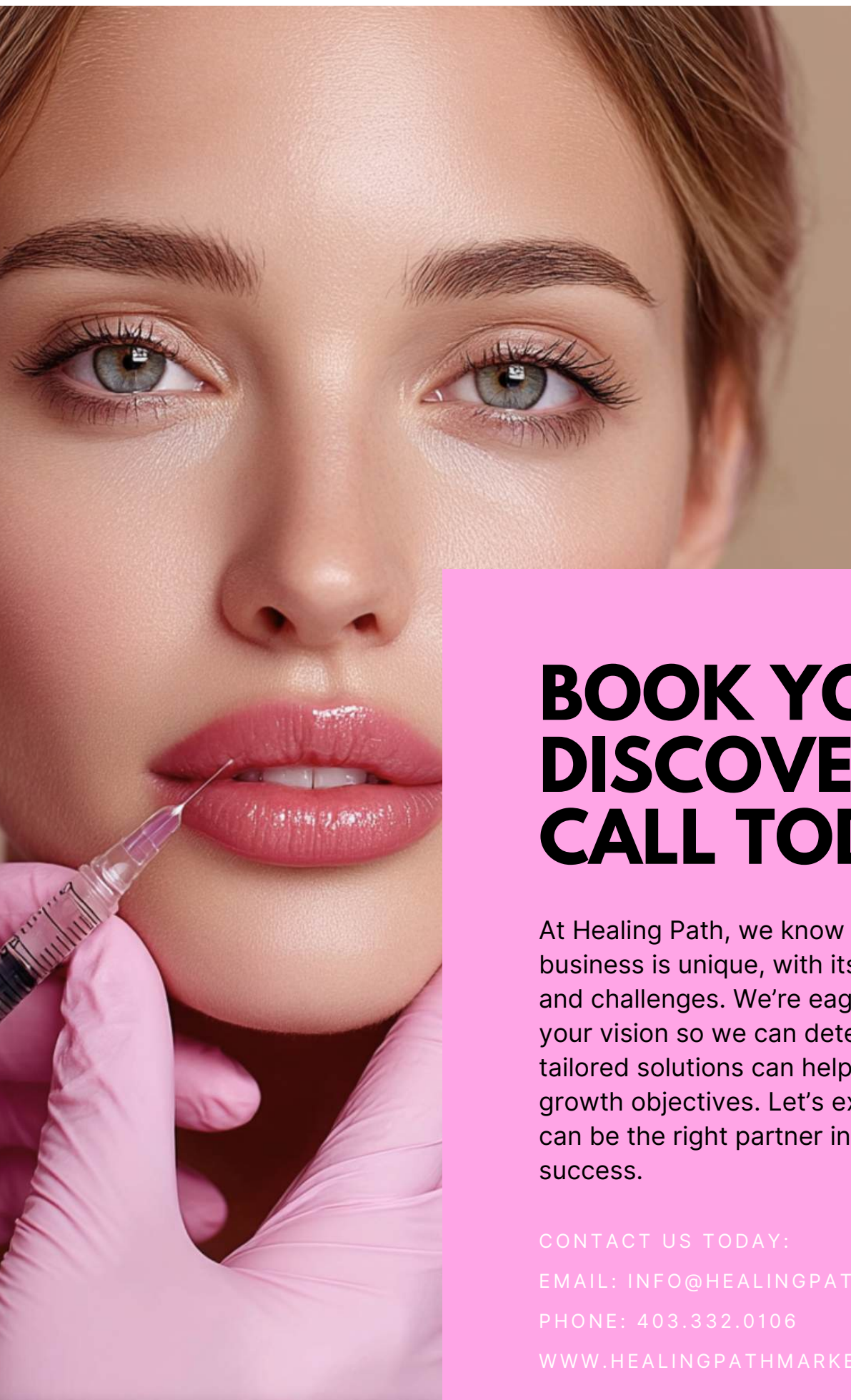
CANCELLED APPOINTMENT: 4

CONVERTED TO CARE: 4

TOTAL REVENUE: \$18,849.00

**TOTAL PROFIT: \$15,889.33**

**THESE RESULTS ARE REAL EXAMPLES OF THE SUCCESS HEALING PATH'S CLIENTS HAVE SEEN. SIMILAR RESULTS ARE ACHIEVABLE, BUT NOT GUARANTEED FOR NEW CLIENTS.**



# BOOK YOUR DISCOVERY CALL TODAY

At Healing Path, we know that every business is unique, with its own set of goals and challenges. We're eager to understand your vision so we can determine how our tailored solutions can help you achieve your growth objectives. Let's explore how we can be the right partner in your journey to success.

CONTACT US TODAY:

EMAIL: [INFO@HEALINGPATHMARKETING.COM](mailto:INFO@HEALINGPATHMARKETING.COM)

PHONE: 403.332.0106

[WWW.HEALINGPATHMARKETING.COM](http://WWW.HEALINGPATHMARKETING.COM)