

Coastal AI — 30-Day LinkedIn Content Calendar

Organic Content Strategy for MedSpa Clinic Owner Audience

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Strategy Overview

This calendar is designed to position Michelle and Coastal AI as the go-to authority on AI for medical aesthetic clinics. Each post serves one of three purposes: **Educate** (share insights that build trust), **Inspire** (share results and possibilities), or **Convert** (invite action without hard-selling).

Tone: Confident, warm, and expert. Write as a knowledgeable peer, not a salesperson.

Format: Short-form posts (150–300 words) perform best on LinkedIn for this audience.

Hashtags to use: #MedSpa #MedicalAesthetics #AIForBusiness #MedSpaMarketing #AestheticClinic #PatientAcquisition #CoastalAI

Week 1 — Awareness (The Problem)

Day 1 — Monday | Type: Educate Hook: “The average med spa loses \$240,000 per year from one source. Here is what it is — and how to stop it.”

Post copy: Most clinic owners I speak with are shocked when they hear this number.

\$240,000. Per year. Lost from missed and unanswered communications.

Not from bad treatments. Not from unhappy patients. From voicemails that go unreturned after 5pm. From website enquiries that sit in an inbox overnight. From text

messages buried during a busy treatment day.

Here is the statistic that makes this so expensive: 78% of patients book with the first practice that responds to them.

Not the best practice. Not the closest. The *first* one to respond.

If that is not you, it is your competitor.

The good news? This is one of the most solvable problems in the industry right now. I will be sharing exactly how over the next few weeks.

What does your after-hours communication look like right now? Drop a comment — I am genuinely curious.

#MedSpa #MedicalAesthetics #AIForBusiness #PatientAcquisition

Day 2 — Tuesday | Type: Educate Hook: “78% of patients book with the first practice that responds. Are you first?”

Post copy: I want you to think about the last time you searched for a service provider — a dentist, a plumber, a restaurant.

Did you call the second result? Probably not.

Medical aesthetic patients behave the same way. They research, they find 2–3 options, and they contact all of them. Whoever responds first — wins.

The problem is that most clinics are staffed 9am–5pm, Monday to Friday. But patients are researching at 8pm on a Tuesday. At 6am on a Saturday. During their lunch break.

The clinics that are winning right now have solved this with AI. A $\frac{24}{7}$ voice agent that answers every call, responds to every website enquiry, and books appointments in real time — without a single staff member involved.

The technology exists. It is HIPAA-compliant. And it is more affordable than hiring a part-time receptionist.

More on this tomorrow.

#MedSpa #AIForBusiness #MedSpaMarketing

Day 3 — Wednesday | Type: Inspire Hook: “14 new patient bookings in one month — all from after-hours enquiries that used to go to voicemail.”

Post copy: A med spa owner in Austin, TX told me this last month.

Before implementing an AI voice agent, their after-hours calls went to voicemail. Most people did not leave a message. The ones who did? About half received a callback the next day. The other half had already booked somewhere else.

One month after switching on their AI front desk: → 14 new patient bookings from after-hours enquiries → Zero missed calls → Zero additional staff cost

The AI answered every call, answered common questions, and booked appointments directly into their calendar. At 11pm. On weekends. On public holidays.

This is not the future of medical aesthetics. It is happening right now, in clinics across the US and Canada.

Are you capturing every lead that comes your way?

#MedSpa #MedicalAesthetics #CoastalAI

Day 4 — Thursday | Type: Educate Hook: “Your most valuable patients are already in your database. They just need a reason to come back.”

Post copy: Quick question for every clinic owner reading this:

How many patients in your database have not booked in the past 6 months?

Most owners do not know the exact number. But when I pull the data for a new client, it is almost always between 40% and 60% of their entire list.

These are not lost patients. They are dormant ones. They know you, trust you, and have experienced your work. Life got busy. They forgot to rebook. They needed a nudge.

AI patient reactivation sends that nudge — automatically, personally, and at exactly the right time. Not a generic “We miss you!” blast. A personalised message that references their last treatment and suggests a natural next step.

One clinic reactivated 68 dormant patients in 30 days. That is revenue from people already in your database, at zero cost per acquisition.

Your database is an asset. Are you using it?

#MedSpa #PatientRetention #MedSpaMarketing

Day 5 — Friday | Type: Convert Hook: “I am offering 5 free strategy calls this month. Here is what we cover.”

Post copy: Every month I set aside a small number of spots for free 30-minute strategy calls with med spa and aesthetic clinic owners.

On the call, we cover: → Your current patient acquisition process → The single highest-ROI AI opportunity for your specific clinic → A clear implementation roadmap you can act on immediately

No pitch. No pressure. Just a genuine conversation about what is possible for your practice.

I do this because I believe the clinics doing the best work deserve the best tools — and sometimes all it takes is one conversation to see the path forward clearly.

If you are curious, send me a DM with the word “STRATEGY” and I will send you the booking link.

(I have 5 spots left this month.)

#MedSpa #MedicalAesthetics #CoastalAI #AIForBusiness

Week 2 — Education (The Solutions)

Day 6 — Monday | Type: Educate Hook: “5 AI tools that are quietly transforming medical aesthetic clinics in 2026. A thread.”

Post copy: I have spent the past two years implementing AI for med spas and aesthetic clinics across the US and Canada.

Here are the 5 tools delivering the most consistent, measurable results:

1. AI Voice Agent — Answers every call ²⁴/₇, books appointments in real time. Eliminates missed leads entirely.

2. Patient Reactivation AI — Identifies dormant patients and sends personalised outreach automatically. Generates immediate revenue from your existing database.

