



HALÉ BEAUTY HAWAII
SKINCARE

MANAGING
A
FRANCHISE

Health

Beauty

Radiance

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A Day In The Life

As the owner of a HBH SkinCare franchise, your mission is clear:

- 📌 deliver high-tech, high-touch skincare experiences that empower clients to feel their best—without surgery, downtime, or outrageous prices.
- 📌 But to run a sleek beauty brand like HBH Skincare, you need more than just great treatments.
- 📌 You need a platform that brings it all together seamlessly.
- 📌 That's where Wix becomes your secret weapon.

Building Your Digital Home Base

It all starts with your Wix website—your digital storefront and the first impression for potential clients.

- 📌 We choose a clean, modern template with soft gold accents and elegant fonts that match HBH's luxury-meets-science aesthetic.

- 📌 As visitors land on your homepage, they're greeted with a glowing headline: *"Reveal Radiant Skin—No Surgery Required."*

- 📌 A video loop subtly plays in the background, showing a woman smiling confidently as she touches her newly lifted jawline. A bold button invites them to *"Book a Free Consultation."*

- 📌 Everything feels polished, aspirational, and trustworthy.



Managing Appointments

Like a Pro

Behind the scenes, your Wix Bookings dashboard is your control center. We have created a menu of your services—full-face lifts, jawline sculpting, décolletage treatments—all with clear pricing and time slots. Clients can book online 24/7 from any device, and you receive instant notifications.

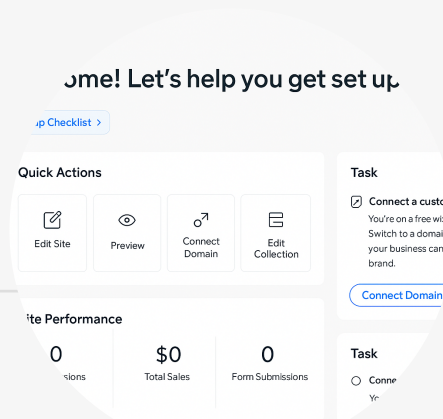
Each staff member has their own calendar synced, and clients get automatic reminders to reduce no-shows. On your phone, you use the Wix Owner App to monitor bookings, respond to client messages, and even reschedule appointments with a tap.



Smart Client Relationships

With each booking, Wix builds a client profile in your CRM. You know who prefers morning appointments, who's due for a touch-up, and who's had a recent birthday (great for a personalized offer). After each session, you automate a follow-up email with post-treatment tips and a soft nudge to leave a review.

Over time, this data helps you build loyalty—and helps your clients feel truly seen.



Marketing That Moves The Needle

But we are not just managing—together, we are marketing. Using Wix's built-in marketing tools, we craft email campaigns that are stylish and strategic.

One campaign promotes your **"Spring Skin Reset"** package.

Another educates on the difference between HBH's HIFU treatments and Ultherapy, complete with before-and-after photos and a strong call-to-action.

You schedule these emails in advance, track open rates, and tweak your messaging based on what performs best. It's not guesswork—it's smart, data-backed marketing.

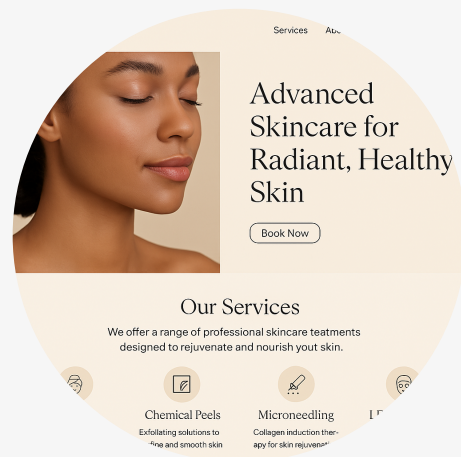


Local SEO, Social Proof, And Ads

Next, we turn to Wix's SEO Wizard, optimizing your site for local searches like "**non-invasive facelift in Atlanta**" or "**HIFU skin tightening Miami**." Each service page has its own meta description and keywords tailored to your market.

We embed your Instagram feed directly into your site, showing off real client results and testimonials. Social proof is huge—especially when it comes to appearance-based treatments.

Then, using Wix's Facebook Ads integration, we launch a geo-targeted campaign. We target high-income zip codes around your franchise, and even create a lookalike audience based on your best clients. The goal? Drive traffic straight to your booking page.



Consistent Brand, Local Flexibility



Even if you own multiple locations—or plan to expand— Wix makes it easy to scale. We can duplicate site pages for each franchise, adjusting the team bios, map location, and contact info while keeping the core brand experience consistent.

Need to add a new service or promotion? Update it once and push it live across all your locations in minutes.



Client Experience That Feels Effortless

From the moment a client lands on your site to the moment they walk out glowing from their HIFU session, everything is smooth. They feel guided, cared for, and informed.

And you? You're running a professional, modern skincare franchise with confidence—because Wix has streamlined the details so you can focus on the experience.



Final Thought

In an industry where trust and results are everything, your digital presence matters just as much as your in-person care.

With Wix, we are not just building a website—we are building a powerful engine to manage, market, and grow your HBH SkinCare franchise with elegance and ease.



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