

CASE STUDY

GOOGLE ADWORDS CAMPAIGN

COSMETIC SURGERY PRACTICE INCREASES INTERNET LEADS AND REDUCES COSTS FOR UNDERPERFORMING AD STRATEGIES

In 2013, a Virginia Cosmetic and Plastic Surgery practice hired Loebig Ink Consulting to evaluate internet marketing strategies and develop a Google Advertising campaign. High cost and underperforming referral partnerships were restructured saving over \$900 per month. A targeted Google Adwords campaign was developed and resulted in over 25 email form leads each month. Click through rates averaged over 2.5% across all ad groups in June of 2013.

Google
AdWords

