

Case Study:

Facebook Ads

Drive Leads for New
Plastic Surgery Practice

24
Leads

\$31.25
Per Lead

5
Surgeries
Scheduled

Background

Dr. Brenda Schiesel signed on with Page 1 Solutions in September 2018 after opening South Tulsa Plastic Surgery in Tulsa, Oklahoma. Dr. Schiesel was well known in her community but did not have her own website to promote her services. While the website for South Tulsa Plastic Surgery was being designed, Page 1 Solutions created a temporary landing page in order to give Dr. Schiesel and her practice an immediate digital presence.

During this time, we created a Facebook page for South Tulsa Plastic Surgery and ran a Likes campaign for the first two months using a budget of \$750 per month. This campaign generated a total of 1,127 page likes, which also helped increase the engagement on her Facebook posts.



The Challenge

After her website went live, Dr. Schiesel was interested in running a special on breast augmentation (\$4,350 for silicone gel breast augmentation when the surgery is booked and completed by June 1st) in order to generate leads for her practice.

However, since the website was brand new, we needed to generate traffic to the site to create a retargeting audience that we could use in the ad campaign. That way, once users visited the website, they were retargeted with the Conversion ad encouraging them to schedule a free consultation in order to take advantage of the breast augmentation special.

The Solution

Page 1 Solutions ran Facebook Conversion ads using a budget of \$750 per month to promote the client's breast augmentation special. The ads ran for one month, from February 22-March 20, 2019. The Conversion ads directed users to the breast augmentation page on the website, where users were instructed to fill out the contact form in order to take advantage of the limited-time special. Instead of using static ad images, we created mobile-friendly, 10-second video ads for the campaign which helped increase the reach and engagement on the ads, in turn generating more conversions.

We targeted the following custom audiences for the ads:

- People who engaged with her Facebook page in the past 120 days
- Breast augmentation page traffic in the past 60 days
- Lookalike audience (U.S., 1%) of breast augmentation page traffic in the past 60 days
- Lookalike audience (U.S., 1%) of people who engaged with her Facebook page in the past 120 days

We excluded any users who filled out the contact form on her site over the past 60 days to avoid delivering the ad to people who had already converted.

South Tulsa Plastic Surgery
Sponsored · 🌐

For a limited time, South Tulsa Plastic Surgery is offering silicone gel breast implants for only \$4350 when surgeries are scheduled and completed by June 1st! Take advantage of this offer by scheduling a free consultation on our website or call us at 918-518-5144 and mention you saw this offer on Facebook. Full details in the link below!

\$4350
SILICONE GEL
BREAST AUGMENTATION

— SOUTH TULSA —
PLASTIC SURGERY

SOUTHTULSAPLASTICSURGERY.COM
\$4350 for Silicone Gel Breast Augmentation
Natural-looking, artistic breast augmentation results. Book a free consultation today!

[Book Now](#)

👍❤️👍 109 17 Comments · 11 Shares · 9.3K Views

The Results

The Conversion campaign generated 24 leads within the first month (February 20-March 20) and had a low Cost per Lead at \$31.25. Of those 24 leads, Page 1 Solutions received confirmation from Dr. Schiesel that 5* people had scheduled breast augmentation surgeries (as of April 18).

By utilizing custom audiences and mobile-friendly videos, Page 1 Solutions was able to yield a 20.8% lead-to-conversion rate (5 surgeries scheduled out of 24 leads).

**Facebook continues to track user behavior on Conversion ads 7 days after they first saw the ad. It's possible that more than 5 people scheduled surgery after they saw the ads, however, we are only able to track 5 users who signed up for a consultation directly from the ad.*

Budget	Results	Reach	Impressions	Cost per Result
\$750.00 Lifetime	24 Lead	23,319	71,143	\$31.25 Per Lead

24
Leads

\$31.25
Per Lead

5
Surgeries
Scheduled



Generate Leads For Your Practice
With a Custom Conversion Campaign.
Contact Us Today!



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