EXAMPLE REPORT · SAMPLE DATA

Local competitor report

Marsh & Myrtle Aesthetics and 3 med spas in the Beaufort area

Period: December 1–30, 2026 (example)

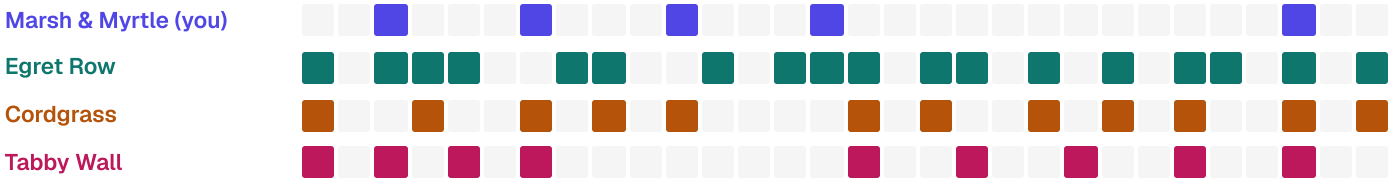
IN ONE PARAGRAPH (EXAMPLE)

Two of the three nearby med spas post about three times a week or more, and the busiest one builds its feed on short reels filmed in its treatment rooms. Marsh & Myrtle posted 5 times in the same 30 days, with a 13-day gap over the holidays. The easiest gains are steady posting, more faces, and turning front-desk questions into posts.

Posting at a glance

ACCOUNT	POSTS IN 30 DAYS (EXAMPLE)	REELS	CAROUSELS	PHOTOS	LONGEST GAP (EXAMPLE)	BEST FORMAT BY LIKES (EXAMPLE)
Marsh & Myrtle Aesthetics (you)	5	0	1	4	13 days	Carousel
Egret Row Med Spa	18	8	6	4	3 days	Reel
Cordgrass Skin Bar	12	3	7	2	5 days	Carousel
Tabby Wall Aesthetics	9	2	1	6	9 days	Team photo

Posting rhythm, December 1–30



Each square is one day (example).

All accounts and numbers in this report are fictional examples, made to show what the report looks like. Your report uses the public posts of three local accounts you pick, from the last 30 days.

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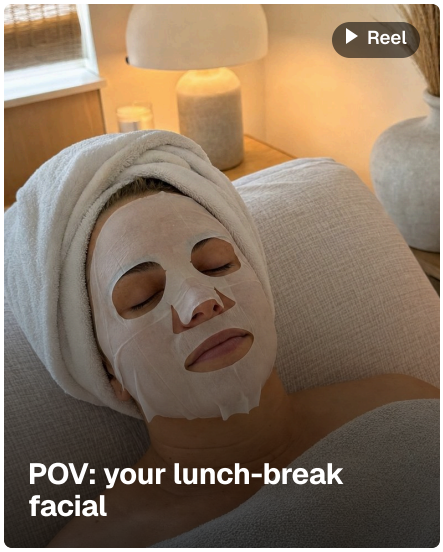
Formats that work

REELS		CAROUSELS		PHOTOS	
Egret Row	58	Cordgrass	41	Tabby Wall	24
Cordgrass	29	Egret Row	34	Egret Row	19
Tabby Wall	20	Tabby Wall	22	Cordgrass	18
Marsh & Myrtle	no reels yet	Marsh & Myrtle	21	Marsh & Myrtle	12

Average likes per post by format, last 30 days (example numbers).

Reels and carousels get the most likes in this market, and team photos do well for Tabby Wall. Marsh & Myrtle posts mostly single photos, the format with the fewest likes here.

