

Client Case Study: PPC in General Dentistry

An Adwords PPC
Success Story By:



Wealthy Dentist
marketing

Presented By

- ▶ Owner & Founder:
Murray Hughes



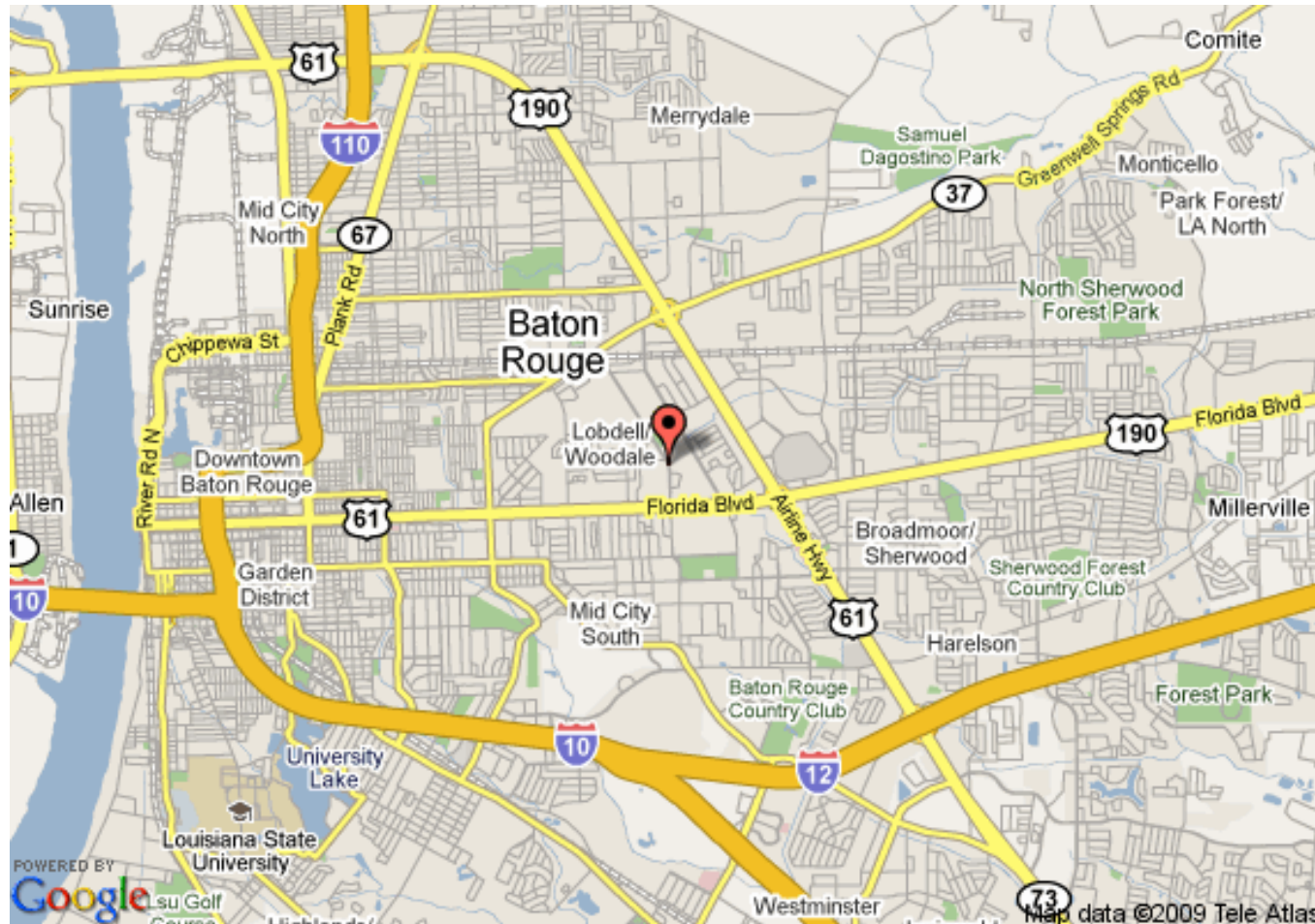
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Client's Catchment Area

- ▶ Baton Rouge, Louisiana, USA



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Results in Launch Month

- ▶ Ad click-through-rate (CTR) was 3.7%
- ▶ Conversion rate (CR) was 9%
- ▶ 7 leads in first 30 days
- ▶ Initial cost per acquisition (CPA) was \$107.36
- ▶ All performing better than average for launch



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Results Now (6 Months Later)

- ▶ CTR was 3.7%
- ▶ **Now 5.82%**
- ▶ That's a 57% improvement!



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Results Now (6 Months Later)

- ▶ CR was 9%
- ▶ **Now 16%**
- ▶ That's a 78% improvement!



