

A woman with voluminous curly hair is smiling and talking on a mobile phone. She is wearing a dark green sweater and is positioned in front of a laptop. The background is a soft-focus indoor setting with some decorative elements.

Memberships that Sell Themselves: Designing Programs Medspa Clients Actually Want

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Your medspa needs memberships that deliver



Running a medspa is a balancing act. On one hand, you're passionate about helping clients look and feel their best. On the other hand, you're running a business that needs financial stability.

One of the biggest challenges medspa owners face is unpredictable revenue. Your bookings might soar during peak seasons, only to dip when clients are on vacation or saving for the holidays. This feast-or-famine cycle makes it difficult to forecast income, manage cash flow, and invest in growth.

A well-designed membership program can go a long way toward smoothing out those peaks and valleys.

For a monthly or annual fee, clients get consistent access to their favorite services, turning occasional splurges into part of their lifestyle. This model shifts your business from volatile one-off bookings to a reliable, recurring revenue engine. The best part is that well-designed memberships are a win-win: members get a one-of-a-kind client experience that helps them enjoy their favorite treatments more affordably and consistently, and your business gets the financial stability it needs to thrive.

This guide will walk you through everything you need to know to design, launch, and manage a membership program that clients genuinely want — one that sells itself by offering immediate value for both clients and your medspa.

The psychology of memberships: Why they work

The first step toward building better medspa memberships is understanding what makes them appealing to clients. If you only take one thing away from this section, make it this: great memberships are about much more than just discounts.

Turning self-care into a habit

Every time clients book with you, they have to weigh the cost, check their budget, and justify the expense. But if a service is already paid for through a recurring membership, it's no longer a decision — it's a habit waiting to happen.

The financial barrier is removed. The question of "Do I really need this right now?" doesn't have to be asked. The client knows their monthly Hydrafacial is waiting for them, so there's no reason not to book it. This consistency doesn't just benefit your bottom line; it delivers better results for your clients. Regular treatments lead to healthier skin and more noticeable improvements, reinforcing the value of their membership and strengthening loyalty to your brand.

Making premium services accessible

Many medspa clients would love to treat themselves to regular Botox or laser treatments, but are deterred by the upfront cost. A membership program breaks down that barrier by spreading the cost over time. A \$600 treatment might feel like a major expense, but paying \$150 a month for four months makes that expense easier to work into the budget.

This kind of "credit banking" model makes premium services accessible to a wider audience. It empowers clients to invest in the treatments they value most so they can turn their beauty aspirations into reality. By making high-value services more affordable, you increase client satisfaction and boost their overall lifetime value.

Putting it all together

With a membership that makes your medspa services into a habit rather than a one-off treatment, and with payment options that make your most valued services more accessible, clients come back more frequently and spend more at your medspa.

Take a client who normally comes in about three times a year. They enjoy getting facial treatments at your business, but they think of them as a little bit of a splurge — and they sometimes forget to rebook when life gets busy. Once they become a member, they start coming in every month and they feel like they're getting their money's worth.

Their decision to rebook goes from a "maybe next month if I have time," to a "let me find the day that works best for me!" The best part? They start seeing even better results thanks to receiving regular services, and their satisfaction goes up as they become a regular revenue driver.

Structuring medspa memberships for success

There's no one-size-fits-all approach to medspa memberships; you have to design a program that reflects the services you offer. But that doesn't mean starting completely from scratch.

Let's break down some of the most effective structures you can use to build your own unique offering.

Flexible memberships for routine services

For services that clients get regularly — like facials, chemical peels, and laser hair removal — a flexible monthly membership is ideal.

- **Structure:** Clients pay a flat monthly fee and receive one "core" service per month. For example, a membership could include their choice of a signature facial, a dermaplaning session, or a light chemical peel.
- **Perks:** Discounts on other services (like 10% off all add-ons) and retail products add value to a membership. They also encourage clients to spend more to get the most out of their membership.
- **Rollovers:** Life gets busy, and a strict "use it or lose it" policy can lead to frustration and program cancellations. Instead, offer a rollover policy where unused services are carried over for a limited time. This flexibility discourages churn while showing how much you value each member's commitment.

Making memberships work for injectables

Injectables like Botox and fillers present a unique challenge. Since clients don't typically get these treatments every month, a standard monthly service structure doesn't work. Here are two potential alternatives:

1. **Credit banking:** Clients pay a fixed amount each month, and the funds accumulate in their account. They can then use these banked credits toward any injectable treatment whenever they're ready. This approach makes high-ticket services feel more affordable and achievable while ensuring clients return to your medspa rather than the competition when it's time for a touch-up.
2. **Annual bundles:** An annual package may be more desirable to clients who prefer to pay up front. For example, a client could purchase a package of 100 units of Botox or four syringes of filler at a discounted rate, to be used throughout the year, while also receiving monthly maintenance services. This approach locks in revenue for your business and provides more value for the client.

Since monthly memberships and injectable programs address separate yet complementary needs, combining them offers clients a true "full-circle" medspa experience. Consider bundling more exclusive savings or perks for clients who go all-in by signing up for both.

However you structure your membership program, ensure it's deeply integrated with the rest of your processes. The ideal program will be seamless to use for clients without creating administrative headaches for your staff.

Loyalty programs that keep clients coming back

A loyalty program is another chance to build lasting relationships with clients. Here are some important aspects to keep in mind:

- **Tiers:** Let clients progress through tiers based on their yearly spending, with more desirable benefits the higher they get. Jumping up to the next tier could be the encouragement a client needs to make that extra booking (and capitalizing on their new perks could bring them back next week instead of next month).
- **Benefits:** What should you offer in exchange for all that loyalty? Free add-ons are a great start, and an excellent way to introduce clients to services they normally don't book. Other options include discounts on select treatments, skincare product bundles, and invitations to VIP-only events.
- **Perceived value:** It's easy to get carried away with lots of little tiers and bonuses, but always keep your loyalty program easy to understand. Clients should be able to look at the potential goodies arrayed before them and know "I want that!" without even thinking about it. Branding goes a long way here — instead of "1, 2, and 3" or "Bronze, Silver, and Gold," build in your medspa's story so clients are eager to level up from "Glowing" to "Radiant" to "Brilliant."

Loyalty programs create natural synergy with memberships by offering bonus points on select services, "members only" tiers, and so on. Just make sure that each program still feels worthwhile on its own, rather than half-baked without the other.



Designing memberships clients come back for

While discounts are a good starting point, the most successful membership programs offer perks that create a sense of exclusivity and community.

Beyond discounts: What members really want

Think about what your medspa can offer that doesn't just reduce how much members spend in a single visit, but instead enhances their entire experience.

- **Priority booking:** Give members first access to new appointment slots or allow them to book further in advance. Use a booking platform that [makes it easy for clients to schedule online](#) so they enjoy their perks with minimal hassle.
- **Exclusive services or add-ons:** Consider creating a special treatment or service enhancement that's only available to members. While it shouldn't be so essential that non-members feel left out in the cold, it's okay to court a little FOMO!
- **First access to new treatments:** When you get new equipment, products, or training, let your members be the first to try them at an introductory price. They'll be eager to see what's new and your greatest evangelists once they see the results.
- **Guest passes:** Allow members to bring a friend for a discounted service and other members-only benefits once or twice a year. Once the guest sees all the perks their friend enjoys, they may be eager to sign up, too.
- **Communication:** If they're invested enough in your business to be a paying member, they shouldn't have to stay glued to your social media accounts to know what you're up to. Use [automated messaging tools](#) to give members exclusive updates and tips that remind them they're always a high priority, even when they aren't there in person.

When in doubt, ask

Every medspa is unique. So is its clientele. The best way to find the membership features they're most excited about is to ask them. A simple post-treatment conversation can yield invaluable insights into what your clients would love to see in a membership, whether they're currently a member or not.

Online surveys are another great option. They collect much broader insights that are easier to categorize and classify. Consider offering a small bonus, like \$10 off on a service or a freebie sample on a survey taker's next visit, to encourage participation.

Retaining members without overspending



Your membership pricing needs to be attractive enough to entice clients but profitable enough to sustain your business. Here are a few ways to make that tightrope easier to walk.

Avoid the "all-you-can-book" trap

One of the biggest membership mistakes is offering unlimited services for a flat fee. This can quickly lead to overuse, burnout for your staff, and financial losses. Instead, consider structuring your memberships around a set number of services per month. This keeps the value of the offering clear while protecting your revenue.

Before you determine pricing, use your booking data to understand your expenses. Calculate the cost of labor, products, and overhead for each service included in the membership. Then ensure your membership fee covers these costs and leaves a healthy profit margin.

Fight churn with flexibility

A rigid membership program can feel like a trap. Booking a visit because you'll feel like you've been duped otherwise is not a great client experience, but neither is losing out on the rewards you paid for.

To reduce membership cancellations and improve satisfaction, build in flexibility.

- **Pause and skip policies:** Consider allowing members to pause their memberships for up to three months per year. This is perfect for clients who travel for the summer or who've had a temporary financial setback.
- **Easy upgrades and downgrades:** Make it simple for clients to switch between membership tiers as their needs change. Frustration is a big contributor to cancellation — it's better to shed some revenue and keep a regular than to lose a client outright.

Look for a membership management system with [transparent agreements and tracking](#) to make the entire process as smooth as possible.

Marketing (and selling) your memberships

Even the most compelling membership program in the world won't convert if you don't tell people about it. A strategic marketing plan and a well-trained team are essential to get people on board with what you have to offer.

