

Oral Surgery Appointments

- *PPC Management*
- *Added An Average Of 15 New Patients Per Month*

Before Spin Modern

The client was not using PPC. We looked at the number monthly appointments he had over the past several years and decided that if we could bring in 10 new appointments from PPC alone that it would be worth while to advertise

After Spin Modern

We started off by immediately making more sales through PPC. We also redesigned his website and established an SEO campaign too. Because our tracking can tell exactly where the ads are coming from (Google Ads, Organic, Social Media, Direct, Etc.) we were able to use data from PPC to improve sales across other digital channels.

We started off with a modest budget of \$1000 to Google and \$500 in management fees to Spin Modern. There was never a month with a negative ROI. We made 6 appointments that stuck the first month and have improved ever since.

One year later, we have raised the budget and are averaging 15 new patients a month. However, we continue to grow and gain more patients every month and plan to raise the budget again next month.

Beginning PPC Cost: \$1500 including our fees
PPC Cost Now: \$3300 including our fees

Here is how we grew sales:

1. We used professional graphic designers to create ads.
2. We redesigned their website to accept the visitors Google Ads.
3. We retargeted visitors for a week while they looked for an oral surgeon.
4. We tracked every ad dollar
5. We tracked every phone call with our HIPAA Certified system
6. We reported monthly and communicated weekly

We had to work together, both the client and the departments within Spin Modern. Our WordPress Design Team and our Google Analytics specialist had to work cohesively to make sure all the parts worked together like a well-oiled machine.

Note: We also brought in an additional 12 new patients a month from our SEO servcies. So we are bringing roughly 27 new patients per month for \$3900 per month total.



Selling With PPC Ads

At a glance:

- Gained 15 new patients a month on average from PPC
- We can dial up and down sales on and off based on available time slots



Spin Modern
1432 North Great Neck Road, Suite 202
Virginia Beach, Virginia 23454

+1 757 772 8523
sales@spinmodern.com
spinmodern.com