

FREE RESOURCE · BRANDING & ESTÉTICA

BRAND CHECKLIST FOR AESTHETIC CLINICS AND MEDSPAS

25 questions to look at your clinic the way a client does before booking. Tick what is already in place. Whatever stays blank shows where to start.

How to use it: answer honestly, ideally together with whoever handles enquiries. Count your ticks at the end of each block.

1. POSITIONING

- ☐ I can explain in one sentence who the clinic is for and what it does best.
- ☐ I know which three treatments carry most of the schedule and revenue.
- ☐ I know why a client would choose us over the nearest competitor, without talking about price.
- ☐ Our prices match the experience the clinic delivers.
- ☐ The team describes the clinic the same way I would.

TICKS IN THIS BLOCK: ___ OF 5

2. IDENTITY AND EXPERIENCE

- ☐ Logo, colors and typography are the same on Instagram, the website, the storefront and printed materials.
- ☐ The front desk, uniforms and space feel the same as our social media.
- ☐ We have a defined tone of voice: how the clinic speaks and how it does not.
- ☐ Photos of the clinic and team are our own, current and well made.
- ☐ A new client would recognize the clinic by its look, even without seeing the name.

TICKS IN THIS BLOCK: ___ OF 5

3. INSTAGRAM AND CONTENT

- ☐ The bio says who the clinic is for, where it is and how to book.
- ☐ There is a monthly content plan with topics defined before filming.
- ☐ Content explains indications, aftercare and our approach, not only results.
- ☐ Before-and-after photos and testimonials appear only with written consent and within the rules.
- ☐ I know which posts led to conversations last month, not just likes.

TICKS IN THIS BLOCK: ___ OF 5

4. GOOGLE AND WEBSITE

- ☐ Our Google Business Profile has current phone, hours, services and photos.
- ☐ We have recent reviews and reply to all of them, including negative ones.
- ☐ Searching the clinic's name on Google shows the right website and profile.
- ☐ The website loads fast on mobile and each treatment has its own page.
- ☐ There is a clear way to get in touch from any page.

TICKS IN THIS BLOCK: ___ OF 5

5. ENQUIRIES AND BOOKING

- ☐ Enquiries get a reply the same day, including outside business hours.
- ☐ The team has scripts for the most common questions: price, candidacy, contraindications and availability.
- ☐ I know where enquiries come from: Instagram, Google, referrals or ads.
- ☐ I know how many enquiries turn into bookings each month.
- ☐ Clients who did not book get an agreed follow-up, without pressure.

TICKS IN THIS BLOCK: ___ OF 5

HOW TO READ YOUR SCORE

20 to 25 ticks	The foundation is in place. Next, measure better and choose where to invest to grow.
12 to 19 ticks	The clinic works, but parts of the brand do not connect. Start with the block that has the fewest ticks.
11 ticks or fewer	Before spending more on ads or content, sort out positioning and enquiry handling. That is usually where money is lost.

WANT HELP DECIDING THE NEXT STEP?

Branding & Estética's Brand assessment reviews these five blocks for your clinic and ends with a document listing your priorities. It can be booked on its own.

brandingestetica.com/en/brand-assessment