

“I have been a client of White Shark Media and have worked with Ana Morales for nearly a year. I have been exceptionally pleased with their performance. I have seen my average ad position increase and the cost per click decrease. The number and quality of leads that I now receive through my AdWords campaign have improved significantly. I am very pleased to have enlisted Anna and White Shark Media’s assistance. They have been a pleasure to deal with, are always accessible, and have been consistently very responsive. Their services have delivered a terrific return on investment.”

Christopher Davidson

CHRISTOPHER DAVIDSON, M.D | OWNER

CHRISTOPHER J. DAVIDSON, MD
HARVARD-TRAINED, BOARD-CERTIFIED PLASTIC SURGEON

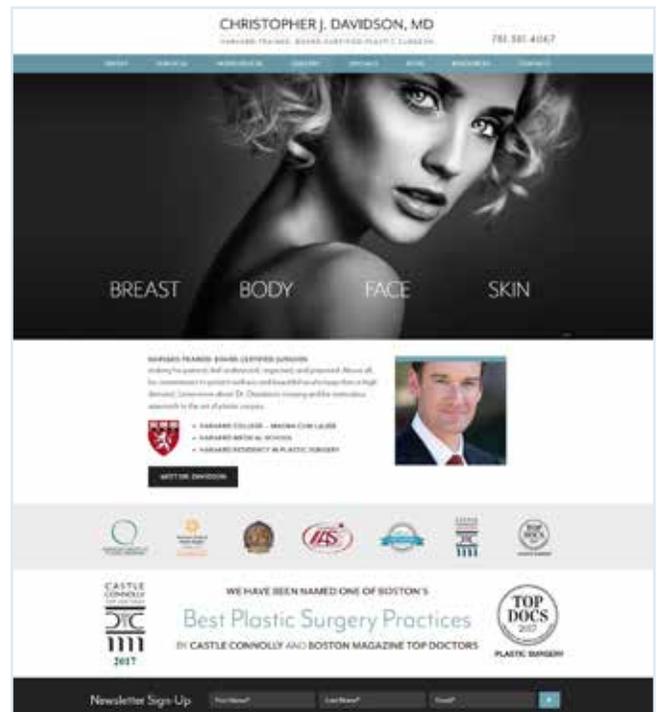
About Christopher Davidson, M.D.

Christopher Davidson, M.D. is a renowned Harvard trained plastic surgeon. He is the founder of the Plastic Surgery Center, located in Boston, Massachusetts. Dr. Davidson and his team of aesthetic professionals have been servicing the greater Boston area for over eight years, offering a variety of cosmetic procedures for the face, neck, and body. Dr. Davidson had been working with other agencies that managed his Google AdWords account, but they never delivered any positive results. This was when he turned to White Shark Media to increase the number of patients and offset the seasonality of his business.

Campaign Goals

Digital Media Engineer, Ana Morales set out to establish goals with Dr. Davidson that would allow him to grow his business with the aid of Google AdWords:

- ❖ To track phone calls and form submissions through his website.
- ❖ To reach a cost per conversion of under \$100, and obtain at least 20 highly qualified leads per month.
- ❖ To stay in the top three positions in the SERPs and outrank the competition.



The Challenges

- ❖ In his past campaign, Dr. Davidson did not have sufficient call or conversion tracking installed.
- ❖ He was targeting the wrong audience through his search campaign with a high cost per conversion of almost \$1,000.
- ❖ The campaign was accruing irrelevant traffic and producing almost no ROI.

Our Solution

1) Service-Specific Campaigns

- ❖ We created four different campaigns, two campaigns specific to breast surgery and the other two campaigns for plastic surgery.
- ❖ One of the two breast surgery campaigns was in broad match modifier (BMM), and the other was in exact match. The same was applied to the plastic surgery campaigns.
- ❖ This allowed us to measure the performance of each match type. As a result, the plastic surgery campaign in exact match proved to be too expensive. Thus, we removed it.
- ❖ We created service-specific ad groups for Dr. Davidson's top selling procedures. For instance, Boston breast implants, tummy tuck cosmetic surgery, breast reduction surgery Boston, etc.

