



MEDIAFORCE CASE STUDY:





OTTAWA FACIAL SURGERY NEEDED A HOLISTIC VIEW OF THEIR ONLINE DATA IN ORDER TO DEVELOP ACTIONABLE INSIGHTS TO DRIVE OFFLINE CONVERSIONS.

THE COMPANY

The Facial Surgery and Cosmetic centre is a cosmetic clinic located in Ottawa. The facility offers services ranging from surgical options to skin care, to rejuvenation treatments.



IMPLEMENTING & EXECUTING SOLUTIONS

Working in close cooperation with the Facial Surgery and Cosmetic Centre, Medi-aforce created a dashboard based on business objectives and the needs of key stakeholders. The dashboard would present both online and offline data to enable the viewer to distinguish the relationship between the two. In isolating the most critical metrics and presenting the data in an understandable format, trends and insights could be easily identified to set new business strategies. The dashboard was created to keep pace with the business environment, with the possibility to adjust or remove metrics as needed.

Through uniting the offline data from the pre-existing Customer Relationship Management (CRM) system with the online data set, it became possible to identify the most valuable keywords needed to generate higher revenues. For example, connections could be drawn between users that made an online appointment request and users that actually ended up becoming regular clients. Furthermore, this allowed for remarketing strategies based on user behaviour; for example, online clients that filled out an appointment request form but did not make a visit in person could be retargeted. By merging both online and offline datasets, it became possible to interpret data and add context, driving recommendations and business actions that had real impact on the bottom line.

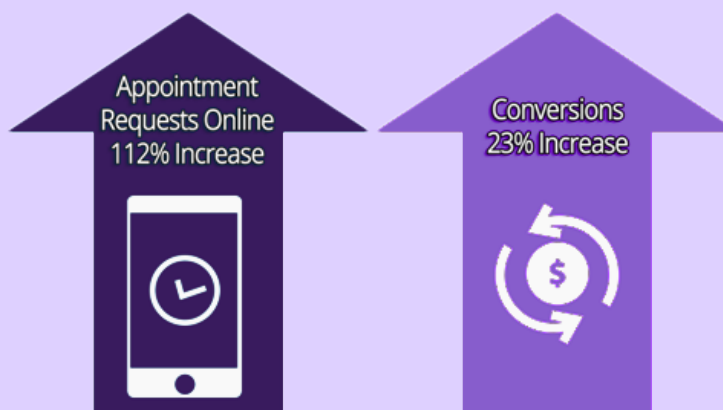


“WE WERE LOOKING FOR A COMPANY THAT COULD CREATE A DYNAMIC WEBSITE, WRITE CONTENT, PERFORM SEO AND PROVIDE SOLID MARKETING STRATEGIES SPECIFIC TO OUR INDUSTRY. ...WORKING WITH THE TEAM AT MEDIAFORCE OVER THE PAST FEW MONTHS HAS BEEN AN EXTREMELY POSITIVE AND ENJOYABLE EXPERIENCE.”

