



Case Study

Plastic Surgeon

Reno, NV

1 Location

The baseline website to lead rate was 0.50% of traffic. The site now converts at 5% of traffic to a lead.

Janiga MDs Plastic Surgery and Cosmetic Center is the only practice in Northern Nevada to house both a board-certified plastic surgeon and board-certified dermatologist.

The Janigas' contracted DLM to help them brand and market their unique vision. DLM designed and rebranded the practice as well as facilitates the digital marketing and tracking.

Challenges

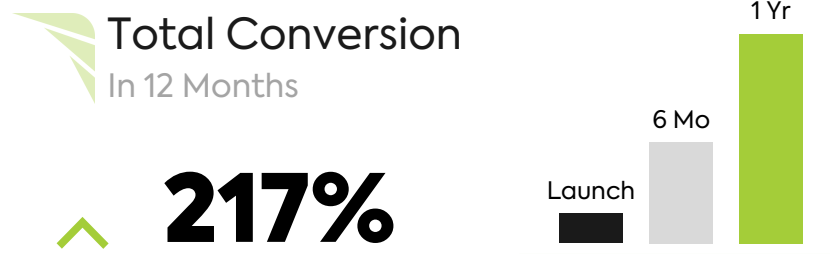
- Construct a navigation that is not overwhelming given the scope of services they offer.
- Help distinguish between the traditional and digital ads.

Goals

- Rebrand the practice and create a website with a visitor to lead rate of at least 3.5%
- Improve qualified web traffic from search engines.

Estimated ROI*
Over Last 12 Months **603%**

* Based on an average Dermatology & Med Spa patient value of \$459 at a 25% lead to patient rate.



Reviews
Within 12 Months

165% **< 4.9 Rating**



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Strategy

- Designed a new brand and website that is easy to navigate
- Setup heat maps to make changes to the call to actions to improve the percentage of traffic that converts into a lead.
- Improve the backlink profile to boost rankings in search results
- Create targeted content for maximum impact
- Setup tracking to understand funnels and conversion rate

“DLM has been a consistent force for our practice. We can count on them for qualified leads and clear communication!”

Dr. Jennifer Janiga
Janiga MDs

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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