

Plastic Surgeons Find Patients Where They Do Their Search

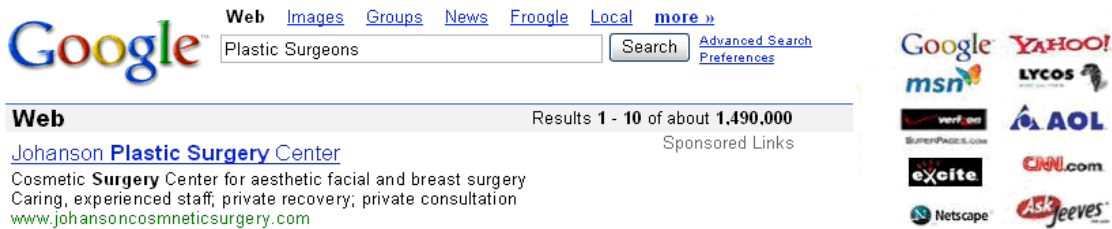
**The Advertisers**

The advertisers used in this case study are two plastic surgeons that both specialize in aesthetic, breast, and general plastic surgery.

*In the first two months, I have seen my internet traffic increase by 100%, and I have attracted several new referrals. The LocalZing platform has surpassed any online marketing solution I have used in the last few years and outside of word-of mouth. Online marketing is the most important form of advertising in my field. Being placed directly on search engines - like Google - has resulted in roughly 10-15 consultations per month and about 10 additional procedures for my practice.* - Plastic Surgeon, F.A.C.S., Louisiana

**The Problem**

These plastic surgeons did not have an internet advertising strategy. The doctors needed an easy way to advertise their practices directly on search engines such as Google and Yahoo where prospective patients go to do research.



**The Solution**

Millions of Americans visit search engines to begin their research (especially when it comes to elective surgery) which is why search engines represent the greatest source of Internet traffic. The LocalZing platform placed these two plastic surgeons on Google, Yahoo, AOL, MSN and other search engines to ensure their practices would prominently appear for searches that matched cosmetic surgery. For example, The LocalZing platform bid on the keywords "Plastic Surgery", "Beverly Hills Cosmetic Surgeon", "Abdominoplasty", and "Breast Augmentation" as well as hundreds more. This enabled the California and Louisiana surgeons' web sites to be displayed to people in (or inquiring about services in) those locations. Most importantly, The LocalZing platform tracked phone calls, e-mails, and online inquires that resulted from the advertisement in an easy to read report so the doctors could easily track the ROI resulting from patient procedures.

**The Result**

Based upon the results of the ad campaigns that The LocalZing platform developed, both plastic surgeons have increased their budgets as a result of their ROI. The California plastic surgeon received **5 email inquiries** about various procedures and **27 phone inquiries**. The Louisiana plastic surgeon received an amazing **68 phone inquiries** and **7 email inquiries** about potential procedures for an ROI upwards of 2000%.

Louisiana-based Plastic Surgeon	
Budget	\$1000
# of Visits to Web site	438
Cost Per Site Visit	\$2.28
# of Tracked Phone Inquiries	68
# of Emailed Procedure Inquiries	17

California-based Plastic Surgeon	
Monthly Budget	\$1000
# of Visits to Web site	310
Cost Per Site Visit	\$3.22
# of Tracked Phone Inquiries	27
# of Emailed Procedure Inquiries	5

For additional information, please contact: