



## CASE STUDY

# Practice Adds 574 New Patient Leads With PPC

**PerfectPatients**



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# The Challenge

A 35-year-old practice in Forest Lake QLD was looking to expedite new patient growth. After considering multiple marketing channels, the doctor concluded that Google Ads would offer the quickest and most predictable results.

Without allocating a large budget to marketing, the doctor was hoping to reach his new patient goals with consistent, month-after-month growth.

# The Process

After partnering with Perfect Patients, our PPC team started researching competitors in the Forest Lake area to identify the most profitable keywords and campaign strategy.

In collaboration with the doctor, the team created engaging ad and landing page copy that centered on the practice's key strengths:



Experienced holistic healthcare



Comfortable, relaxed experience



Affordable and accessible costs

# The Results



Despite large competition in the Forest Lake area, the practice was able to maintain a strong ad position and the lion's share of the impressions. The practice offered a \$39 new patient special offer, leading to an influx of qualified new patient inquiries.

The practice is now dominating the Google Ads space, adding a predictable flow of new patients month after month with transparent reporting.

## GOOGLEADS



Time: **15 Months**



Investment: **\$8,880**



Impression Share: **67%**



Top-of-Page Rate: **93%**



**424**

**New Patient  
Phone Calls**

**The End  
Result?**



**150**

**New Website  
Inquiries**



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