

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

conversion-
driven website



540%

increase in
keywords ranking



1,500%

increase in traffic



AI

AI SMS agent to
manage inbound
leads and deliver
booked calls



730%

increase in
conversions

Traffic acquisition: Session primary channel group (Default Channel Group)											Custom Jun 1 - Jun 30, 2025	Compare: Sep 1 - Sep 30, 2024
Search...											Rows per page: 10	1-8 of 8
Session primary...Channel Group)												
SHOW ALL ROWS												
		↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue		
Total		3,099 vs. 194 ↑ 1,497.42%	1,464 vs. 105 ↑ 1,294.29%	47.24% vs. 54.12% ↓ -12.72%	45s vs. 47s ↓ -2.69%	4.67 vs. 4.78 ↓ -2.17%	14,487 vs. 927 ↑ 1,462.78%	193.00 vs. 0.00	4.81% vs. 0%	£0.00 vs. £0.00		
1 Paid Search												
Jun 1 - Jun 30, 2025		1,028 (33.17%)	538 (36.75%)	52.33%	1m 10s	4.42	4,547 (31.39%)	30.00 (15.54%)	2.72%	£0.00 (-)		
Sep 1 - Sep 30, 2024		0 (0%)	0 (0%)	0%	0s	0.00	0 (0%)	0.00 (-)	0%	£0.00 (-)		
% change		0%	0%	0%	0%	0%	0%	0%	0%	0%		
2 Paid Social												
Jun 1 - Jun 30, 2025		798 (25.75%)	83 (5.67%)	10.4%	4s	3.11	2,482 (17.13%)	3.00 (1.55%)	0.38%	£0.00 (-)		
Sep 1 - Sep 30, 2024		0 (0%)	0 (0%)	0%	0s	0.00	0 (0%)	0.00 (-)	0%	£0.00 (-)		
% change		0%	0%	0%	0%	0%	0%	0%	0%	0%		
3 Organic Search												
Jun 1 - Jun 30, 2025		766 (24.72%)	530 (36.2%)	69.19%	1m 01s	6.21	4,756 (32.83%)	91.00 (47.15%)	8.22%	£0.00 (-)		
Sep 1 - Sep 30, 2024		(77.32%)	82 (78.1%)	54.67%	55s	4.94	741 (79.94%)	0.00 (-)	0%	£0.00 (-)		
% change		410.67%	546.34%	26.57%	9.96%	25.69%	541.84%	0%	0%	0%		
4 Direct												
Jun 1 - Jun 30, 2025		301 (9.71%)	149 (10.18%)	49.5%	27s	4.74	1,426 (9.84%)	27.00 (13.99%)	7.31%	£0.00 (-)		
Sep 1 - Sep 30, 2024		36 (18.56%)	18 (17.14%)	50%	10s	4.00	144 (15.53%)	0.00 (-)	0%	£0.00 (-)		
% change		736.11%	727.78%	-1%	158.55%	18.44%	890.28%	0%	0%	0%		

KEYWORDS RANKING

SEPTEMBER 2024

42

MAY 2025

269

INCREASED

540.48%

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AI Overview

Breast augmentation, also known as breast enlargement or breast implant surgery, is a cosmetic procedure aimed at increasing breast size and improving breast shape and symmetry. It's a popular cosmetic surgery, and in the UK, costs can range from £3,500 to £8,000. Several clinics in and around London offer this procedure, including those on Harley Street and in other areas of central and south London.

Clinics and Surgeons in London:

- The London Welbeck Hospital: Located in central London, they offer breast augmentation procedures.
- Cadogan Clinics: Also in central London, they are known for their breast augmentation surgeries and have expert implant surgeons.
- Women's Health Centre: Situated on Harley Street, they offer breast enlargement surgery.
- Phoenix Hospital Group: Provides breast enlargement surgery in both Harley Street and Chelmsford.
- Spire London East Hospital: Located in Ilford, they offer breast enlargement surgery with a wide choice of implants.
- One Stop Breast Clinic at New Victoria Hospital: Located in Kingston upon Thames, they perform breast augmentation procedures.
- Delta Clinics: Offers breast augmentation with prices starting from £5,500.
- The Harley Street Skin Clinic: Specializes in breast augmentation surgery, including consultations and post-operative care.
- The Private Clinic of Harley Street: Offers breast augmentation surgery with a variety of implant options and surgical methods.
- The London Clinic: Provides breast augmentation surgery with optional recovery packages and finance options.
- Berkeley Square Medical: Offers breast enlargement surgery with various incision placement options.
- William Townley: A Consultant Plastic Surgeon in London specializing in breast augmentation.
- Allen Reza MD: Offers breast augmentation surgery in London with consultations and finance options.

Breast augmentation | Breast surgery - The London Clinic

We want you to be in control of your health. That's why we also offer optional services such as:

The London Clinic

Breast implants Augmentation London | Harley Medical Group

All fees are transparent and include all necessary expenses. At The Harley Medical...

The Harley Medical Group

Breast enlargement (implants) - NHS

How much breast enlargement costs: In the UK, breast implant surgery costs around £3,500 to £8,000. This does not usually...

nhs.uk

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Tools

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AI Overview

A Brazilian Butt Lift (BBL) in London is a cosmetic procedure involving fat grafting from other body areas to enhance the buttocks. Costs vary depending on the clinic and complexity, but typically start around £7,000 to £10,000 or more, including liposuction. Key London clinics and surgeons offer this service, with results potentially lasting permanently, but require a thorough consultation and aftercare to achieve the best outcome.

What is a Brazilian Butt Lift?

A BBL is a type of buttock augmentation that uses your own fat.

- Fat Removal: Fat is removed from areas like the stomach, flanks, or thighs using liposuction.
- Fat Purification: The removed fat is then purified.
- Fat Injection: The purified fat is strategically injected into the buttocks to enhance their shape and volume.

Cost in London

Starting Costs:

Prices generally range from approximately £7,000 to £10,000 or more, according to clinics such as Delta Clinics and Cadogan Clinic.

Factors Affecting Cost:

The final price depends on the complexity of the procedure, the number of areas treated with liposuction, and the specific clinic's fee structure.

Included Services:

Costs often include the initial consultation, the surgery, anaesthesia, and essential follow-up care.

Where to Get a BBL in London

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

Brazilian Butt Lift | BBL Surgery London, UK Prices & Cost

How much does Brazilian butt lift surgery cost? At the Cadogan Clinic, BBL surgery costs start from £8,995. The final cost of...

Cadogan Clinic

Brazilian Butt Lift Surgery (BBL London) - Dr Stefano Cotrufo

A BBL in London is a surgical procedure that uses fat grafting to enhance the shape and volume of the buttocks. Dr Stefano...

Dr Stefano Cotrufo

Brazilian Butt Lift (BBL) London | Cost, Before/After [Video]

Oct 4, 2021

CREO Clinic

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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

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