



CASE STUDY

Ophthalmology

Inbound Marketing with Video
& Paid Social Media Advertisement
Utilizing effective retargeting methods



NOTE: Due to privacy concerns, this client's name and pertinent identifying details have been removed.



Background & Goals

Problem Definition

Our client's marketing objective was to increase leads for LASIK patients in Q3 & Q4 of 2018. The webinar campaign this ophthalmology client had running was raising awareness, sparking interest and igniting consideration from users, but it was not producing leads.

Marketing Solution

Page 1 Solutions implemented a funnel campaign strategy, where users who engaged with the Clicks-to-Website (CTW) Inbound campaign on Facebook were retargeted by a Lead Generation campaign that offered \$500 off the total LASIK procedure cost. We retargeted users with a 180-Day pixel, so that anyone within the last 6 months who had clicked on the CTW ads or visited the landing page would be exposed to the lead generation ad.

Since retargeted users had already gained exposure to the client's LASIK marketing message, they recognized the ad and were likely able to recall the brand. Recognition and recall are key factors in making a purchase decision, and to position our client's service into prospective patients' consideration for purchase decisions.

The lead generation ad featured several compelling elements and tactics to persuade users' decision to sign up.

- 1) The lead generation campaign presented an offer to users for \$500 off LASIK.
- 2) The promotional offer presented a sense of scarcity because the offer expired within 30 days of the start date of the ad.
- 3) The ad utilized seasonal trends and colors to appeal to the user's self-image and emotion.



The Strategy



1. Awareness & Interest

CTW Inbound Campaign

- Targeting
 - 40 mile radius around office
 - Broad interest-based targeting
 - LASIK MD
 - Glasses
 - Contact lens
 - 1-800 Contacts
 - LasikPlus
- Budget: \$500

2. Decision & Action

Lead Generation Promotion: \$500 Off LASIK

- Retargeted users who engaged with the CTW ad using a 180-Day Pixel
- Budget: \$600



Funnel Campaign Results

Step 1: Facebook CTW Inbound Campaign

MONTH	Landing Page Views (LPV)	Clicks	Cost Per LPV	LPV%
June 2018	N/A	674	\$0.74	N/A
July 2018	1,299	2,650	\$0.19	49.02%
August 2018	1,065	1,398	\$0.45	76.18%
September 2018	855	1,597	\$0.58	53.54%
October 2018	331	585	\$0.91	56.58%
Total	3,550	6,904	\$0.57	58.83%

Step 2: Lead Generation Campaign: Retargeting via 180-Day Pixel

MONTH	Leads	Clicks	Cost Per Lead
November 2018	12	113	\$50.07

Leads Converted To Consultation	Consultations Converted to Surgery	Conversion Rate for Consultation	Conversion Rate for Surgery
4	3	33.33%	25.00%



Impact

This case study shows the impact paid advertising on Facebook can have on a client's landing page views and conversions. It also shows the true value retargeting users who have previously engaged with an inbound campaign through a funneled lead generation campaign to produce high-quality leads.

The element of scarcity displayed in the lead generation ads, paired with seasonal trends, ignited a sense of instant gratification for users, ultimately motivating them to sign up. **The rate at which users scheduled consultations and surgery surpassed the general purchase decisions process for LASIK, which is a long-term, high-information buy that takes six months to one year.**

By utilizing the power of social media and optimizing the resources and traffic available to the client, we were able to yield a **33.33%** conversion rate from leads to consultations (4 consultations scheduled out of 12 leads) and a **25.00%** conversion rate from leads to surgery (3 scheduled surgeries out of 12 leads) through native lead generation using Facebook ads.



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