

Case Study

- **Service:** Google Ads & Meta Ads
- **Client:** Aesthetic Clinic - Florida

Project Objectives



It started with frustration. The clinic owner had been working with a freelancer who rarely responded on time, leaving questions about campaign performance unanswered for days. Despite investing in marketing, they had no clear direction, no real insights, and worst of all—no consistent results. Leads were coming in, but they were the wrong kind: price shoppers, casual browsers, and people nowhere near ready to commit to premium procedures

That's when they were referred to us by a long-time client who had seen what the right strategy could do. From day one, the objective was clear: shift from low-quality inquiries to high-intent consultations in the competitive South Florida market.

Sell premium procedures like mommy makeovers, hair transplants, or BBL.

Project Overview

We segmented campaigns by procedure type, created hyper-targeted ad groups focused on specific patient intent, and rewrote every ad to speak to the transformation and confidence these procedures deliver. We implemented advanced audience layering, tested multiple landing page variations, and set up conversion tracking that actually showed which leads turned into paying patients. Within 60 days, their entire lead generation system was transformed.



We rebuilt their patient acquisition system—turning Google Ads into a predictable pipeline of high-intent, profitable patients.



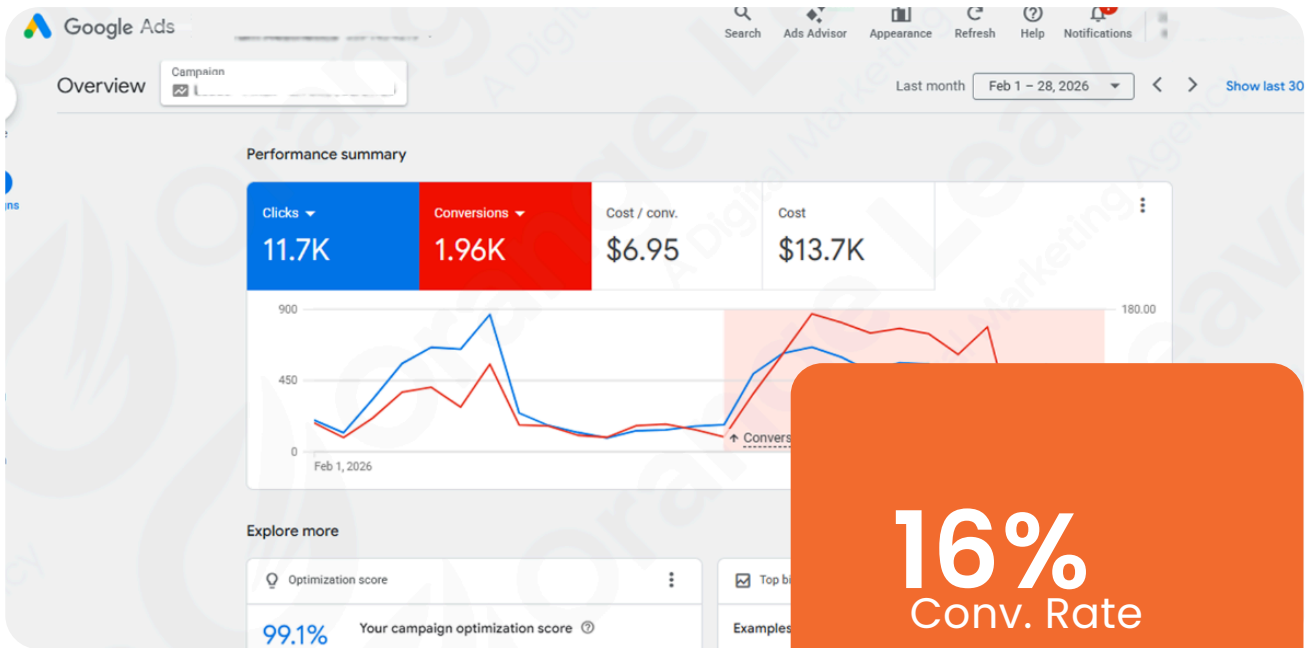
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The Way We Perform And The Outcomes We Can Achieve

We combined precise targeting with emotionally resonant messaging across every stage of the decision journey. Each procedure was treated uniquely, aligning messaging with specific patient concerns and intent.

- Procedure-specific campaigns with targeted keywords
- Emotion-driven ads focused on transformation
- Custom landing pages per procedure
- Remarketing to nurture decision-stage prospects
- Demographic and income-based targeting



Early morning & Evening searches drove 34% higher conversions.



Before/after video ads boosted CTR by 58% and improved lead quality.

16%
Conv. Rate

Out of 100 leads 16 were successfully converted in to customers.

\$6.9
Cost/Lead

Average cost to get a lead looking to get the aesthetic procedures.

8.9x
ROAS

Every dollar spent on ads generated \$8.9 in new customer revenue

Conclusion ○○○

Within 90 days, this Florida aesthetic clinic went from inconsistent, low-quality leads to a steady flow of qualified prospects booking high-value consultations. Their cost per lead dropped by 87%, while lead quality improved so dramatically that their consultation-to-patient conversion rate nearly doubled. They're now consistently booked 4-6 weeks out across all three procedure types, and we continue to scale their campaigns profitably. What started as a referral project became one of our most successful aesthetic clinic partnerships—proving that the right targeting, messaging, and strategy can transform even the most competitive markets.