

## Case study

# Dr. Rozina Ali

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## Plastic surgeon



### THE COMPANY

Dr. Rozina Ali is one of the UK's most respected, multi award-winning plastic surgeons. She was featured in numerous publications including BBC One, BBC Two or The Huffington Post, also being the central specialist MD on BBC's "Horizon: The Truth About Looking Young" documentary.

### THE CHALLENGE

Dr Rozina Ali was running a successful career based on collaborations with London's most prestigious clinics and hospitals, however, she felt the time has come for her to focus and build on launching her own practice, so she can better serve her patients and establish a new category within her niche - Regenerative Aesthetics.

An agency was needed to help research the UK and US plastic surgery market and create a marketing strategy to increase both Dr. Rozina Ali's online presence as well as the number of high quality patient inquiries.

## OUR APPROACH

Within only a few weeks from the first contact with our agency, we have started working together, the first month was focused around the research and strategy activities, which would inform the right set of tactics to be deployed with priority, so we can prepare a solid foundation for growth.

A Cross-channel marketing plan and strategy has been developed and activities have been prioritised to fit both branding and Lead Generation goals - while taking advantage of the "low-hanging fruit" opportunities.

## ACTIVITIES AND ACTIONS

As the website was the main conversion point, we have run a website refresh to update both the content and structure, in order for it to effectively help new visitors convert into potential patients and make it easy for them to contact the practice. These changes would also enable our Google and SEO activities to provide augmented results and benefits.

A social media and content strategy has been developed to deliver value and information towards the priority services and revenue-driver areas such as breast surgery & fat transfer procedures. While establishing a coherent branding and content strategy on Social Media for facilitating information, professionalism and trust, the LinkedIn page has been launched to increase visibility for B2B partnerships and high net-worth clients which were a target segment

The On-site content strategy would inform insightful copywriting, effective for scaling search engine visibility and bringing in "free" quality traffic to the website.

For Paid lead acquisition, Google has been the channel of choice as it could provide rapid results at good costs, while offering insights into the real-time competition and market.

## SOLUTIONS USED

- 1 Research and strategy
- 2 Cross-channel marketing plan
- 3 Copywriting
- 4 Paid Ads
- 5 SEO strategy
- 6 Social Media strategy & Management
- 7 Creative & Design Services

## THE RESULTS

Within the first two months from deploying the above activities, together with Google Ads, Dr Rozina's website was positioning second against competitors in terms of search visibility through Google Ads, while the number of qualified inquiries had almost doubled compared to previous months. The website changes were facilitating effective conversion tracking and optimisation, which helped in effective optimisation of the Google Ads campaigns.

After the first two months, the SEO activities have started to show results, the relevant keywords targeted seeing moves up in ranking - even though activities were only implemented on-site, without off-site support (for the time being).

The upward trend has continued month-on-month and after 6 months from the start of our collaboration, the organic traffic on the website grew by 100%, while the organic impressions grew by 420%. In terms of All traffic sources, Dr Rozina's website registered a growth of 1147% in just 6 months - not only the quantity of the traffic has been improved, but also the quality, as users tend to spend now more time on the website (+12,5% more engagement time per session).

**12,5%**  
more web  
engagement



in the first 6 months  
of organic strategy

**420%**  
more web  
impressions



in the first 6 months of  
organic on-site SEO

**100%**  
more traffic



in the first 6 months  
of organic content  
marketing

**1147%**  
website  
growth



in the first 6 months  
of SEO & Paid Ads

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***I'm no fan of 'vanity metrics' but I'm a huge fan of high-quality leads! Who knew a marketing company would care so much about my business, be so involved and elicit such amazing results.***

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## Google Ads / Lead Generation

In the following 2 months, the cost per lead has decreased to only 1/3 compared to the first month, while the number of leads generated through paid acquisition was accounting for up to 75% of the total leads. After 5 months from the start of our collaboration, the practice grew from receiving 2-3 leads per week, to receiving up to 5-6 leads per day.

**700% +**  
leads



monthly increase after the first 5 months Google Ads

**6,24%**  
Conv. rate



after only 2 months of running Google Ads

Dr. Rozina's website **has been positioning first** in terms of search visibility (impression share) ever since, even with smaller allocated budgets than corporate competitors, and bid adjustments enabled us to provide augmented results off the set budget even with increased competition coming as a response to our activity - at the same time keeping costs per lead significantly below industry average. The campaign conversion rate has been raised to up to 6.24% CR (industry benchmark being 1-1.5%).

The partnership is currently growing into additional marketing channels and we are happy to support Dr Rozina Ali in opening her clinic in Central London and scaling business further while supporting men & women to live their most confident lives.

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***Phenomenal outcome and phenomenal support***

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We'd be happy to see how we could help your business achieve outstanding results, too!

CONTACT US



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