

SEARCH & DISPLAY CASE STUDY

Medical Spa Business



Overview

Campaign Focus

Looking to increase new patient consultations for weight loss and Aesthetic services.

Campaign Length

4 Months

Products Utilized

Google Search
Google Display

Impressions	
130,770	Conversions
Calls	532
42	

Objectives

To increase consultation requests for a medical spa, the objective was to harness the power of Search Engine Marketing (SEM) and Display Advertising. By targeting relevant keywords and optimizing ad campaigns through Google Ads, we aimed to capture potential clients actively searching for medical spa services.

Solutions

◆ The client tasked us with expanding their brand presence and increasing the number of consultations across their four medical spa locations. Our goal is to enhance visibility and drive more inquiries to each location. By implementing targeted marketing strategies, we aim to achieve these objectives effectively.

◆ Over the course of the 4 month campaign period the client received a total of 42 calls from Google Power Solution, resulting in a tremendous increase in consultation requests.