



CASE STUDY



Facial Surgery & Cosmetic
Centre of Ottawa

About



The Facial Surgery and Cosmetic Centre in Ottawa is dedicated to offering cutting-edge treatments in cosmetic surgery and medical esthetics. Their team, trained by top institutions and backed by decades of experience, remains committed to continuous learning. Renowned for their care, commitment, and results, the centre has earned an international reputation for excellence.

Offering a wide range of services from surgical options to skin care and rejuvenation treatments, the clinic is a trusted destination for cosmetic enhancements.





CASE STUDY

1 challenges

Ottawa Facial Surgery aimed to develop actionable insights to drive offline conversions by gaining a holistic view of their online data. To achieve this, they sought assistance from Mediaforce to enhance their online presence and SEO strategy.



before Mediaforce

- Ottawa Facial Surgery was looking for a company that could create a dynamic website, write content, perform SEO and provide solid marketing strategies specific to our their industry.
- Our strategy was to identify keywords using the CRM to generate higher revenue.



CASE STUDY

key metrics

2

Ottawa Facial Surgery's case study evaluates key metrics such as leads generated, conversion rate, and SEO performance. These metrics provide valuable insights into the effectiveness and efficiency of Mediaforce's strategy. The study aims to showcase improvements in these areas and demonstrate the overall return on investment resulting from Mediaforce's services.



after Mediaforce



23% increase in conversions



112% increase in appointment requests online

Mediaforce developed a smart dashboard to integrate online and offline data, enabling easy identification of trends and insights to inform new business strategies.

The dashboard was designed to be adaptable to the evolving business environment, allowing for adjustments or removal of metrics as necessary.



CASE STUDY

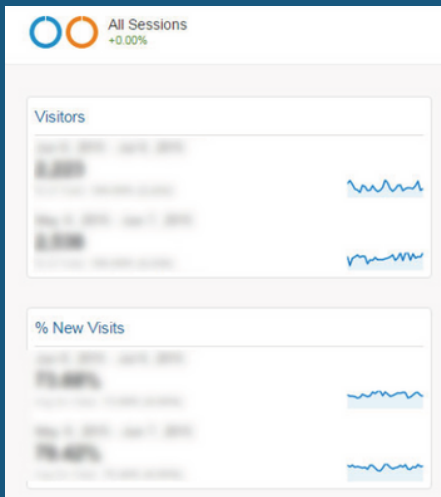
key metrics

2

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after Mediaforce



% Change	Jun 8, 2015 - Jul 8, 2015	May 8, 2015 - Jun 7, 2015
(direct / none)		
% Change		
google / cpc		
% Change		
site4-floating-share-buttons.com / referral		
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yahoo / organic		
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orot.co / referral		
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Appointment Requests from Mobile		
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Cancelled After Confirmation		
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Jun 8, 2015 - Jul 8, 2015		
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