

CASE STUDY

FACEBOOK ADS



Plastic Surgery Clinic

OVERVIEW



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The case study shows how the effective lead generation structure yielded positive outcomes, with an increase in high-quality leads for liposuction treatments and a reduction in CPL. By diversifying demographic reach and leveraging content through Facebook ads, the clinic attracted potential clients, ultimately boosting its client base and revenue potential.



ABOUT THE CLIENT

Our client is a renowned plastic surgery clinic based on Texas, USA.



PROBLEM STATEMENT

The clinic faced challenges in targeting users who could afford high-cost treatments while expanding the demographic beyond predominantly female patients to increase their pool of potential clients.

GOALS

The project spanned over two months with the primary objective of generating more high-quality leads for liposuction treatments and lowering the cost per lead (CPL) through an effective Facebook ad structure.



STRATEGY

THE CAMPAIGN RAN FOR 2 MONTHS

Targeted higher-income individuals within the clinic's city via Facebook Messenger ads to establish audience reach.

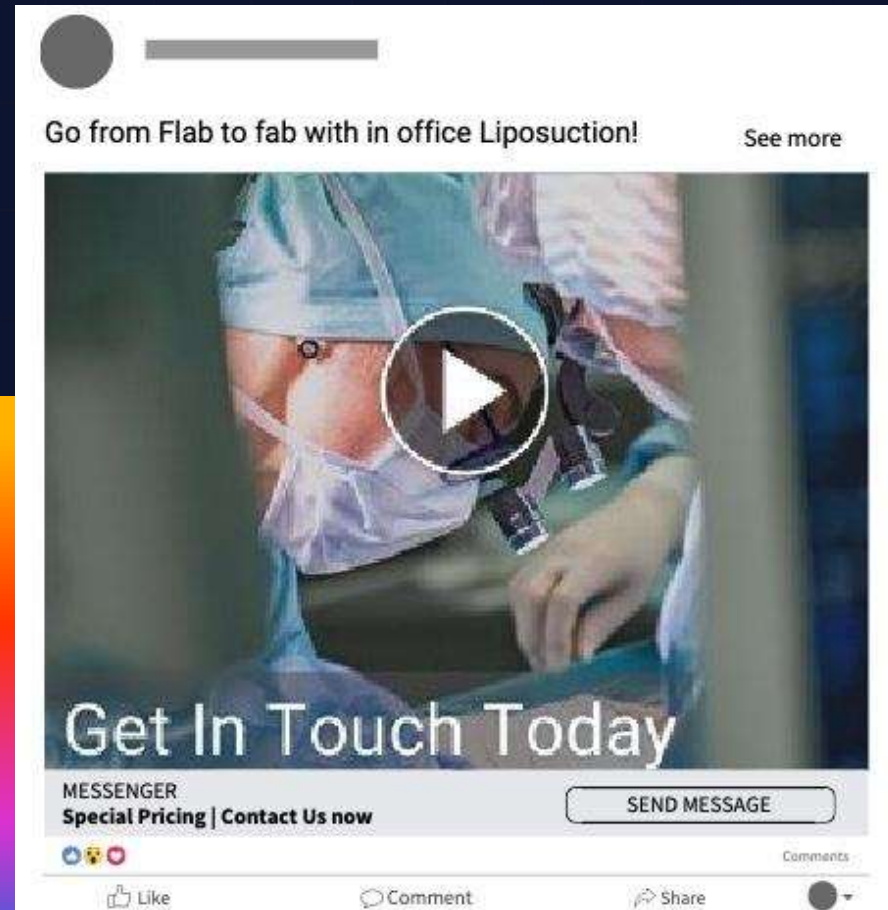
Utilized descriptive videos featuring the clinic's doctor to educate potential clients about liposuction procedures and highlight special pricing offers, boosting engagement.

Implemented Facebook Messenger ads to facilitate direct communication, allowing the sales team to interact with interested users and schedule appointments efficiently.



BEST PERFORMING ADS

The best-performing ads were static conversion ads with actionable copywriting.



Go from Flab to fab with in office Liposuction! [See more](#)

Get In Touch Today

MESSANGER
Special Pricing | [Contact Us now](#) [SEND MESSAGE](#)

Like Comment Share

Comments

Detailed description: This is a screenshot of a Facebook Messenger advertisement. The ad features a video thumbnail showing a person in a surgical setting with a play button overlay. The headline is 'Go from Flab to fab with in office Liposuction!' with a 'See more' link. The main text is 'Get In Touch Today'. Below the video, there is a 'MESSANGER' label, 'Special Pricing | Contact Us now' text, and a 'SEND MESSAGE' button. At the bottom, there are icons for 'Like', 'Comment', and 'Share', along with a 'Comments' link.

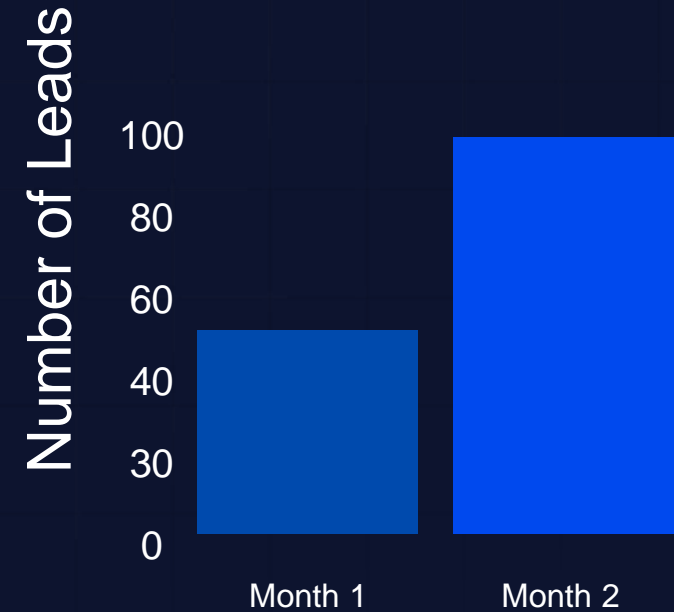
DETAILED RESULTS

The best-performing ad, featuring a "Send Message" call to action, generated significant engagement and high-quality leads.

With a monthly budget of \$350, the campaign reached 3,700 people, resulting in 143 leads. Achieving a remarkable 17.80% click-through rate (CTR), the campaign achieved a cost per click (CPC) of \$0.37 and a cost per result (CPR) of \$3.56.

FINAL OUTCOME

The combination of Facebook Messenger Ads and Video Ads successfully generated 143 high-quality leads at a cost per result (CPR) of \$3.56.



Budget: \$350 Per Month
Location: Houston, Texas

CONCLUSION

The strategic use of targeted ads, descriptive video content, and direct communication through Facebook Messenger proved highly effective in generating leads and reducing the cost per lead for the clinic.

This case study demonstrates the power of personalized advertising and targeted marketing in the healthcare industry.

