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## AREAS OF EXPERTISE

- Google Ads
- YouTube Ads
- LinkedIn Ads
- Facebook/Instagram Ads
- SEO
- Video Production
- Business Consultation

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## BACKGROUND

IT'S A DENTIST CLINIC LOOKING TO DRIVE PHONE CALLS AND SET UP APPOINTMENTS WITH NEW PATIENTS IN WASHINGTON, USA. WE TOOK OVER IN NOVEMBER AND SET UP SEARCH CAMPAIGNS TARGETING SOME SELECT LOCATIONS NEARBY THE CLINIC.

## WHAT WE DID

- STARTED WITH KEYWORDS RESEARCH, THERE WERE HUNDREDS OF KEYWORDS TO TARGET BUT WE STARTED WITH HIGHLY TARGETED ONES SO THAT WE CAN TEST HOW THE BEST KEYWORDS PERFORMED. WE ALSO DID A COMPETITIVE ANALYSIS TO CHECK WHAT THE FELLOW DENTISTS WERE UP TO!

## THE RESULT

IN THE MONTH OF JAN, WE HAD 58 CALLS, EACH COSTING JUST \$31, THE CLIENT'S GOAL WAS \$35 FOR EACH. USUALLY, THE COST PER CLICK COST HIGH IN THIS NICHE BUT WE GOT CLICKS AT AN AVERAGE COST OF \$4.77 IN JANUARY. THE CLICKTHROUGH RATES AND SEARCH TERMS QUALITY WERE HIGH TOO. OVERALL, THE CLIENT WAS HAPPY WITH OUR EFFORTS.

