



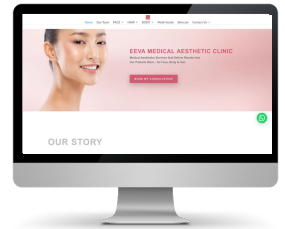
EEVA MEDICAL AESTHETIC CLINIC

BOUTIQUE MEDICAL AESTHETIC PRACTICE FOR SKIN, BODY & HAIR

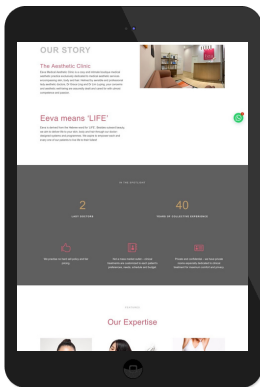
The Challenge:

Eeva Medical Aesthetic Clinic used to run in-house marketing advertising, but saw no results. The website, which ads were directed to, was not optimised with conversion-focused copy techniques.

Without sufficient knowledge of Search Engine Marketing, the client did not know how to improve the campaign. As a result, media budget was wasted due to the lack of optimisation.



The Solution:



SEM

- Conducted in-depth SEM audit to uncover underlying issues and optimise entire Google account.
- Kickstarted Search Engine Optimisation to improve organic visibility.
- Created a conversion-driven landing page to eliminate weaker offers and present leads with targeted offers.

The Results:

200%

Increase in leads

140%

Improvement in Click
Through Rate

Heroes of Digital's expertise has played an important role in lead generation for our key services. Our account manager is very fast, responsive and proactive in dealing with our concerns and also issues which arise. The personal touch from the Heroes of Digital's team makes them stand out as a digital marketing agency.

Dr Grace Ling
Eeva Medical Aesthetic Clinic