CASE STUDY

FACEBOOK ADS



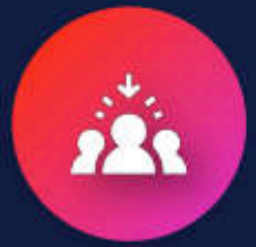
Plastic Surgery Clinic

OVERVIEW



OVERVIEW

The case study shows how the effective lead generation structure yielded positive outcomes, with an increase in high-quality leads for liposuction treatments and a reduction in CPL. By diversifying demographic reach and leveraging content through Facebook ads, the clinic attracted potential clients, ultimately boosting its client base and revenue potential.



ABOUT THE CLIENT

Our client is a renowned plastic surgery clinic based on Texas, USA.



PROBLEM STATEMENT

The clinic faced challenges in targeting users who could afford high-cost treatments while expanding the demographic beyond predominantly female patients to increase their pool of potential clients.

GOALS

The project spanned over two months with the primary objective of generating more high-quality leads for liposuction treatments and lowering the cost per lead (CPL) through an effective Facebook ad structure.





STRATEGY

THE CAMPAIGN RAN FOR 2 MONTHS

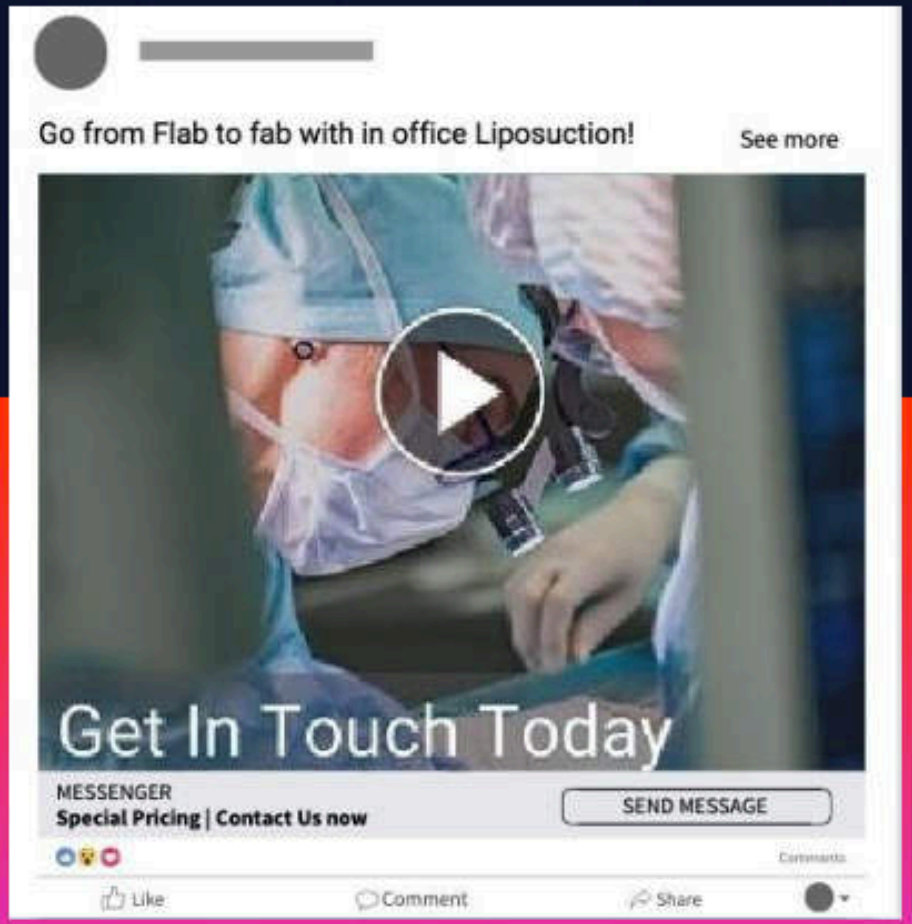
Targeted higher-income individuals within the clinic's city via Facebook Messenger ads to establish audience reach.

Utilized descriptive videos featuring the clinic’s doctor to educate potential clients about liposuction procedures and highlight special pricing offers, boosting engagement.

Implemented Facebook Messenger ads to facilitate direct communication, allowing the sales team to interact with interested users and schedule appointments efficiently.

BEST PERFORMING ADS

The best-performing ads were static conversion ads with actionable copywriting.



DETAILED RESULTS

The best-performing ad, featuring a "Send Message" call to action, generated significant engagement and high-quality leads.

With a monthly budget of $350, the campaign reached 3,700 people, resulting in 143 leads. Achieving a remarkable 17.80% click-through rate (CTR), the campaign achieved a cost per click (CPC) of $0.37 and a cost per result (CPR) of $3.56.



Budget: $350 Per Month
Location: Houston, Texas

FINAL OUTCOME

The combination of Facebook Messenger Ads and Video Ads successfully generated 143 high-quality leads at a cost per result (CPR) of $3.56.

CONCLUSION

The strategic use of targeted ads, descriptive video content, and direct communication through Facebook Messenger proved highly effective in generating leads and reducing the cost per lead for the clinic.

This case study demonstrates the power of personalized advertising and targeted marketing in the healthcare industry.

