

PLASTIC SURGERY & AESTHETICS PRACTICE-CASE STUDY

THE CHALLENGE:

A Fort Wayne plastic surgery and aesthetics practice needed to maintain patient acquisition while navigating significant strategic changes including campaign consolidation, rising competitive costs, and declining Facebook performance due to ad fatigue. Each service line required different messaging strategies with varying conversion rates and profit margins. Additionally, impression share losses in high-value treatment categories threatened visibility as search volume grew 54-74% while competitors captured the expanded demand.

THE STRATEGY:

We consolidated two SEM campaigns into one streamlined effort focused on top-performing services, increasing SEM budget by \$300/month and Facebook by \$200/month. Using SEM, Facebook Advertising, and monthly blog content, we developed tailored approaches for Diamond Glow facials, CoolSculpting, microneedling, chemical peels, and injectables aligned to the typical 2+ month patient research period. The consolidation delivered 300+ additional actions monthly once optimized.

THE RESULTS:

- 29% increase in SEM actions (6,446 vs 4,984 previous year) through strategic consolidation
- SEM efficiency improved: CPC decreased 12% (\$2.52 vs \$2.87), CTR increased 14% (8.08% vs 7.09%)
- \$571,935 estimated net profit generated from \$38,400 annual investment—1,389% ROI
- CoolSculpting emerged as profit leader: 13,477 actions at \$0.17 CPA generated \$481,735 net profit
- Chemical peels showed highest close rate at 4.25%, generating 222 patient conversions

PLASTIC SURGERY & AESTHETICS PRACTICE

CHALLENGE

Maintain Patient Acquisition While Consolidating Campaigns & Combating Rising Costs Across Multiple High-Value Service Lines

DURATION OF CAMPAIGN: ANNUAL
BUDGET: \$38,400 Annual
SEM: \$1,800/mo/Facebook: \$1,000/mo
Content: \$400/mo

RESULTS

- ❑ 29% Increase in SEM Actions
- ❑ 1,389% ROI
- ❑ \$571,935 Net Profit Generated
- ❑ CPC down 12%