PLASTIC SURGERY MARKETING CASE STUDY

Increased Leads by 335% in 3 Months
Client Overview

ROXY Plastic Surgery is an all-female plastic surgery center in Columbus, Ohio. Board-certified plastic surgeon Dr. Grawe provides a wide range of surgical and non-surgical options along with a med spa for patients who visit her practice. ROXY Plastic Surgery is a top-rated practice that prides itself on providing quality service and exceptional results.
Three-Month Review

Prior to partnering with Mod Girl Marketing, ROXY Plastic Surgery was experiencing minimal online activity. Google searches were non-existent, engagement was minimal, and their digital marketing efforts were not proving to be a great return on investment. When her marginally branded website and sparingly void social media presence wasn’t churning the results that she desired, Dr. Grawe knew that she had to do something. ROXY Plastic Surgery turned to Mod Girl Marketing for rebranding their website and creating new digital branding materials, social media marketing, monthly newsletters, and so much more. In the first three months of Mod Girl Marketing’s digital revamp, ROXY Plastic Surgery experienced incredible results.
How We Helped

- Email Marketing
- Social Media
- Content Marketing
- Website Design and UX Consulting
- SEO and PPC
- Marketing Consulting

Results

- Leads Increased 335%
- Website Traffic Increased 57%
- Social Traffic Increased 950%
- Clicks Increased 1,560%
- Impressions Increased 957%
- Click-Through Rate Increased 57%

“...It’s nice to know it’s taken care of and happening while I’m focusing on taking care of patients. Mod Girl Marketing isn’t like a lot of other marketing firms – they truly learn who you are so that YOUR practice’s personality comes across the social media waves. It’s clearly worth the money to have Mod Girl promote your business.”

- Dr. K. Roxanne Grawe
Dr. Grawe knew that in order to run a successful plastic surgery practice, she needed to stay relevant in the market, and reach a greater number of potential patients online. More specifically, she knew that she needed to interact with her patients in an engaging and meaningful way. Dr. Grawe was trying to manage the practice's social media sites herself – and content was sparse. Blog posts were very short and promotional.

Figure 1: ROXY Plastic Surgery Facebook Before
Prior to Mod Girl, The ROXY Plastic Surgery staff was handling patient communication and lead generation manually. They did not have a system in place to follow up with leads automatically nor did they have effective email communication strategies for their current patients. This led to poor patient communication and no lead follow-up process.

As an busy plastic surgeon, Dr. Grawe had little time to manage her staff, office, and digital marketing. The practice not only needed an overhaul of their website, social media, patient management and newsletter, they also needed someone to manage those facets of business for them.

Figure 2: ROXY Plastic Surgery Facebook After
Solutions

One of Mod Girl’s main goals is to help professionals like Dr. Grawe gain exposure in their local markets. Our team of plastic surgery marketing consultants worked with Dr. Grawe to create and implement a digital marketing strategy for her practice. After consultations and research, we were ready to tackle a digital marketing revamp.

Social Media
We utilized growth strategies to build a loyal community. We regularly share content, engage with the community, and respond to questions in a timely manner. Mod Girl also recommended the use of Instagram, YouTube, and Snapchat. We now help the ROXY team create videos for YouTube and RealSelf and provide consulting for Instagram and Snapchat.

RealSelf
The RealSelf platform is a great opportunity for patients to see Dr. Grawe’s expertise. We optimized Dr. Grawe’s existing profile so potential patients could easily find ROXY Plastic Surgery. We keep Dr. Grawe’s profile up-to-date with before/after photos and patient education/live surgery videos. One of our videos was the most viewed video on RealSelf in a particular week. RealSelf is now one of Dr. Grawe’s top traffic drivers and attracts out-of-state patients.
Email Marketing

Through a healthcare marketing automation platform, Mod Girl sends pre-surgery and post-surgery campaign emails to patients depending on where they are in their patient journey. This platform allows the ROXY team to create campaigns for all leads, follow up with leads, segment lists based on patient’s interests, send monthly newsletters and market her 10 Mistakes to Avoid When Getting Breast Implants eBook through a special email campaign.

Content Marketing

We currently help ROXY Plastic Surgery create eBooks to advise potential clients on the misconceptions of common plastic surgery procedures. To date, we’ve launched two eBooks: 10 Mistakes to Avoid When Getting Breast Implants and 6 Hair Transplant Myths Solved. Mod Girl continuously boosts Dr. Grawe’s blog presence by ghostwriting interesting articles to inform and interact with their target audience while employing strategic keyword placement and linking.
Solutions

**SEO**

Mod Girl uses off-page and on-page SEO techniques to help improve Dr. Grawe’s search rankings. We build local citations and acquire high quality backlinks. We also optimize the website and blog posts with strategic keywords in titles, descriptions, body copy, tags, and links. On the ROXY YouTube channel, we continue to optimize her videos for SEO by crafting click-worthy titles, descriptions, and thumbnails.

**Paid Advertisement**

Pay Per Click ads by Mod Girl Marketing are also a sufficient source for online lead generation. In November alone, Google AdWords drove 10 phone calls directly from ads and 21 assisted and direct on-site form submissions. In addition, these ads drove 895 clicks from prospects in the practice’s area. The ROXY AdWords ads were displayed to area prospects 139,101 times over the course of November 2015, driving significant brand exposure.
Solutions

Website Design and UX Consulting

Mod Girl redesigned ROXY’s existing website to make it functional and responsive. We ensure procedure pages are user friendly to improve the patient’s experience. Mod Girl continues to create optimized landing pages that include custom contact forms to increase conversion rates. Each contact form is associated with a particular service/procedure, and is integrated with custom automated email marketing campaigns, which makes communication between Dr. Grawe and patients seamless and personalized.