Their top posts

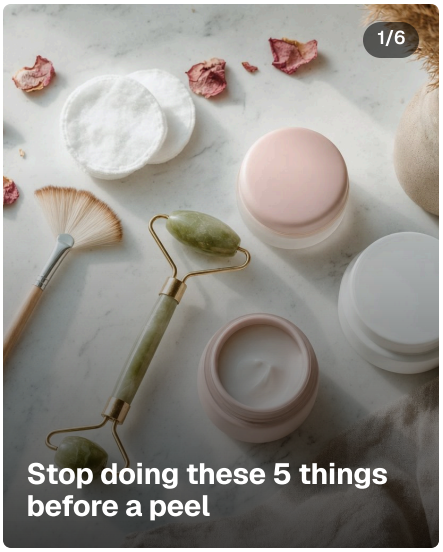


Egret Row Med Spa

`Reel · Example: 112 likes, 9 comments`

A 20-second clip filmed from the client's point of view, soft music, three short lines of text on screen.

Why it works: You see the experience in the first second, and it's easy to picture yourself there.

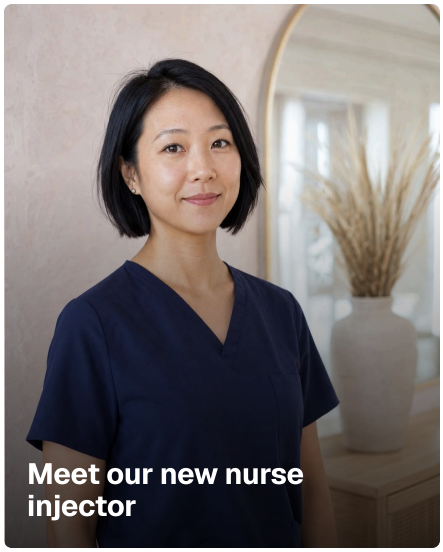


Cordgrass Skin Bar

`Carousel · Example: 86 likes, 31 saves`

Six slides, one mistake per slide, a plain photo background.

Why it works: A list people save for later and send to a friend.



Tabby Wall Aesthetics

`Photo · Example: 64 likes, 22 comments`

A portrait by a window and a short story about where she trained.

Why it works: Regulars comment to say hello, and new clients see who they'll meet.

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Hooks they use

HOOK PATTERN	SEEN AT (EXAMPLE)	HOW MARSH & MYRTLE COULD USE IT
"POV: …"	Egret Row: "POV: your lunch-break facial"	"POV: your first visit to Marsh & Myrtle"
"Stop doing this before …"	Cordgrass: "Stop doing these 5 things before a peel"	"Skip these before your January facial"
"Meet …"	Tabby Wall: "Meet our new nurse injector"	"Meet Keisha, our lead esthetician"
"The question we get every day"	Cordgrass: "Does microneedling hurt?"	"When should I book a facial before a big event?"
A local, seasonal angle	Egret Row: "Beach-day skin rescue"	"What Beaufort's winter air does to your skin"
A timeline	Tabby Wall: "Your wedding skin timeline"	"Your three-month wedding skin plan"

Gaps nobody is filling

1

What a first visit costs

None of the three explains what a consult includes or what a first treatment usually costs. A plain post about it would stand out.

2

The consult room

Nobody shows where the consult happens. A room tour lowers the nerves of first-timers.

3

Sundays

No one posted on a Sunday in December (example), the day many people plan their week.

4

Aftercare

Almost no posts about the days after a treatment, a topic clients look up and save.

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5 actions for next month

1

Post every day for 30 days.

Follow the 30-day plan and close the long gaps. The busiest account nearby never went more than three days without a post (example).

2

Answer one front-desk question a week.

Start with ‘When should I book a facial before a big event?’

3

Show a face every week.

Keisha and Dana first, then the front desk. Team photos get the most comments in this market (example).

4

Send 4 to 6 short vertical clips of the studio.

We make reels from them on the Pro plan, or post them as they are on Growth.

5

Pin three posts to the top of your profile.

Your first visit, Meet the Team, and the January consult offer.

HOW WE MAKE THIS REPORT

Each month we read the public posts of three local accounts you choose, from the last 30 days: how often they post, which formats get the most likes and comments, and the opening lines they use. The report comes with the Growth and Pro plans.