

# North Carolina Cosmetic Dermatologist Increases Local Awareness, Customer Base & Website Traffic Performance



## Unique Challenges

- 3 locations with one routinely booked location and two locations needing additional support
- Locations in less densely populated areas north of a major city

## Campaign Goals

- Maximize the client's advertising budget by delivering high impact ad placements
- Increase brand awareness
- Track offline conversions of people coming to one of the clinics
- Generate new clients and boost appointments from existing clients

## Doherty Marketing's Multi-Faceted Solution

### Search Engine Marketing (SEM)

- Achieved Pharmacy Certification with Google
- Pharmacy Certification allowed for inclusion of medical keywords in search tactics
- Creation of "Google-friendly" page content
- Services carefully broken out to allow for easy optimization to decrease cost per conversion

### Hyper Local Mobile (Geofencing)

- 5-mile radius around all 3 clinic locations delivering continuous brand messaging
- Exploratory budget utilized in the outskirts to promote and boost business
- \$8.33 cost per location visit from ad spend

### Display Retargeting

- Reengage with users who previously visited the site
- Promoting services to new users researching cosmetic dermatology services
- \$3.43 cost per location visit from ad spend

### Custom E-Mail Marketing

- Accessing third party opt-in e-mail data to promote services
- Custom e-mail deployed quarterly
- Most recent deployment generated 61 new clients
- Most recent deployment included over 100 existing patients that booked appointments
- \$28.68 cost per new client acquisition