



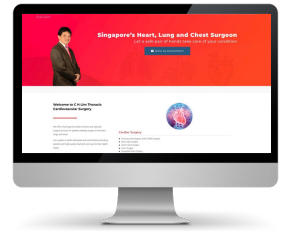
C H LIM CARDIOLOGY CLINIC

EXPERT CARDIAC AND THORACIC SURGEON WITH OVER 23 YEARS OF EXPERIENCE

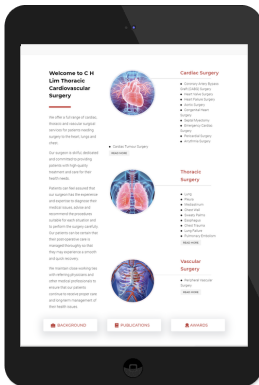
The Challenge:

Dr Lim engaged an external digital marketing agency but his campaigns were not performing. Budget was wasted on non-performing keywords and high Cost Per Click due to the incorrect campaign set up. The leads he received were not turning into genuine conversions.

Dr Lim wanted to find another agency who could capitalise on his personal brand to get more patients.



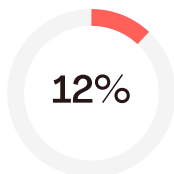
The Solution:



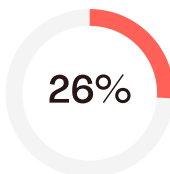
SEM

- Conducted SEM audit to uncover underlying performance issues and research on areas for improvement.
- Removed non-performing keywords and expanded on negative keywords list.
- Included brand and Dr Lim's personal name keywords
- Narrowed down on high converting audiences by bidding on specific treatments and conditions.

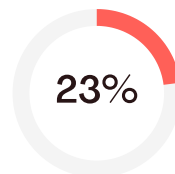
The Results:



Reduction in cost per lead



Increase in paid traffic over the past 180 days



Improvement in Click Through Rate