Spread the word

- **Website and self-booking:** Your membership offerings should be front and center on your website. Double down by highlighting the value of memberships and making it easy for clients to sign up during the self-booking process.
- **Email and SMS marketing:** Create a campaign to announce your new program. Use benefit-driven language to explain why joining is a smart choice, then follow up after appointments to highlight membership benefits and upcoming member-exclusive events.
- **In-spa promotions:** Use mirror clings, brochures, and digital displays to promote your memberships throughout your space.
- **Social media:** Run targeted social media campaigns to showcase the perks of your program. Share testimonials to build social proof and highlight engagement from satisfied members.
- **Referral bonuses:** Speaking of social proof, referral bonuses encourage members to become ambassadors for your program. Consider offering exclusive perks, such as a free extra month, for members who get their friends to sign up for a year. Throw in an extra gift for the new member so everybody walks away feeling like a winner.

Get your team on-message

Your front desk staff and providers are your most powerful sales team. If they're knowledgeable and excited about the program, they'll naturally convert more of your clients into members.

- **Create simple scripts:** Develop a few talking points your staff can use to highlight the key benefits for clients. For example, a provider might say, "I know you love how your skin looks after a Hydrafacial. With our membership, you could get this treatment every month for less than you're paying for individual sessions."
- **Incentivize your team:** Offer a commission or bonus to staff members for every new member they sign up. This could be that little bit of extra motivation they need to push for conversions at high-impact moments.
- **Make it part of checkout:** Your front desk staff have a unique opportunity to show the immediate value of a membership. They can give the price of the service, then mention how much the client would save if they were a member. All the better if the client can sign up then and there to unlock an immediate benefit.

Measure and optimize

Building a profitable membership program that clients love isn't a one-and-done exercise. You need to track the right data and act on it to find success. Here are some key performance indicators (KPIs) to monitor and what to do with them.

KPIs for medspa memberships

- **Total members vs. cancellations (churn rate):** This is your north star. A high churn rate indicates a problem with your pricing, perks, or policies.
- **Average monthly revenue per member:** Track how much members are spending overall. Are they buying retail products or upgrading services? Compare the total figure to how much non-member clients spend — if it's lower, your membership program isn't working for your business.
- **Membership utilization rate:** How many members are actually using their monthly service? Low utilization might seem good for short-term profit, but it can lead to long-term churn when clients don't see enough value in their membership.
- **Client retention rate:** Compare the retention rate of members versus non-members. This will indicate the impact of your program on client loyalty.

Calculating Client Lifetime Value (CLV)

Client Lifetime Value (CLV) is the total revenue you can expect to generate from a single client over the course of their relationship with your medspa. Your members should have a significantly higher CLV than non-members.

Calculating CLV helps you understand the true value of your membership program and justify your marketing spend. For example, if you know the average member has a CLV of \$5,000 compared to \$1,000 for non-members, you can be confident that spending more on marketing to acquire new members is a good business decision.

Double down on what's working

Once you have your data in hand, it's time to start optimizing your membership program. This, too, is a balancing act. You don't want current members to feel like they aren't getting what they signed up for, but you also don't want to lock yourself into the same offerings forever. Here are some updates to consider:

- **Adjust pricing:** Based on your profit figures and KPIs, tweak your pricing to keep the cohesive membership experience — not just the fees — profitable for your business and a worthwhile investment for clients.
- **Add perks:** Worried your offerings aren't moving the needle enough? Try adding more perks or adjusting the ones you already have. They don't have to be expensive, either; something as simple as free drink tickets at your juice bar could make the difference.
- **Bundle services:** Look at [your reporting](#) to see which treatments clients often book together, then create cohesive service plans that give members the luxe experience for less (while maintaining a healthy profit margin). Make some of the most attractive bundles exclusive to members and watch the new sign-ups roll in.

Try packaging tweaks to your membership program into program updates that you can position as story beats for your brand, rather than making lots of little tweaks over time. Think more “new iPhone launch” and less “we've made some updates to your Terms & Conditions.”

TL;DR

A well-designed membership program is one of the best tools a medspa has for creating loyal clients and predictable revenue. By turning self-care treatments into a consistent habit, making premium services more accessible, and creating an exclusive client experience, you can elevate your business from surviving to thriving.

This means finding the right structure to fit your service menu, offering perks that go beyond discounts, and building a membership sales engine that works with every part of your business. You'll know your program is successful when it isn't just boosting your bottom line, it's building a loyal community around your brand.

We've talked about how to build a program that works. But how do you run it day to day? **Boulevard** can help you find the perfect balance for managing memberships, from optimizing your schedule for member bookings to automating communications that keep clients engaged. It's the user-friendly platform built for more modern, more profitable medspas.

Discover how Boulevard can help. [Get a Demo](#)



About Boulevard

Boulevard is the fastest-growing client experience platform for appointment-based, self-care businesses.

Boulevard combines online appointment scheduling, messaging, marketing, and payments into a single platform that is simple, elegant, and reliable. Founded in 2016, the company has helped thousands of salons, spas, medspas, and self-care businesses across the nation streamline and grow their business by empowering them to deliver memorable, personalized experiences to their clients. To learn more, visit joinblvd.com.

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