

SLIM UP[®]



EXCLUSIVE U.S. DISTRIBUTOR

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A PROFITABLE BEAUTY & WELLNESS BUSINESS IN JUST ONE SYSTEM.

Case Study

Foggiare Wellness Center began in Largo, Florida in 2016 – designed specifically to offer customized Slim-Up programs for the first time in the U.S. - a proven and successful concept worldwide. Foggiare Wellness Center focused on SLIM UP[®] treatment technique and client satisfaction, and were named best wellness center in Tampa Bay for two years in a row by *Tampa Bay Magazine*.

In 2018, Foggiare Wellness Center began a social media campaign and targeted ads, greatly increasing awareness and growing their client base. Due to the success and growth, in August of 2019, they opened a second location in Boca Raton, Florida.

Gross Revenue Review

August 2019 to November 2019

Largo, Florida

Average per month \$20,882
Annual projection \$250,593

August 2019

Ad Budget \$1000
Consultations @ FREE 16
Consultations @ \$25 57 (\$1425)
Packages Sold 10
Gross Sales \$21,293.00

September 2019

Ad Budget \$1000
Consultations @ \$25 53 (\$1325)
Packages Sold 8
Gross Sales \$17,262.00

October 2019

Ad Budget \$1000
Consultations @ \$25 62 (\$1550)
Packages Sold 8
Gross Sales \$15,625.00

November 2019

Ad Budget \$1000
Consultations @ \$25 50 (\$1250)
Consultations @ \$50 3 (\$150)
Packages Sold 12
Gross Sales \$28,721

Boca Raton, Florida

Average per month \$29,311
Annual projection \$351,741

August 2019

Ad Budget \$1000
Consultations @ FREE 33
Consultations @ \$25 58 (\$1450)
Packages Sold 11
Gross Sales \$21,114.00

September 2019

Ad Budget \$1000
Consultations @ FREE 3
Consultations @ \$25 77 (\$1925)
Packages Sold 14
Gross Sales \$26,075.00

October 2019

Ad Budget \$1500
Consultations @ \$25 80 (\$2000)
Packages Sold 18
Gross Sales \$36,700.00

November 2019

Ad Budget \$1500
Consultations @ \$25 65 (\$1625)
Consultations @ \$50 5 (\$250)
Packages Sold 13
Gross Sales \$33,358.00

Monthly
Facebook/Instagram
advertising campaigns
& results

Successes

75-100 new client consultations in first month with a "Free Steam" Promo

Approx. 50 new client consultations each following month with a "\$25 Electrosulpt" Promo

CPC (cost-per-conversion) for \$25 Consultation ~just \$20... completely covering ad budget!