

CARE

PLASTIC SURGERY



Digital
Limelight
Media

Case Study

Plastic Surgeon

Cary, NC

1 Location

4,085% ROI on New Patient Acquisition. Measured with EMR Integration. Over 3 Years of Service.

Dr. Brian S. Coan is an award-winning, nationally renowned, board certified Plastic Surgeon and a member of the distinguished Fellow of the American College of Surgeons (FACS).

Dr. Coan was looking for more transparent marketing services so he could scale his practice and improve lead management processes. He contacted DLM to help him achieve this growth.

Challenges

- Raleigh is a competitive market and the previous website had some negative SEO.
- The technology was a hurdle to overcome for integrations.

Goals

- Dominate the Raleigh Market
- Create a seamless integration with EMR System
- Train staff on how to properly manage leads



Actual ROI*
Over 2 Years

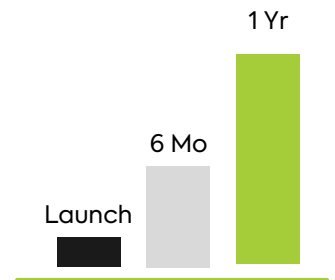
4,085%

* Care Plastic Surgery has an EMR Integration with DLM. This has allowed us to have accurate ROI calculations on New Patient Acquisition.

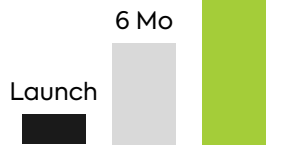


Total Conversion
In 12 Months

442%



Website Traffic
In 12 Months



203%



Reviews
Within 12 Months

192%

4.9 Rating



Full Case Study

Strategy

- We implemented a new website design and fresh content
- Scalable SEO strategy leveraging Insight for keyword research and content organization
- Analyze baseline marketing ROI to understand opportunities
- Setup drip campaigns and train staff on proper lead management utilizing CRM.

“DLM has been a game changer for our practice. We have more clarity and efficiency in our marketing than we ever have.”

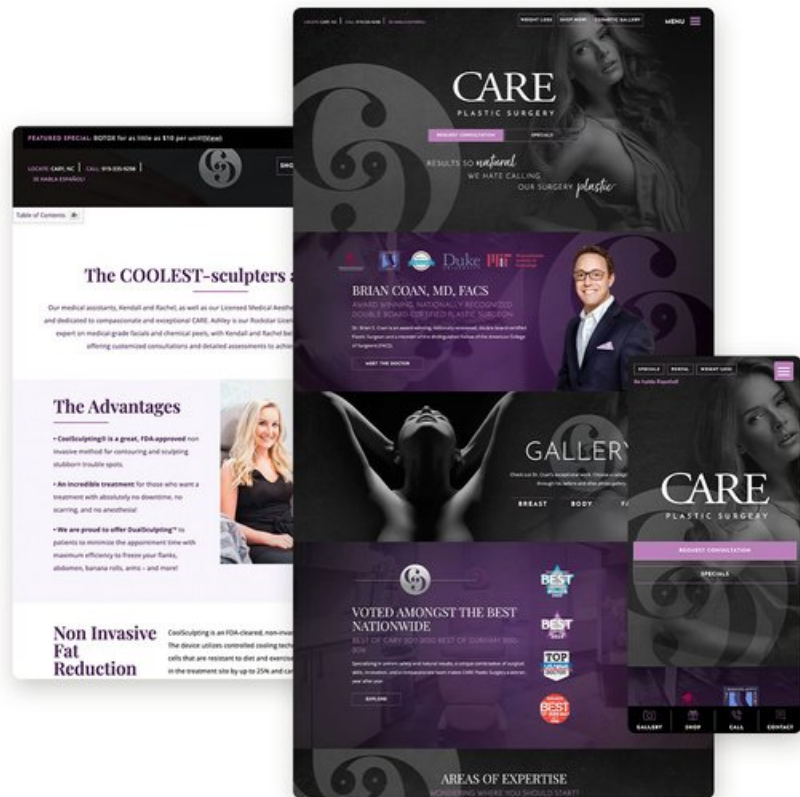


Brian Coan, MD FACS
Care Plastic Surgery

Digital Limelight Media (DLM) is an innovative marketing technology agency that offers unique strategies within a HIPAA-compliant digital platform that helps attract and retain more cosmetic patients.

DLM Services Operate in Three Areas:

- Top of Funnel Marketing Services - This consists of marketing strategies and branding with the goal to help get more people in front of your brand.
- Middle of Funnel Lead Management Services - DLM Modernizes the patient experience and streamlines tedious repetitive administrative processes.
- Bottom of Funnel Reporting and Retention - DLM integrates with the leading EMR and PM systems to bring more clarity to your marketing ROI . We also leverage automations to reengage with existing patients at the right time.



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