



# CROWN CLINIC CASE STUDY

## SITUATION



- > Well-established cosmetic clinic
- > Underperforming website, and search marketing campaign conversion rates
- > High cost of new lead acquisition
- > Few patient reviews
- > No automated lead follow-up process in place

## RESULTS

After an initial 6-month campaign;



**152%** increase in monthly web traffic to website



**86%** cost per conversion reduction



**113%** increase in leads



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



“ We have been using the Online Marketing For Doctors team for almost 6 months now and we are very happy with the results. They put together a comprehensive strategy and plan to improve our digital marketing presence (SEO, PPC ads, Social Media, Website Content and Landing Pages...), and so far we can see obvious improved results from the work that they have done. **Enquiries have gone crazy, the number of enquiries has increased by three folds ever since they started.** The team and Huyen have been very responsive to support us along the way with IT problems, they are very thorough and results driven with their work. We would highly recommend them. ”

**JAMES NADIN**  
 CEO/ Owner of Crown Clinic