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Results Now (6 Months Later)

- ▶ Total leads was 7 in first 30 days
 - ▶ **Now 21 in most recent 30 days**
 - ▶ That's a 200% improvement!



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Results Now (6 Months Later)

- ▶ CPA was \$107.36%
- ▶ **Now \$35**
- ▶ That's a 67% reduction!



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Translation to Our Client

- ▶ She is getting more patients for her practice
 - ▶ At a rate of delivery that has been steadily increasing over time
- ▶ She is paying a lower cost per patient
 - ▶ Which has been steadily decreasing over time



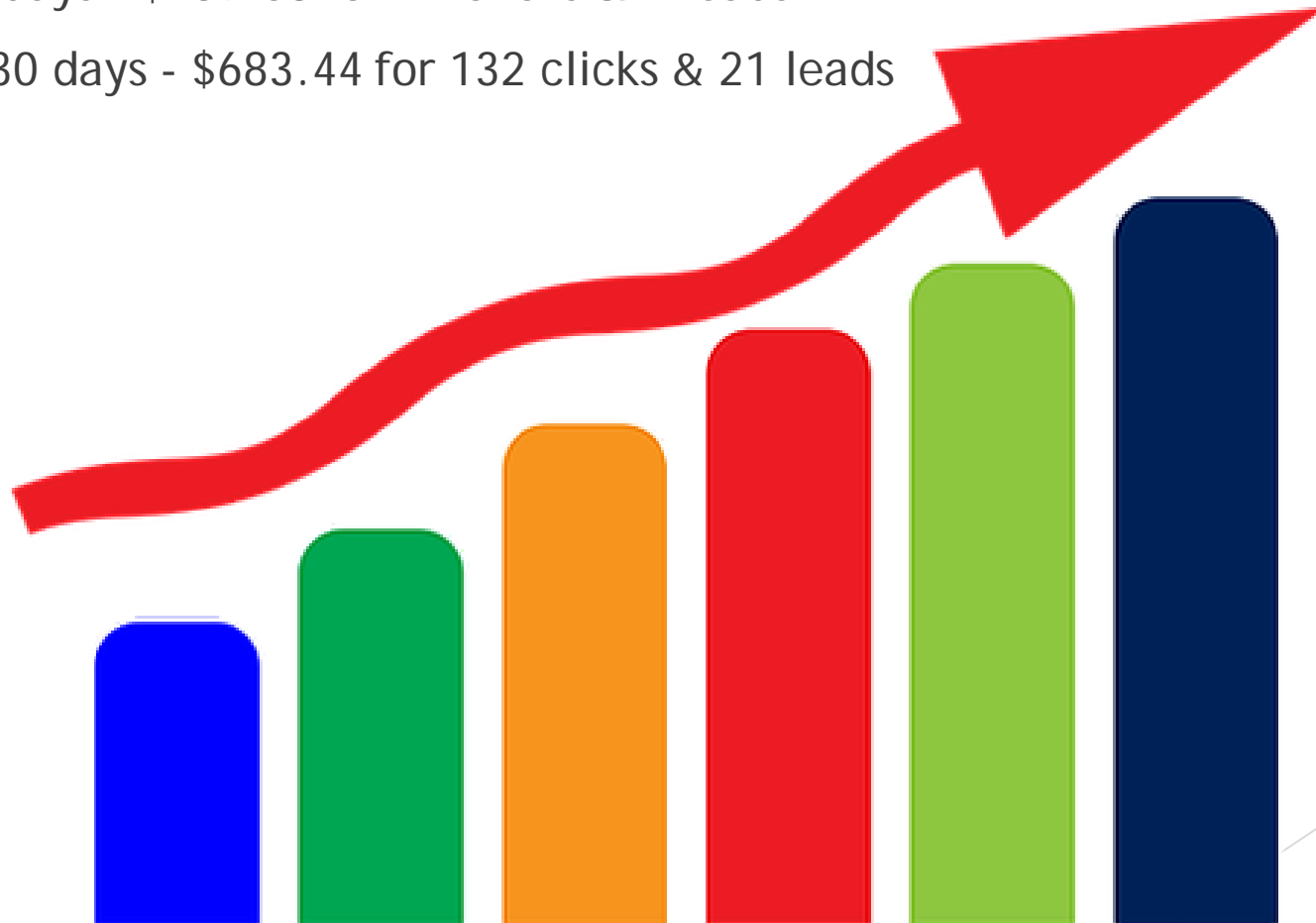
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TIP

- ▶ Always give a campaign time to mature
- ▶ First 30 days - \$739.68 for 77 clicks & 7 leads
- ▶ Recent 30 days - \$683.44 for 132 clicks & 21 leads



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Do This Next

- ▶ Click the “Book a Call” button below this video
- ▶ Speak with me (Murray)
- ▶ Let’s discuss your business & your goals
- ▶ And see if we can grow your revenues
- ▶ We don’t accept everyone

