



# PLASTIC SURGERY INBOUND MARKETING CASE STUDY

Allure  
Plastic Surgery

**Client:** Allure Plastic Surgery

**Market:** New York, New York

**Practice Areas:** Breast Augmentation, Liposuction, Facelift

# Background & Goals

Allure Plastic Surgery, based in New York, New York, offers plastic, cosmetic, and reconstructive surgeries utilizing the safest and most up-to-date techniques. The practice is very Internet marketing savvy and has been receiving high listings and performance for the majority of their keyword phrases.

However, Allure Plastic Surgery needed an inbound marketing strategy that would build credibility, rapport, and, most importantly, conversions. At the same time, the practice did not have the resources to implement a comprehensive database email marketing campaign on its own.

After reviewing Allure Plastic Surgery's goals, Page 1 created an innovative inbound marketing strategy centered around attracting potential customers who were already in the buying cycle and educating them about their plastic surgery needs. The comprehensive strategy included premium content (tips, consumer guide, and key questions resource), call-to-action design, and email scripting, with the ultimate goal of generating identifiable leads.

# The Strategy

In November 2015, Allure Plastic Surgery launched a redesigned website developed by Page 1 Solutions. The website provided visitors with a better user experience, updated content, a fresh blog, and more opportunities for conversion. Once the website launched, the practice was ready to implement the inbound marketing program.

The strategy consisted of:

## Engaging Visitors Interested in High-Priority Practice Areas

Page 1 targeted Allure Plastic Surgery's three most important practice areas to stimulate engagement and identify more contacts utilizing "low-commitment" graphic calls-to-action. Website visitors were prompted to fill out quick forms that automatically collected key contact information (name and email address) for database marketing purposes.

Upon form completion, website visitors immediately received their premium resources in a printable PDF format. They were also placed into a lead-nurturing campaign featuring strategic secondary premium resources that moved them down the buying cycle and into working leads.



# The Strategy, Continued

## Converting Hot Leads

By submitting a Contact Us form, website visitors who indicated that they were highly interested were placed into a separate followup email campaign to assist the practice in converting these “hot leads.” Upon completing the form, prospects received a strategically timed email followup campaign during a 3-4 week window.

At each step of the campaign, prospects were presented with an opportunity to immediately reach out to the practice to schedule a consultation if they were ready to take the next step.

## Marketing to Existing Customers

Page 1 sent monthly emails to Allure Plastic Surgery’s existing clients and leads using database marketing. Rather than generic promotional materials, existing clients and prospective customers received emails with helpful resources, special events, promotions, practice news, etc.

# The Results

The inbound marketing program launched in November 2015. **Within 2 months, the following statistics were recorded:**

## Conversion Rate:

- Liposuction call-to-action: **17%**
- Breast Augmentation call-to-action: **12%**
- Facelift call-to-action: **8%**

## Click-Through/Open Rate:

- Total clicks to website: **82**
- Overall click-through rate: **40%**
- Open rate for monthly newsletters: **17%**

## Lead Status:

- “Hot leads” (later in the buying cycle – followup via lead nurturing campaign): **278**
- New prospects (identified early in buying cycle via call-to-action buttons): **16**
- *Prospects who clicked to schedule a consultation:* **19**

# Impact

This case study shows the results that inbound marketing can deliver for an already well-performing website. In just 2 months, Page 1 was able to identify those website visitors who were early in the buying cycle, deliver targeted and relevant information, and move them down the buying cycle to ultimately call the practice and schedule a consultation.

**PAGE1SOLUTIONS**  
LLC

[www.Page1Solutions.com](http://www.Page1Solutions.com)

Effective Web Marketing

