

ONLINE MARKETING For Doctors
Leads. Sales. Profit.
The Ultimate Sales Machine For Medical Clinics

British Face Clinic

CASE STUDY

Client With OMD Since 2024

SITUATION

- Facial cosmetic surgery clinic in Harley Street London, Milton Keynes and Northampton
- Exceptional surgical results but little online visibility
- Inconsistent enquiries, especially for deep plane facelift and rhinoplasty
- Website not optimised for conversions or search visibility
- Minimal presence in paid advertising and lead generation
- Three locations needing their own local search visibility

At a glance

Clinic	British Face Clinic, Harley Street, London
Surgeon	Mr Mrinal Supriya, renowned facial plastic surgeon and clinic lead
Hero procedure	Deep plane facelift and rhinoplasty
Markets	United Kingdom
Channels	Website, funnel, SEO, Google Ads, Meta ads, AI SMS, Google Business Profiles

WHAT WE DID

Eight techniques, one goal: more qualified enquiries and higher booking rates.

1. **Clarify 3 foundational marketing questions**
   Defined the dream patient, where they are online and what hooks them. A tailored strategy for the clinic's goals and market.
2. **Research what strong competitors do**
   Analysed competitors' keywords, top pages, links and ad creatives. Gaps found to outperform them in key facial surgery niches.
3. **Website rebuilt for conversion and trust**
   Clearer navigation and calls to action, with credentials, reviews and before-and-after results up front. Conversions up 300%.
4. **Deep plane facelift positioning and a full sales funnel**
   Brand positioning, brandscript, one-liner, lead magnets and email sequences that nurture cold leads. More consultations booked.
5. **Google Ads sent to dedicated landing pages**
   Distraction-free pages for deep plane facelift, rhinoplasty and blepharoplasty. Paid search users up 215%; top sponsored positions.
6. **Full-funnel Facebook and Instagram ads**
   Video awareness ads, before-and-after retargeting, then free-consultation lead ads. 3.2M impressions, 41,290 clicks, £4 per lead.
7. **AI SMS bot for instant lead follow-up**
   An AI bot texts every new enquiry within 5 minutes and books a phone consultation. More enquiries turned into booked consults.
8. **OMD High Performance 9 Step Process**
   Three Google Business Profiles, long-form content, keyword research, on-site SEO and link building. Keywords ranking up 1,012%, organic traffic up 106%, and Mr Supriya named in Google's AI Overview.

RESULTS IN NUMBERS

1,012%
increase in keywords ranking
Google Search (SEO)

5.8×
return on investment
Google Ads

300%
increase in conversions
Website, all channels

106%
increase in organic traffic
Google Search (SEO)

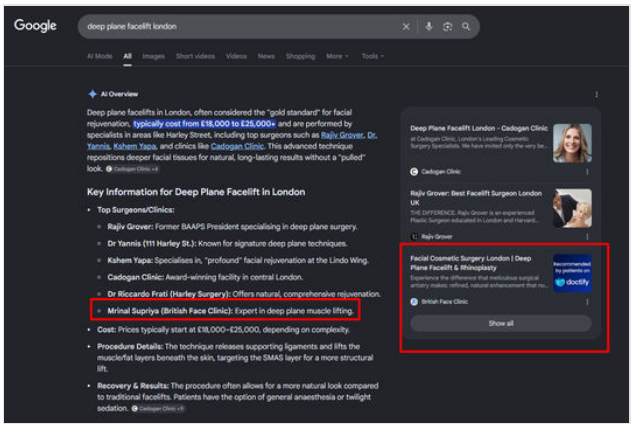
#1
in the Google local pack
"Rhinoplasty Northampton"

