

CASE STUDY

MEDIAMAGIC & BAKERSFIELD SMILE DESIGN



Services: Google Ads



Industry: Healthcare

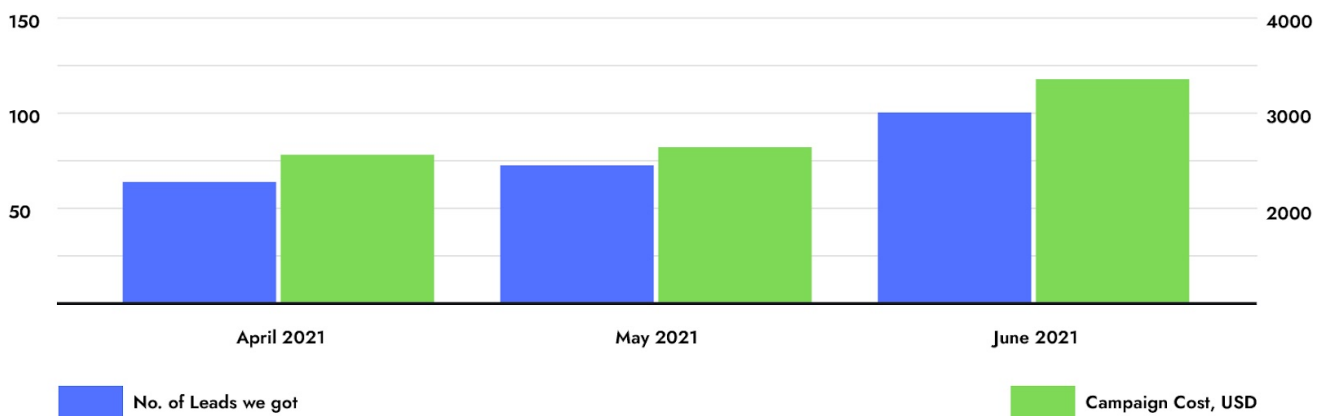


Objective: appointment Booking at a minimal cost



Website: www.bakersfieldsmiledesign.com

BAKERSFIELD
SmileDesign



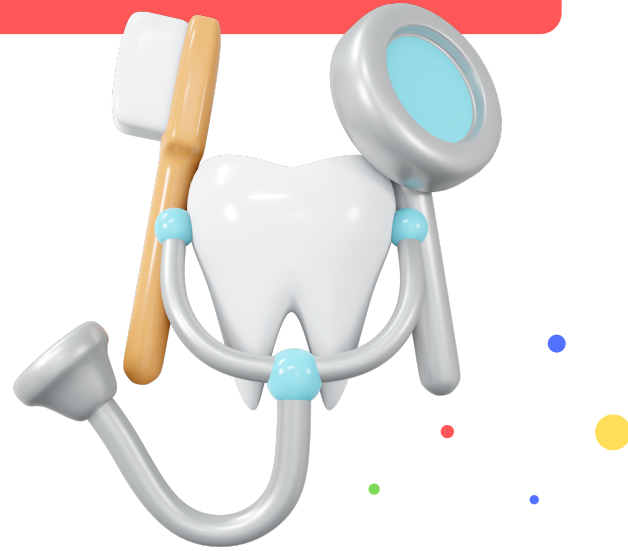
Campaign Results



PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

As this service belongs to a competitive industry (Medical) – especially when it comes to search engine results, therefore, they were looking to start a Google Ads campaign that would reduce the cost per click while still generating website leads (Dental Appointment).



SOLUTION AND RESULTS



Bakersfield Smile Design is a Bakersfield-based Dental Clinic that offers every possible dental service to its patients to keep their dental worries away and achieve beautiful smiles. It has been Bakersfield's number choice for quality dental care.

Based on the old campaign history, we strategies to create two new search campaigns for both the required services (Dental Implant & Teeth Whitening). This segregation helped us to streamline the process. The targeted keywords included high-traffic & conversion-focused terms. After working on the keyword part, we structured the text ads in a way that can deliver a meaningful message by following the Google Ads "Healthcare" policy. In between, we implemented the smart search campaigns for both service by taking the under-performing keywords. This strategy helped us in scaling up the conversion by a good amount.

At the end of the month, we received great results from the targeted audience (through keywords). Down the line, the overall cost/conversion reduced while the conversions increased. Along with the conversions, we did receive a good amount of traffic and CTR.

