

# CASE STUDIES

FOR DENTAL MEDICAL PRACTICES



## CASE STUDY 1

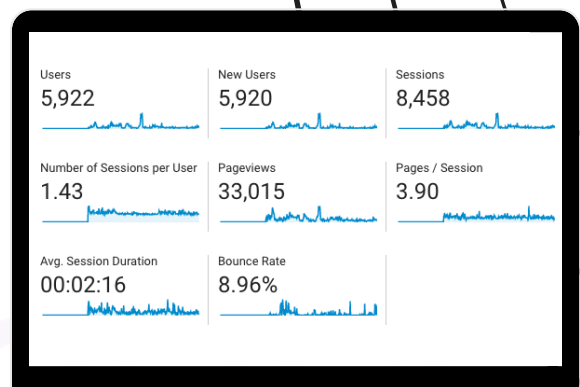
<https://www.tuniohairtransplant.com>

A hair transplant clinic struggled to move its website to the first page of Google. Within 6 months of our engagement we were able to move the website to the most competitive keywords in their city, increasing their traffic by over 250%. Despite the high competition from other hair transplant clinics at much lower rates, the client has remained profitable covering the high cost of operating in Dubai Healthcare City. The surgeon flies to Saudi Arabia, United Arab Emirates, and other middle eastern countries.

### INITIAL YEARLY TRAFFIC

<https://www.tuniohairtransplant.com>

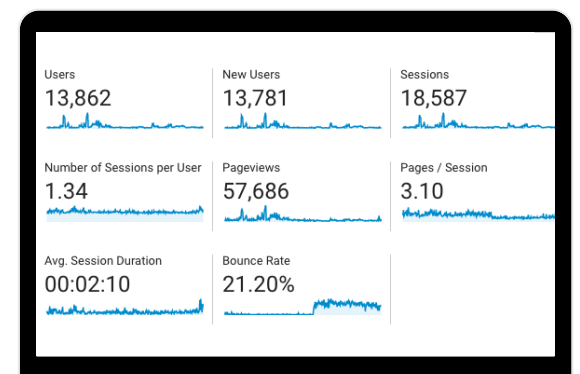
The website received a yearly traffic of 5,922 users prior to our engagement. We started our digital marketing Campaigns in August, 2016.



### AFTER 1 YEAR

**1 year into the campaign**

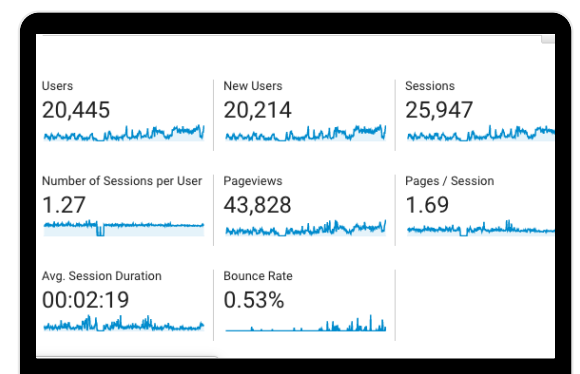
□ Traffic to the site more than doubled in just 1 year.



### AFTER 3 YEARS

**3 years into the campaign**

Traffic to the site almost quadrupled in 3 years with effective digital marketing techniques.



# RETURN ON INVESTMENT CASE STUDY 1

<https://www.tuniohairtransplant.com>

A hair transplant clinic struggled to move their website to the first page of Google. Within 6 months of our engagement we were able to move the website to the most competitive keywords in their city, increasing their traffic by over **250%**.

## CUMULATIVE TRAFFIC

51,400

TRAFFIC VALUE FOR HAIR  
TRANSPLANT CLINICS  
@USD 5000/HAIR TRANSPLANT

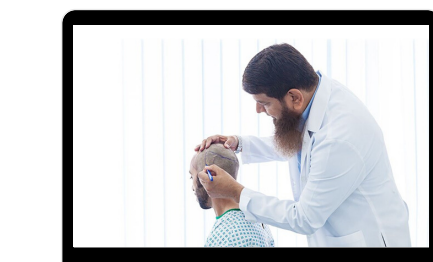
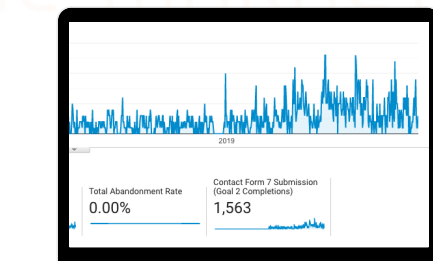
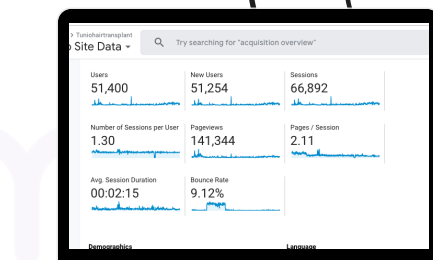
\$257M