3. Predictive CRM — Analyses patient behaviour to send the right message at the right time. Delivers 2.6× higher email open rates than generic campaigns.

4. AI Skin Analysis — Lets website visitors see a simulation of their results before booking. Dramatically increases consultation conversion.

5. Reputation Management AI — Automatically requests reviews from happy patients at the optimal moment. Clinics collect 47% more positive reviews.

Which of these would have the biggest impact on your clinic right now? Comment below — I read every reply.

#MedSpa #AIForBusiness #MedSpaMarketing #MedicalAesthetics

Day 7 — Tuesday | Type: Educate Hook: “Is AI HIPAA-compliant? The answer every clinic owner needs to know.”

Post copy: This is the first question I get from almost every clinic owner I speak with.

The short answer: yes — but only if you choose the right tools and implement them correctly.

Here is what HIPAA compliance means in the context of AI for medical aesthetics:

→ The AI platform must sign a Business Associate Agreement (BAA) with your clinic → Patient data must be encrypted in transit and at rest → The system must have audit logging and access controls → Staff must be trained on appropriate use

Every tool I recommend to my clients meets all four criteria. I will not implement anything that does not.

The longer answer: HIPAA compliance in AI is not fundamentally different from HIPAA compliance in any other digital tool. Your EHR, your booking software, your email platform — all of these have the same requirements.

The key is working with a partner who understands the landscape and has already done the vetting.

Questions about HIPAA and AI? Drop them in the comments.

#MedSpa #HIPAA #MedicalAesthetics #AIForBusiness

Day 8 — Wednesday | Type: Inspire Hook: “She went from 3.9 stars to 4.8 stars on Google in 90 days. Here is exactly how.”

Post copy: A dermatology clinic owner came to me with a problem she had been ignoring for two years.

Her Google rating was 3.9 stars. She had 23 reviews. Her competitor down the street had 4.8 stars and 180 reviews.

She knew it was costing her patients. She just did not know how to fix it without asking her team to awkwardly request reviews at the front desk.

We implemented an AI reputation management tool. Here is what happened in 90 days:

→ 94 new Google reviews collected (up from 23) → Rating moved from 3.9 to 4.8 stars
→ Google Maps local ranking improved significantly → New patient enquiries increased by 31%

The AI did all of it automatically. After each appointment, it identified happy patients and sent a personalised review request at the optimal moment — 2–4 hours post-appointment, when the experience was fresh.

Negative feedback was captured privately before it reached Google.

Your online reputation is your most powerful marketing asset. Is it working for you or against you?

#MedSpa #GoogleReviews #MedicalAesthetics #CoastalAI

Day 9 — Thursday | Type: Educate Hook: “The 90-day AI implementation roadmap I give every new client.”

Post copy: One of the most common questions I get: “Where do I start?”

Here is the exact roadmap I recommend for every new clinic:

Days 1–14: Quick Wins Deploy the AI Voice Agent and Reputation Management tool first. These deliver the fastest, most measurable results and require the least

integration work.

Days 15–30: Revenue Recovery Launch your AI Patient Reactivation campaign. Expect your first reactivated bookings within 7–10 days of launch.

Days 31–60: Marketing Engine Implement your Predictive CRM. This phase requires the most setup but delivers compounding returns — the longer it runs, the smarter it gets.

Days 61–90: Conversion Optimisation Add the AI Skin Analysis tool to your website. By this point, your reputation is stronger, your marketing is running, and your front desk is automated.

The key principle: **sequence matters**. Do not try to implement everything at once. Build the foundation first, then layer on top.

Save this post for when you are ready to start.

#MedSpa #AIForBusiness #MedSpaMarketing

Day 10 — Friday | Type: Convert Hook: “What would an extra 20 bookings per month mean for your clinic?”

Post copy: I want you to do a quick calculation.

Take your average treatment value. Multiply it by 20.

That is the monthly revenue impact of capturing just 20 additional bookings — bookings that are currently going to competitors because of missed calls, slow response times, or a dormant patient database.

For most clinics, that number is somewhere between 10,000 *and* 40,000 per month.

The AI tools to capture those bookings exist right now. They are HIPAA-compliant. They integrate with most booking systems. And they cost a fraction of what they generate.

If you would like to see exactly which tools would have the biggest impact on your specific clinic, I have a few spots open for free strategy calls this month.

DM me the word “CALCULATE” and I will send you the booking link.

Weeks 3 & 4 – Summary Post Themes

(Write in the same style as Weeks 1–2. Rotate between Educate, Inspire, and Convert.)

Day	Theme	Type
Day 11	“The difference between a 500K and 1M med spa (it is not what you think)”	Educate
Day 12	“Why your Instagram following does not matter as much as your Google reviews”	Educate
Day 13	“Client story: 68 dormant patients reactivated in 30 days”	Inspire
Day 14	“The 10-point AI readiness checklist for clinic owners”	Educate
Day 15	“Free resource: The 2026 MedSpa AI Playbook (link in comments)”	Convert
Day 16	“What is predictive CRM and why should your clinic care?”	Educate
Day 17	“The real cost of a part-time receptionist vs. an AI voice agent”	Educate
Day 18	“Before and after: what a clinic’s Google profile looks like after 90 days of AI”	Inspire
Day 19	“3 questions to ask before investing in any AI tool for your clinic”	Educate
Day 20	“Last call: 3 strategy call spots remaining this month”	Convert
