

Overview

Campaign Focus

Increase new patient consultations for aesthetic services at 4 locations.

Campaign Length

4 Months

Objectives

Increase consultations for injectables, facials, IPL, peels, micro-needling, weight loss & IV therapy treatments.

Products Utilized

- Google Power Solution
- Email Marketing

Results

Impressions

239,344

Calls

172

Conversions

595

Book Now

VIP

Strategies & Solutions

- The client tasked us with growing their brand and increasing consultations to 4 medical spa locations.
- Over the course of 4 months we observed a monthly average of 43 calls originating from Google requesting a consultation or information on an aesthetic service. Our email marketing match back report showed 14 new patients booked and held their appointment. BOOK NOW, VIP Membership button clicks were also tracked in the conversion reporting area of the campaign.