£4
average cost per lead
Facebook & Instagram ads

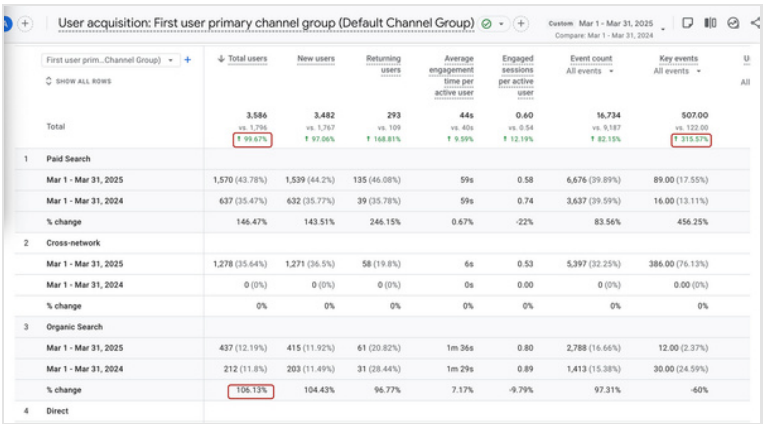
215%
more paid search users
Google Ads

210%
more website conversions
Google Analytics

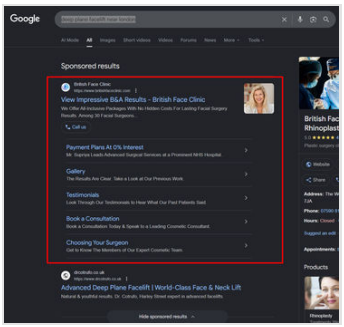
THE PROOF



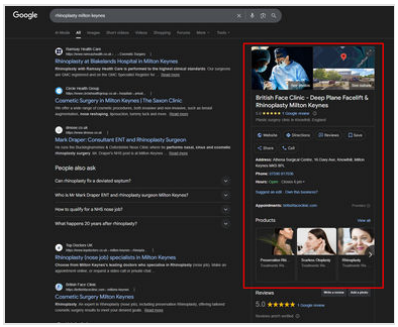
Google's AI Overview and Maps feature Mr Mrinal Supriya and British Face Clinic for "**deep plane facelift London**".



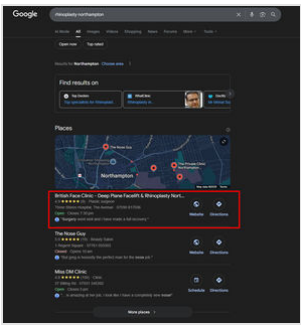
Google Analytics, year on year. Organic traffic up 106% in the first 12 months, driven by **new long-form procedure content**.



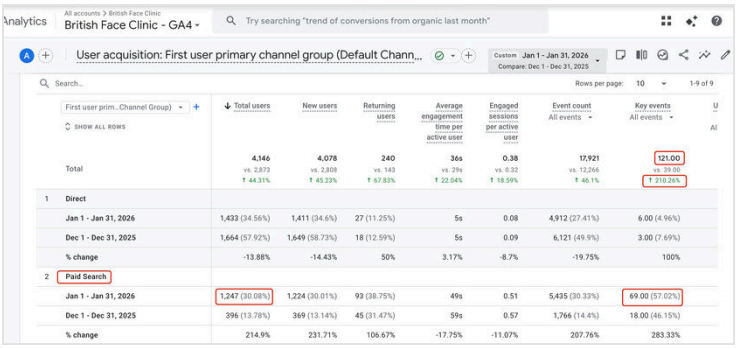
Top sponsored position. Google Ads for "**deep plane facelift near London**", via a dedicated landing page.



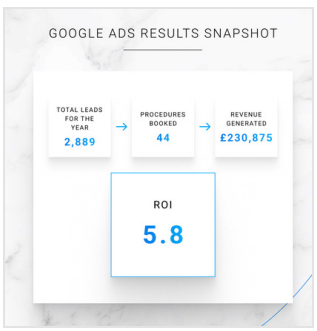
Google Business Profile. The London listing shows on Google Search with a **5.0-star rating** and **40+ Google reviews**.



#1 in the Google local pack for "**rhinoplasty Northampton**".



Paid search. 1,247 users came from paid search, **up 215% month on month**, generating 69 key events: 57% of all conversions tracked that month.



Google Ads, first 12 months. 2,889 leads, 44 procedures booked, £230,875 revenue and a **5.8× ROI**.

"OMD completely renovated our website and gave it a much fresher look. They have also helped us with our SEO and with our paid Google campaign and we have seen significant increase in our organic traffic which has grown by around 150%. Similarly, we have seen a significant increase in our organic keywords, which has grown by 1,000%. We have seen an increase in our practice with a ROI of around 5.8.

My website looks polished, our social media is gaining more traction and there is exponential growth in patient interest."



Mr Mrinal Supriya
Facial Cosmetic Surgeon, British Face Clinic
Harley Street London · Milton Keynes · Northampton
www.britishfaceclinic.com

Scan to listen to the testimonial