Marketing Consulting

Mod Girl Marketing offers additional marketing consultation services by helping with ROXY’s off-page marketing campaigns and offering strategic insight for all marketing and advertising questions.
Results

Online Leads

Figure 3: Google Analytics Screenshot Comparing Website Contact Form Submissions Post Mod Girl Revamp

Google Analytics: Goals

9/9/2015 - 12/9/2015
compared to 6/9/2015 - 9/8/2015
Advanced Segments: Sessions with Conversions
Conversions: All Goals
Goal Completions

Sessions with Conversions: Goal Completions
201
Previous: 11 1,727.27%

Sessions with Conversions: Goal Conversion Rate
100.00%
Previous: 100.00%
Figure 4: Google Analytics Screenshot Comparing Total Website Visits Post Mod Girl Revamp
Results

Website Re-Design

Figure 5: Before and After of ROXY Plastic Surgery Website

www.ModGirlMarketing.com
Results

Social Media Referral Traffic

In the first three months of Mod Girl managing ROXY Plastic Surgery’s accounts, all pages experienced exponential growth. During this period, there were 577 Facebook page visits, up 949.09% from the 55 visits the page had in the quarter before. The 285 tweets that were sent out during this time produced a 145,116 reach, which helped attract 2,027 new followers to the practice’s Twitter profile.

Figure 6: Google Analytics Screenshot Comparing Facebook Referral Traffic Post Mod Girl revamp

©Mod Girl Marketing, LLC
Results

Facebook Community Growth

Figure 7: Graph displaying Community Growth on Facebook from Sept. 1 to Nov. 30 2015
Results

YouTube Community Growth

Figure 8: YouTube Screenshot of the ROXY Plastic Surgery YouTube Channel
Results

Twitter Community Growth

Figure 9: Screenshot Displaying Twitter Overview for @RoxyPlasticSurgery from Sept. 1 to Nov. 30 2015
Results

Social Media Engagement

Figure 10: Screenshot Displaying Twitter Interaction for @RoxyPlasticSurgery from Sept. 1 to Nov 30 2015
SEO Results

Three-Month Review

After Mod Girl Marketing revamped their SEO, ROXY Plastic Surgery is now on the first page in Google search results for several competitive industry keywords. According to Mod Girl’s three-month Google Webmaster tools report for ROXY, clicks were up 1,560%, impressions rose 957% to 53,073, and the clickthrough rate rose 57% to 2.5%.

Mod Girl’s SEO Keyword Ranking report conveyed tremendous success for ROXY as well. ROXY rose 25% in their Google Average Position and Mod Girl increased clicks by 1,580%.

After Mod Girl’s SEO makeover, conversions increased 335% and Google searches increased by 177%. Sessions increased 5659% to 7,823, and pageviews increased 52.66% to 24,984. Organic search accounted for 47% of searches with 3,675 sessions.

Figure 11: Screenshot of Google Search Results for Local Competitive Keywords

©Mod Girl Marketing, LLC
I can’t say enough about Mod Girl – they have totally turned our website and social media marketing around. They are on top of making changes and maintaining so that you never get stale. The personal service is remarkable. The team is diverse in their skills and equipped to address every sort of online service you need. They are innovative and cutting edge. We are so happy with our service and outcomes! You shouldn’t think twice about Mod Girl Marketing – you need it!
A strong digital marketing presence has been an incredibly important factor for most medical practices in the past five years. Digital marketing and electronic customer communication are here to stay for 2016 and beyond. Consumers are searching for medical professionals that they can interact and engage with in various digital platforms.

As seen with ROXY Plastic Surgery, many practice owners try to DIY digital marketing and frankly, it isn’t beneficial for them or for their practice. What is even more detrimental than not having social media or SEO practices in place is not growing audiences or interacting with existing customers because they are ineffective.

When determining if you need assistance with your digital marketing practices, ask yourself, “Does my staff have time to nurture and grow our presence in online spaces?” and more importantly, “Does my staff have the knowledge to engage patients and audiences in a way that will be beneficial to my practice?” Remember, the phrase “you get what you pay for” rings true in all facets of digital marketing.
Ready to Dominate Online?

Mod Girl Can Help

Request a FREE mini marketing audit for your plastic surgery practice which includes a custom 30 minute lead strategy session with one of our expert one-to-one consultants and a review of your website and digital marketing efforts by our marketing team.

We’ll analyze your digital presence and give you our initial thoughts at no cost. After our findings we'll present you with actionable tips that you can implement right away to increase new patient acquisition.

So, what do you have to lose? In fact, doing nothing is huge mistake! Don’t risk losing revenue with DIY marketing tactics or by hiring inexperienced marketing agencies that could cause detrimental harm to your company and brand.
100% Free Audit
No Pressure, No Hype

Mini Website and Marketing Audit

Marketing Recommendations

Custom Lead Generation Tips

Lead Strategy Session

Increase the QUALITY of your LEADS

Request Your Free Marketing Audit Now
Flex Your Marketing Muscle

Stop wasting precious time and money!

Email us to learn how you can:

➢ Increase Patient Acquisition & Retention
➢ Increase Patient Engagement
➢ Streamline Patient Communication
➢ Boost Service-Line Revenue & Cut Costs
➢ Improve Social Media Presence and Reach

Mod Girl Marketing is based in California with remote team members across the nation.

800-388-7732
info@modgirlmarketing.com
9am - 5pm PST

Claim Your Free Audit and Strategy Session Today