

# Successful Five Months with Google Adword Campaigns

267 Calls | 41 SMS | 3 Form Submissions | 2626 Clicks | 161,666 Impressions

**Dr. Mary Lupo**

17th AUG'17 – 21st JAN'18 (5 Months)

1000\$ Per Month

New Orleans, LA

When Dr. Mary Lupo was looking for a low-cost, high-reward method to quickly build upon her New Orleans-based clinic's successes, she turned to Doneformeads.com's **Pay-Per-Click management expertise**. Google AdWords campaigns and a microsite serve a dual purpose: to target and track the skin rejuvenation expert's special procedures.

## Approach

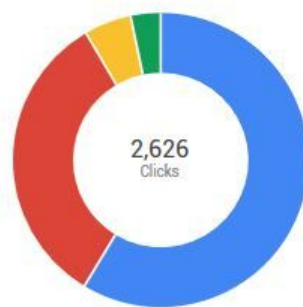
Thoughtful analysis clearly identified the following:

- To deliver the best results for Dr. Lupo, Doneformeads.com determined the **key requirement** was to drive more patients to her door fast, cost-effectively, and for specific treatments.
- To achieve maximum results and reach high-value consumers, Doneformeads.com considered both New Orleans and its neighboring communities before delivering Dr. Lupo's AdWords campaigns. Many PPC firms take a blanket approach to **medical practice location behaviors**, treating each market in the U.S. the same. But Doneformeads.com's approach is strategic. A deeper dive means you get more from your marketing dollars.
- Dollars stretch even further with Doneformeads.com **competitor analysis**. To outsmart the competition you must first know the competition. High-impact campaigns were developed that accounted for Dr. Lupo's competitors — their behaviors and messaging.
- Today's effective campaigns mean **effective keywords**. Using professional tools and certified experts, Doneformeads.com analyzed and ultimately identified results-driven keywords.
- Advertising costs and rankings depend on landing page quality and ad "scores." For this reason, Doneformeads.com focused on creating a **highly optimized landing page** for Dr. Lupo, which adhered to Google guidelines.
- **Google Adwords-certified specialists monitor Dr. Lupo's accounts each day**. Improvements are made nimbly, reflecting day-to-day metrics.

## Success

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Campaign	Clicks	Impressions	CTR	Avg. CPC	Calls	SMS	Form Submissions	Cost
Thermage	1,540	105,269	1.46%	\$1.44				\$2,224.01
General	864	33,849	2.55%	\$2.55				\$2,199.14
Clear & Brilliant	136	16,619	0.82%	\$2.79				\$378.84
Fraxel Dual	86	5,929	1.45%	\$5.45				\$468.70
<b>TOTAL</b>	<b>2,626</b>	<b>161,666</b>	<b>1.62%</b>	<b>\$2.01</b>	<b>267</b>	<b>41</b>	<b>3</b>	<b>\$5,270.69</b>



With a budget of \$1,000, Dr. Lupo averaged more than 50 calls each of the first five months of PPC campaigns. Moreover, these calls reflect Dr. Lupo's favorite procedures — the result of targeting clearly-identified therapies. In addition to an increase in calls, Dr. Lupo's office also received more messages and form submissions from prospects, while her website clicks, and brand awareness have been heightened exponentially. Ultimately, Results on Advertising Spend were favorable, with Dr. Lupo's earnings outpacing her investment.