CAMPAIGN OVERVIEW

Campaigns

Custom Apr 1 – Jun 30, 2021

Campaign status: All enabled

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget	Status	Bid strategy type	Optimiz	Clicks	Impr.	CTR	Cost	Avg. CPC	↓ Conver	Cost / conv.	Phone calls	Impr. (Abs. Top) %	Impr (Top) %
<input type="checkbox"/>	<input checked="" type="radio"/>	<div><div></div><div>Dental Implants - Smart New [ST]</div></div>	\$60.00/day \$1,824.00/...	Eligible	Maximize clicks	—	2,251	130,438	1.73%	\$4,528.42	\$2.01	119.00	\$38.05	42	49.90%	85.86%
<input type="checkbox"/>	<input checked="" type="radio"/>	<div><div></div><div>Implant Campaign - Search</div></div>	\$30.00/... <div></div>	Lin by bu <div></div>	Manual CPC	93.8%	941	5,459	17.24%	\$2,735.39	\$2.91	76.50	\$35.76	47	52.83%	84.48%
<input type="checkbox"/>	<input checked="" type="radio"/>	<div><div></div><div>Smile Makeover [Smart] - ST</div></div>	\$30.00/d... \$912.00/...	Eligible	Maximize clicks	—	390	20,695	1.88%	\$1,374.46	\$3.52	42.50	\$32.34	70	61.55%	93.23%
Total: All enabled ...						—	3,582	156,592	2.29%	\$8,638.26	\$2.41	238.00	\$36.30	159	54.57%	87.85%
<input checked="" type="radio"/>		Total: Acco... <div></div>	\$120.00/...			—	3,582	156,592	2.29%	\$8,638.26	\$2.41	238.00	\$36.30	159	54.57%	87.85%

MONTHLY CAMPAIGN PERFORMANCE

Month	Clicks	Impressions	Conversions	Phone Calls	CTR	Avg.CPC	Cost / conv.	Cost
Jun 2021	1,157	29,633	101	49	3.9%	\$2.91	\$33.34	\$3,367.1
May 2021	1,113	47,369	73.2	52	2.35%	\$2.4	\$36.55	\$2,675.44
Apr 2021	1,312	79,590	64	58	1.65%	\$1 98	\$40.56	\$2 595 72

AD SAMPLES

Search Campaign Extended Text Ads

Ad	Ad group	Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions	Cost / conv.	Cost
Full Mouth Dental Implants Affordable Dental Implants Dental Implants Bakersfield +12 more bakersfieldsmiledesign.com/Best_Price/Get_Quote_Now Dr. Krauss Has Placed 1000+ Implants. A Dental Implant Expert in Bakersfield. Contact Now! Can You Afford Implants? We'll Help You Make... (Keyword:Planning for Dental Implants?) Call Now for Free Consultation Learn to Smile with Confidence	Dental Implant	Implant Campaign - Search	336	2,018	16.65%	\$2.77	16.17	\$57.58	\$930.95
bakersfieldsmiledesign.com/Affordable/Contact-Us-Now Can You Afford Implants? We'll Help You Make the Right Decision. Start Your Smile Makeover. Dr. Krauss Has Placed 1000+ Implants. A Dental Implants Expert in Bakersfield. Get a Quote	Smile Dental Bakersfield	Implant Campaign - Search	36	419	8.59%	\$7.00	11.00	\$22.91	\$252.03
Affordable Dental Implants Dental Implants Bakersfield Best Dental Implant Dentist +12 more bakersfieldsmiledesign.com/Affordable/Get_Quote_Now Dr. Krauss Has Placed 1000+ Implants. A Dental Implant Expert in Bakersfield. Contact Now! Can You Afford Implants? We'll Help You Make...	Affordable Dental Implants	Implant Campaign - Search	108	443	24.38%	\$2.40	8.00	\$32.39	\$259.09
Affordable Dental Implants Looking for an Implant Dentist Dental Implant Price Quote +12 more bakersfieldsmiledesign.com/Best_Price/Get_Quote_Now Dr. Krauss Has Placed 1000+ Implants. A Dental Implant Expert in Bakersfield. Contact Now! Can You Afford Implants? We'll Help You Make...	Cost Implants	Implant Campaign - Search	191	842	22.68%	\$2.55	7.33	\$66.42	\$487.09

AD SAMPLES

Smart Search Campaign Ads

Ad - bakersfieldsmiledesign.com

Planning for Dental Implants? | Book Your Appointment Today | Convenience &...
Save Your Hassle. Come Visit Bakersfield Smile Design. Let's Talk Your Smile Today. We'll Give You An Honest Evaluation and Price Estimate....

Call business

Ad - bakersfieldsmiledesign.com

Affordable Dental Implants | Get Free Expert Consultation | Get an Honest...
Dr. Krauss Has Placed 1000+ Implants. A Dental Implant Expert in Bakersfield. We'll Give You An Honest Evaluation and Price Estimate....

Call business

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30 MINUTE MEETING



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