



FOUNDING PARTNER PROGRAM GUIDE

The Visibility Collective

A social media program for Sydney aesthetic clinics.

An intensive, 90-day engagement designed for clinics that value consistent, compliant content and clear strategic direction.

Limited to three founding clinic partners.

Program Overview

What Is The Visibility Collective?

The Visibility Collective is a founding partner initiative, a 90-day partnership where we take full ownership of your Instagram presence while building real-world case studies.

Founding partners receive expert social media management at a reduced rate in exchange for performance insights and feedback that help refine our process.

It's a genuine partnership. We work closely with you to build consistent, compliant content that grows visibility and learn together what performs best for your clinic.

The Partnership:

- You receive expert social media management at 50% off
- We receive performance insights, feedback, and case study rights
- We work closely together to build consistent, compliant content
- We learn together what performs best for your clinic

FOUNDING PARTNER PRICING

\$497/month

3-month commitment • Pay monthly

Regular price: \$990/month
You Save \$1,479 over 3 months

What's included?

Full Instagram management for 90 days, including strategy, content, and optimisation.

Instagram management

- 8 professionally crafted posts per month
- Educational, brand-building content
- TGA-compliant captions with strategic CTAs
- Consistent visual identity

Strategy & Setup

- Account audit and optimisation
- Bio, highlights, and profile refresh
- Content strategy aligned with your treatments
- Profile positioning strategy

Monthly Reporting

- Monthly review calls
- Engagement and visibility metrics
- Content performance analysis
- Growth insights and recommendations
- Ongoing strategy refinement
- Quick responses, hands-on delivery

Direct Support

- Work directly with our core team
- Personalised delivery
- Weekly 15-minute feedback check-ins

Who This is For

Is The Visibility Collective Right for You?

Perfect If You:

- ✓ Are a Sydney-based aesthetic clinic
- ✓ Offer injectables, skin treatments, or body contouring
- ✓ Have 1-4 practitioners
- ✓ Post inconsistently (or not at all)
- ✓ Want to build long-term brand credibility
- ✓ Need help with strategy and consistency
- ✓ Value TGA-compliant, professional content
- ✓ Are serious about partnership and providing feedback
- ✓ Want to establish a strong foundation before scaling

Not a Fit If You:

- ✗ Expect measurable results within 1 week
- ✗ Want daily posting or influencer-style content
- ✗ Are just looking for the cheapest option available
- ✗ Won't commit to the full 90 days
- ✗ Can't provide feedback and content assets
- ✗ Already have a strong, consistent Instagram presence
- ✗ Aren't willing to be featured as a case study

Investment & Benefits

\$497/month

3-month commitment • Pay monthly

Regular Essentials Package: \$990/month

Collective members save: \$1,479 over 3 months

Beyond the 90-day program, founding members receive:

Preferential Continuation Rates

Exclusive pricing if you continue beyond 90 days (15% off standard rates)

No Setup Fees

\$0 onboarding or setup charges

Ongoing Support

We're invested in your long-term success beyond the 90 days

Marketing and Networking night

Event we run every quarter for learn about updates on the aesthetic marketing industry and network with other founding clinic members

The Process

The Visibility Collective Journey



- Apply**
Complete the application form by 28 January 2026. We'll ask about your clinic, current challenges, goals, and commitment level.
- Review & Selection**
All applications are reviewed, and three clinics will be selected by 30 January 2026. Each application is assessed based on strategic fit, growth potential, commitment to partnership, and content quality.
- Acceptance & Onboarding**
Selected clinics receive an acceptance email with next steps. You'll receive our partnership agreement, first-month invoice (\$497), and a detailed onboarding questionnaire.
- Program Launch**
The Visibility Collective begins 2 February 2026. We start creating content, optimising your profile, and building a strategic Instagram presence.
- Strategy Kick-Off Call**
A 60-minute strategy session to align on goals, brand, and direction. We'll define your clinic's story, target audience, key treatments, brand voice, and content strategy.
- Weekly Check-Ins**
15-minute weekly feedback calls throughout the 90-day program. Quick syncs to review content, share insights, identify what's working, and refine strategy.
- Monthly Reviews**
30-minute deep-dive performance reviews. In-depth analytics, strategic refinements, and planning for the month ahead.
- Transformation Complete**
By day 90, you'll have a credible Instagram presence and a clear path forward. We deliver a final performance report, a case study draft for approval, and continuation options.

Key Dates & Timeline

21 January 2026
Applications Open

The Visibility Collective
Program launches and begins
accepting applications.

30 January
Members Selected

We notify selected clinics and
send acceptance emails.

28 January 2026
Applications Close

Final deadline to submit
applications.

31 January - 2 February 2026
Onboarding

Selected members complete
paperwork, payment and
onboarding questionnaire.

