

Beating a Seasonal Slump with a 16% Revenue Lift

INDUSTRY: Healthcare, Medical Practice

SUB-SEGMENT: Body Sculpting, Cool Sculpting,
Non-Invasive Cosmetic Procedures

SIZE OF ENGAGEMENT: \$10k per month + set up

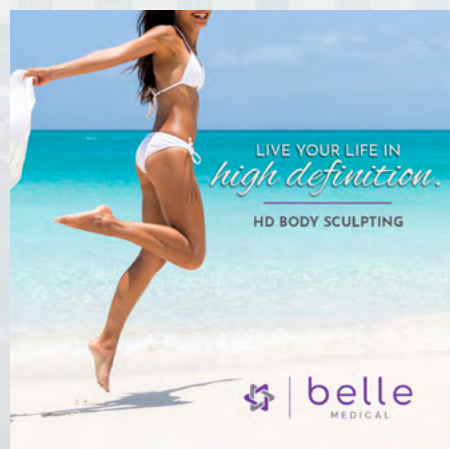
PRIVATELY HELD

About Belle Medical

Belle Medical owns, operates, and licenses multiple minimally invasive body sculpting clinics throughout the Western United States. As Belle Medical continues to grow, they are making critical investments in their digital marketing efforts.

The Challenge

Belle Medical has a significant “bell” curve in its monthly earnings. New Year’s resolutions drive consumer self-help decisions, leading to greater sales in December and January. Belle Medical seeks to elongate their sales cycle and drive even revenue growth in each quarter.



Key Tactics

- Delivered an exhaustive digital analysis, including competitor analytics and digital marketing plan
- Expanded and optimized core web page content to rank highly against competitors on search engines
- Created additional SEO-optimized web pages to educate high-funnel visitors about Belle Medical's treatments
- Improved ad targeting to reach more of the client's ideal audience and produce higher quality leads

Results

- Lead count **increased by 12.3%** in a three-month time frame.
- Paid media reach **increased by 23.8%**.

Major Win

For the first time, Belle Medical's monthly revenue was **16% higher** in June than in April.

“After just a few months of working with Leverage, we hit numbers that were previously unheard of. I can’t wait to see what they’ll do for our business in the years ahead.”

—McKay Taylor, Director of Marketing

