

## BB CLINIC CASE STUDY

### SITUATION




- › Young cosmetic, reconstructive surgeon
- › Premium pricing with no special offers
- › Few patient reviews, or before and after work on the website
- › Unclear brand positioning and undefined market segment
- › Underperforming website and search marketing campaign conversion rates
- › High cost of new lead acquisition
- › No automated lead follow-up process in place

### RESULTS

After a 12 months campaign;

 **200%** increase in monthly web traffic

 **140%** increase in leads

 **1** top page ranking for hyper-competitive keywords

“ Online Marketing For Doctors has made a significant change in my business over the last 12 months. The success didn't happen overnight and it required a tremendous effort from the OMD team. **We've seen a significant increase in our website traffic by over 200%**, with an obvious uptake in new patient enquiries and conversions coming through the clinic. We've seen a complete turnaround in our online presence in a number of spaces that we are advertising in. We've **gone from having 12 enquiries to anywhere from 50 to 100 enquiries in a month**, while consistently filling our list times at the hospital; which is a huge improvement. And more so, **the leads that are coming in are more serious, with more intention to book in a surgery than previously**, which is making it easier for us to convert them into a patient. Overall, I've had very good experience with OMD and would highly recommend them to you and I hope that you can succeed like that. ”

**DR MICHAEL YUNAEV**  
Cosmetic Surgeon/Owner of Breast and Body Clinic