2) Geo-Targeted Keywords to Attract Patients

- ❖ **We used geo-targeted keywords** such as Boston, bos, Massachusetts, mass, etc., and paired them with the different services Dr. Davidson offers to ensure highly qualified leads.
- ❖ For instance, we used the following variations: **+breast +lift +ma, tummy tuck +boston, +breast +implants +boston, etc.**

3) Leveraging Differentiators

- ❖ Dr. Davidson graduated from Harvard Medical School. We included this information in our ads to highlight the prestige of Dr. Davidson's services and transmit confidence in his practice.

4) Leveraging Differentiators

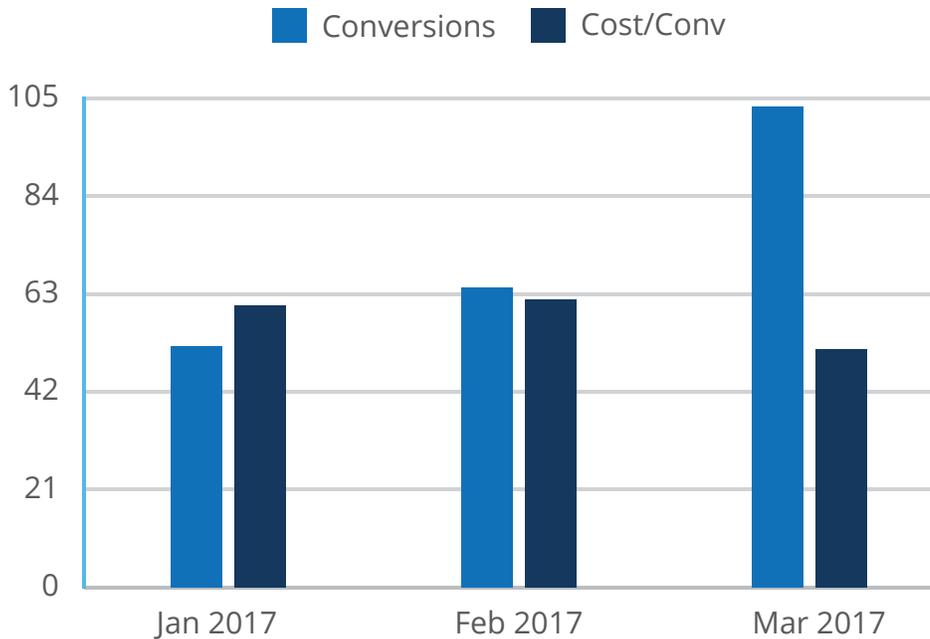
- ❖ Dr. Davidson uses a **"Contact Us Today"** form on his website. We installed call and conversion tracking to measure calls and conversions that occur on his website through AdWords



The Results

Dr. Davidson Is Booked For the Entire Year

We surpassed all the goals we established at the beginning of our relationship. In just the first few months, we could see a drastic change in the number of calls and conversions for Dr. Davidson. We started getting 10-15 leads per month, and now we're getting 50-70 leads per month. Conversions increased by 115%, and cost per conversion decreased by 21%.



Additionally, we have achieved a remarkable profit margin. One procedure could cost up to \$5,000, and we were able to decrease the cost per conversion to \$46, allowing for a potential 99% average profit margin.

Plastic surgeons experience some sales seasonality during the year, but we have been able to offset this with our advertising efforts. Dr. Davidson is booked for the entire year. He plans on expanding into our SEO services to complement his advertising strategy

Conclusion

Unlike past campaigns, the one built by White Shark Media yielded the results and high ROI that Dr. Davidson was looking for. This increase in conversion rates and the decrease in cost-per-conversion demonstrates the positive impact this partnership has had on Dr. Davidson's practice.

Results Summary:

- Conversion rate increased by **115%**
- Cost/conversion Decreased by **21%**