



HEALTHY HEART SPECIALIST CENTRE

THE ONE-STOP HEALTHCARE CENTRE

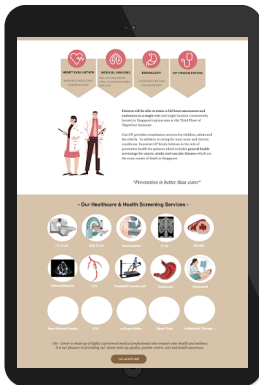
The Challenge:

Dr Wong initially ran digital marketing campaigns by himself. However, results were not optimal as campaign tracking was not set up properly.

Due to his high CPL, which spiked up to nearly \$2000 per lead, his campaign could not generate much conversions. Dr Wong was also getting enquiries from countries that were not his target market.



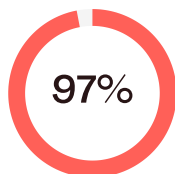
The Solution:



SEM

- Conducted SEM audit to uncover underlying performance issues and research on areas for improvement.
- Excluded geographical regions beyond target market.
- Removed high-cost and non-performing keywords
- Directed ads to the conversion driven landing pages.
- Tracked conversions for specific services to better understand overall campaign performance.

The Results:



Reduction in cost
per lead



Increase in leads



Improvement in
Click Through
Rate