



Delta Clinics UK CASE STUDY

OMD Client Since 2024

SITUATION

- > Premier plastic surgery clinic located in Harley Street and Finchley, London
- > Led by renowned consultant plastic surgeon Hazem Alfie, with over 20 years of specialist expertise
- > Known for exceptional surgical outcomes and extensive experience across a wide range of plastic surgery procedures
- > Despite clinical excellence, the newly opened clinic faced major digital marketing challenges
- > Had previously worked with multiple agencies without success
- > Operated with an underperforming website, lacklustre social media presence, and low brand visibility online
- > Struggled to attract new patients despite strong clinical reputation
- > In September 2024, partnered with Online Marketing for Doctors (OMD) to build brand awareness and create a strong digital foundation to drive patient acquisition

RESULTS

after an Initial 8 months campaign:



New

conversiondriven website





increase in keywords ranking



1.500%

increase in traffic

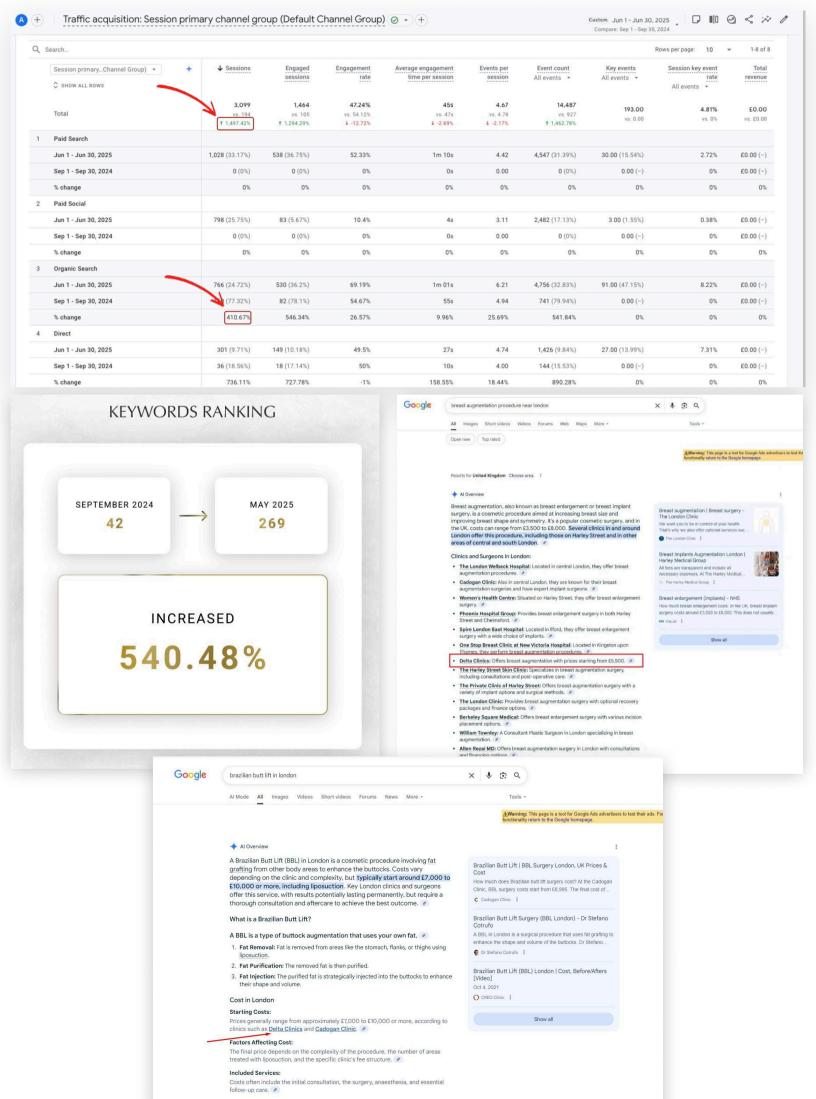


AI SMS agent to manage inbound leads and deliver booked calls



730%

increase in conversions



Where to Get a BBL in London

Many clinics and individual surgeons offer BBLs in London, including: <u>Delta Clinics</u>, The Cadogan Clinic, The CREO Clinic, Dr. Grant Hamlet, and 111 Harley

Our Client Feedback:

"I'm Hazem Alfie, I'm a consultant plastic surgeon. I'm based in Harley Street and in Finchley, London, in the United Kingdom. I specialise in plastic and cosmetic surgery procedures. I've been a consultant myself for 19 years and we have got a good team of staff members who work with us.

We have been working exclusively with Online Marketing for Doctors for the last eight months, we have seen amazing results with them. They are hands on, they are very approachable and they are very able to do what they promise. They have been delivering what we have agreed on before the start. I have seen an increase of almost 730% in the total number of leads or inquiries that come to the clinic, and this also reflects on the total number of patients that I see for consultations.

And also reflects on the total number of patients I've been operating on that also have increased over the last eight months.

Currently they are managing our website, they have designed a totally new website, they have also been doing our SEO and I've seen great results with the SEO and they have recently taken our social media management and it reflects the trust I have in them.

The rest of Delta Clinics' team like dealing with OMD team members that are designated for Delta Clinics. They have not had any problems with them and I enjoy working with them and I am looking for a long-term partnership.

I would definitely recommend them. Despite saying that everyone in the team has been amazing and brilliant there are two people that I would definitely like to extend my thanks to. These are Martina and Louise. Martina is being very approachable. Whenever I sent her a message, she always responded. She works really hard and I feel that she cares about my business, not only her business. Louise also has been spending a lot of time in creating my content and then revising the SEO continuously, producing great reports. So especially to these two, thank you very much."



Mr. Hazem Alfie

MBBCh, MSc, FRCS Plastic Surgery, Consultant Plastic Surgery, Delta Clinics London, UK www.deltaclinics.co.uk