## VALUE OF GENERATED LEADS

\$7.8M

RETURN ON  
INVESTMENT

48%



## CASE STUDY 2

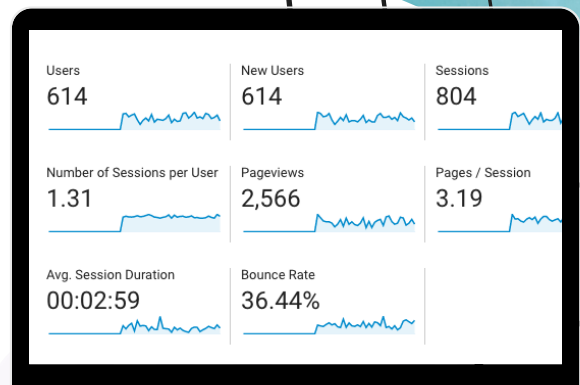
The clinic was getting no traffic until July 2018. Within one year of starting our SEO campaign, in August 2018, we were able to boost the traffic to 1300+ per month from Google. The number of patients increased by 1200/month for their brand new branch located in a residential area, just with 30 keywords. The client is now increasing the number of keywords to increase their patient footfall even more and hit new milestones, for their other services and branches.

### INITIAL MONTHLY TRAFFIC

<https://www.drismailhealthcaregroup.com>

Started Marketing Campaign in August, 2016

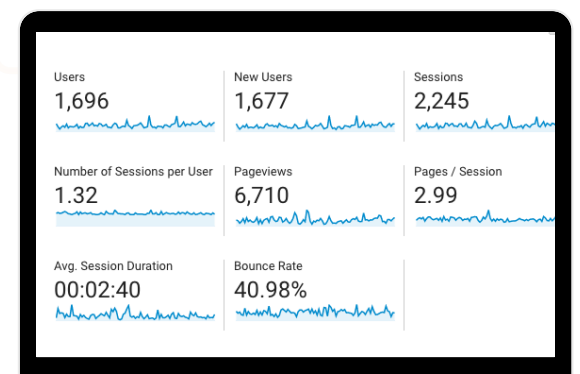
□ Initial traffic to the site from August, 2016 to August 2017 - 5,922 with 8,458 sessions.



### MONTHLY TRAFFIC AFTER 1 YEAR

**1 year into the campaign**

□ The Monthly Traffic to the site rose by 276% in one year

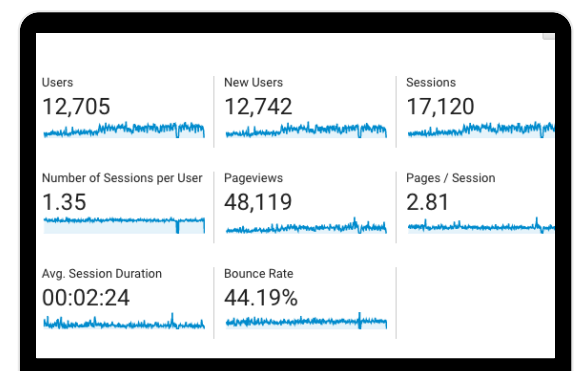


### YEARLY TRAFFIC AFTER 1 YEAR

**2 years into the campaign**

Traffic to the site in September, 2013 – 10,116 visits with 19,432 page views

□ Increase in traffic by 57%





# RETURN ON INVESTMENT CASE STUDY 2

<https://www.drismailhealthcaregroup.com>

The new branch has grown drastically within 12 months. Here are the mind-boggling stats for a brand new branch. Now we are encouraging the client to add more blog posts to take over the bigger clinics in the city.

CUMULATIVE TRAFFIC IN 1 YEAR

12,752

TRAFFIC VALUE FOR  
CONSULTATION  
@USD 60 CONSULTATION FEE

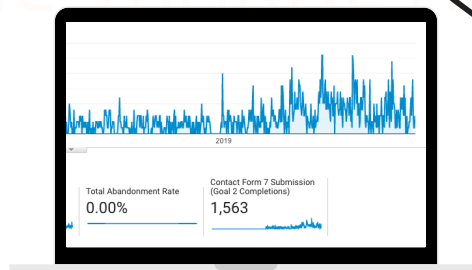
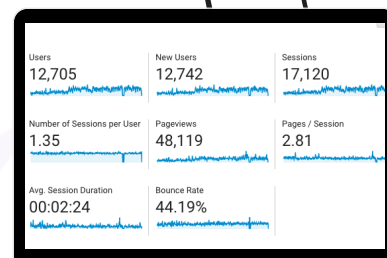
\$714,400

VALUE OF GENERATED LEADS

\$511,000

RETURN ON  
INVESTMENT

54%



## CASE STUDY 3

**\$300 K to  
\$7 Million**



## HOW WE DID IT?

### Ultimate Dominance Plan

High speed  
Website Development

Pay Per Click (PPC)  
Advertising for quick patient  
in-flow

Digital Marketing Consulting  
with top Marketing coaches  
for medical practices

Mobile App Development to  
engage with your existing  
patients

Search Engine Optimization  
(SEO)

Regular Blog Posting  
to deliver timely useful  
information to the patients



**2019**