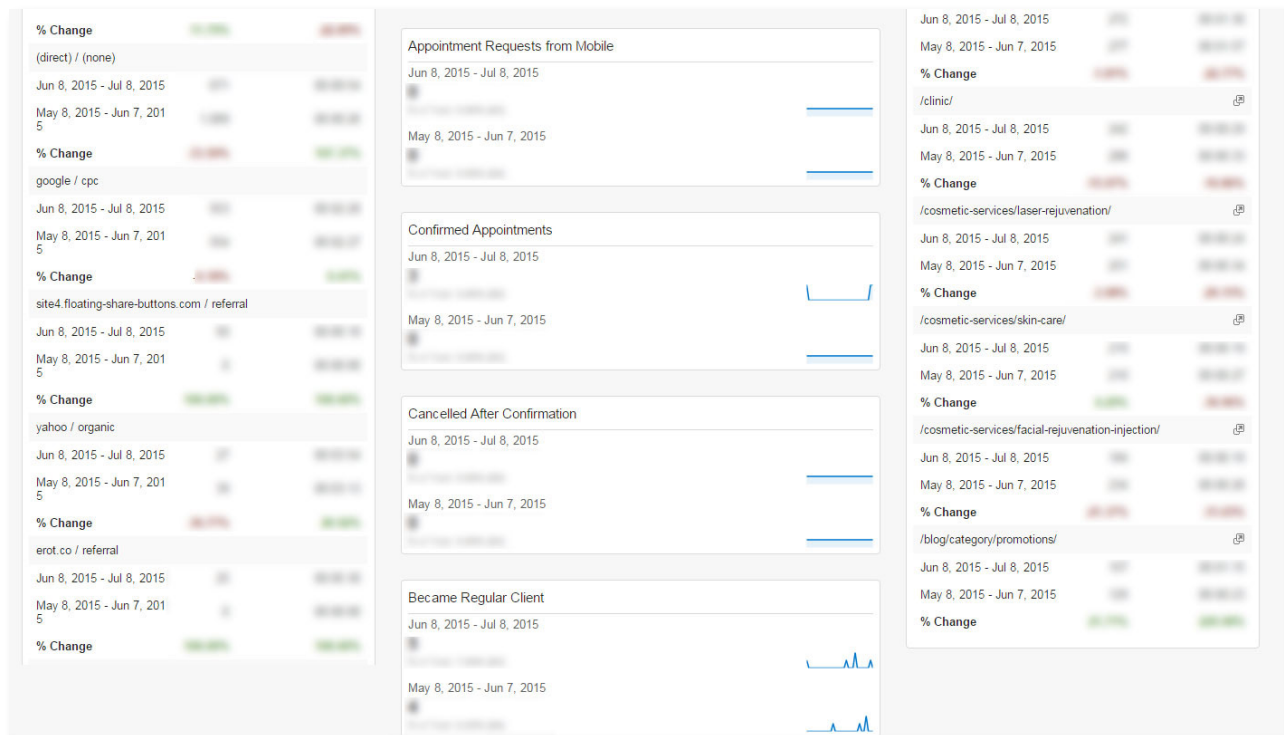
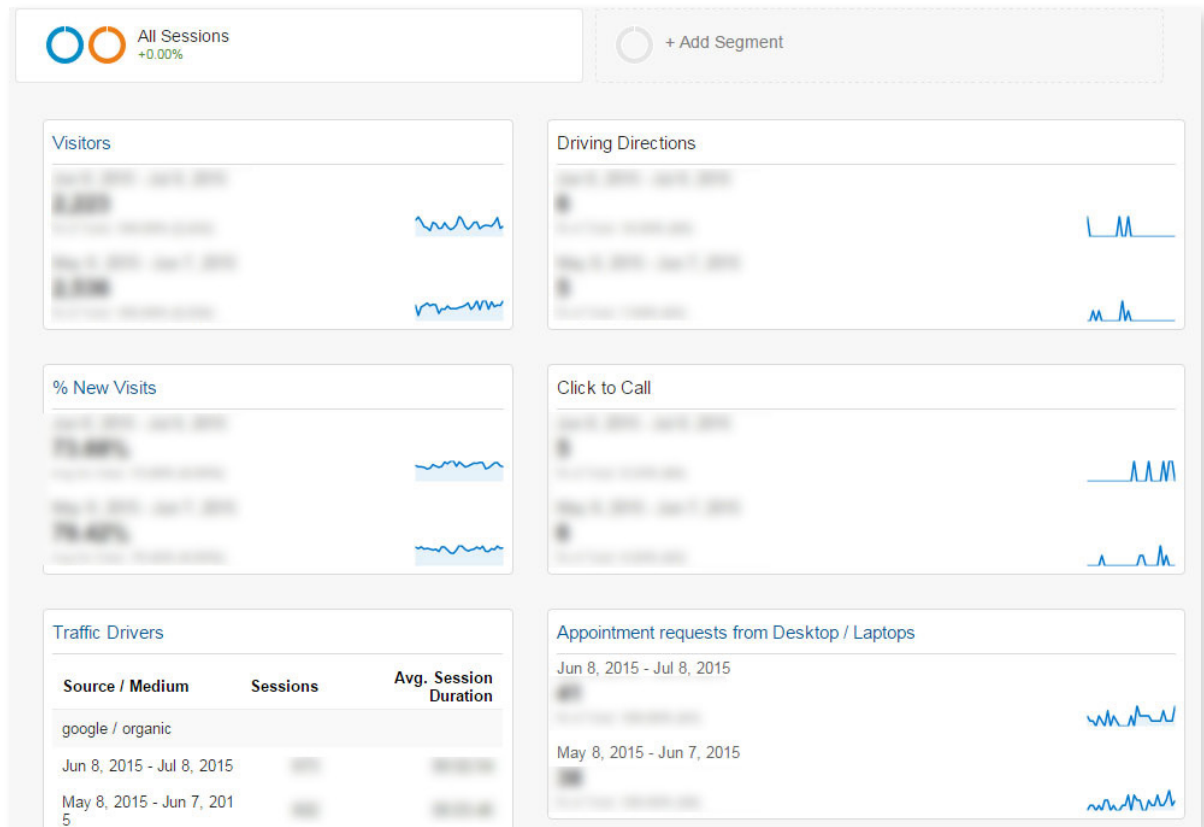
-BONNIE CRAIG, OTTAWA FACIAL SURGERY

RESULTS

In using the data provided from the dashboard effectively, the Ottawa Facial Surgery and Cosmetic Centre was able to drive conversions both online and offline. Through remarketing techniques, online appointment bookings grew rapidly and improved their lead generation.



OTTAWA FACIAL SURGERY: A SMART DASH-BOARD TO UNITE ONLINE AND OFFLINE DATA





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