02 February 2026
Program begins

The Visibility Collective officially
launches - 90 days starts.

Why The Collective Exists

We're launching The Visibility Collective to prove what focused, strategic Instagram marketing can do for aesthetic clinics - without fluff, guesswork, or vanity metrics.

What We Need from Collective Members

- Permission to create a case study from our work together
- Before/after content for our portfolio
- Weekly 15-minute feedback calls
- Photos and videos of your treatments (we'll guide you)
- Honest, constructive communication throughout

What You Can Expect

- Consistent, professional Instagram content
- Strategic approach tailored to aesthetic clinics
- Improved engagement and profile visibility
- A strong foundation to build on after 90 days
- A true partnership we're invested in your success

This is why we're offering 50% off.

It's a mutually beneficial partnership. You get expert management at an incredible rate. We get the case studies and insights we need to grow our business.

Everyone wins.

What Makes Us Different?

We're a new agency specialising exclusively in aesthetic clinic marketing.

Aesthetic Industry Focus:

We only work with aesthetic and beauty clinics. We understand TGA compliance, before/afters, and what actually converts in this space.

Premium Creative Standards:

No templated content or cookie-cutter posts. Every piece is crafted specifically for your brand and audience.

Boutique Service Model:

We don't manage 50 accounts. Small roster, high-touch support, direct communication with our core team.

Long-Term Strategic Thinking:

We're not chasing viral moments. We're building credible, sustainable visibility that supports your business goals.

True Partnership Approach:

Your feedback shapes how we work. You're not just a client you're a founding member helping us build something excellent.

Frequently Asked Questions

Why 90 days instead of 30?

Real momentum and meaningful engagement growth takes time. 30 days isn't enough to build consistency, test strategies, and see sustainable results. 90 days allows us to establish patterns, refine what works, and build a strong foundation.

What happens after The Visibility Collective ends?

You have three options: (1) Continue at our standard Essentials rate (\$990/month) with a 15% founding member discount, (2) Upgrade to Growth or Premium packages with preferential pricing, or (3) Pause with no obligation. Many Collective members become long-term partners.

What if I don't have professional photos or videos?

That's completely fine. We'll create educational content, graphics, quote posts, and text-based content while guiding you on how to capture simple treatment content with your phone. We work with what you have and build from there.

Do I need to provide all the content, or will you create it?

We create everything—strategy, captions, graphics, content planning. We just need you to provide treatment photos/videos when you have them (we'll give you a simple shot list). If you don't have much visual content, we'll work with stock, graphics, and educational posts until you can capture more.

How much time will this require from me?

Minimal. A 15-minute weekly check-in call, occasional questions via email (we keep it efficient), and sending us photos/videos when available. We handle everything else strategy, content creation, posting, captions, hashtags, and community engagement.

What if it's not working out after the first month?

We offer a 30-day satisfaction guarantee. If you're not happy with the service, strategy, or results within the first month, we'll refund your full payment and part ways no questions asked, no hard feelings.

What makes The Collective different from hiring any social media agency?

Real momentum and meaningful engagement growth takes time. 30 days isn't enough to build consistency, test strategies, and see sustainable results. 90 days allows us to establish patterns, refine what works, and build a strong foundation.

What treatments/services do you work with?

We work with all aesthetic clinic services: injectables (Botox, dermal fillers), skin treatments (chemical peels, laser, microneedling, facials), body contouring, hair restoration, and other medical aesthetic treatments.

Will you run paid ads for us?

The Collective focuses purely on organic Instagram content and strategy. If you want to add Google Ads or paid social campaigns, those are separate services we can discuss.

How to Apply

Application Process

01. Complete the Online Application

Visit: beaumarkagency.com/visibility-collective

Time required: 5-7 minutes

02. We Review Your Application

We carefully evaluate each application based on:

- Fit with program goals
- Commitment level and availability
- Content potential and visual assets
- Current Instagram presence and room for growth
- Genuine interest in partnership

03. Selection Notification

By 30 January 2026, you'll receive an email with your application outcome.

- If selected: An acceptance email with next steps, partnership agreement, and invoice
- If not selected: A notification with the option to join our waitlist

04. Onboarding

- Review and sign partnership agreement
- Pay first month (\$497) to secure your spot
- Complete detailed onboarding questionnaire
- Schedule kick-off strategy call

05. Program Begins

2 February 2026 - Let's build something great together



Ready to Join The Visibility Collective?

Our mission is to help aesthetic clinics build credible, sustainable visibility that supports long-term growth not just vanity metrics or viral moments.

The Visibility Collective is our way of proving what we already know works: strategic, compliant, creative content that builds trust and drives results.

We can't wait to partner with you.

The Beaumark Team

[Apply to The Visibility Collective →](#)