



MARKETING

**RED MARKETING'S 360° APPROACH FOR  
DR EVA SIOLO'S ONLINE GLOW-UP**





In the highly competitive and regulated medical industry, establishing a standout online presence is no small feat.

This case study explores how we at RED Marketing, an award winning digital marketing agency in London and South Africa, used a dynamic mix of SEO and social media strategies to elevate plastic surgeon Dr Eva Siolo's online presence.





## THE CLIENT

Dr Eva Siolo's practice is Johannesburg's premier destination for skin, face and body treatments, located in Morningside, Sandton. Led by the esteemed plastic surgeon Dr Eva, the practice boasts a team of dedicated cosmetic professionals who offer a customised and unique approach to both surgical and non-surgical treatments.

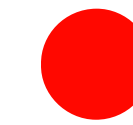
With unparalleled state-of-the-art technology and individualised care, Dr Eva's practice is renowned for delivering top-tier services. However, they faced a familiar challenge: cutting through the digital noise to connect with their target audience and outshine bigger, more established competitors.



## THE CHALLENGE

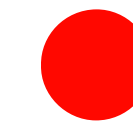
Limited social media presence and ageing website  
Dr Eva's practice struggled with a minimal social media presence and an outdated website.

This made it challenging to engage potential patients and stand out in a competitive digital landscape.



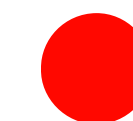
### **REGULATORY CONSTRAINTS**

The medical industry has strict rules around advertising and promotion, requiring a careful and compliant marketing approach. Ads often get disapproved, and search terms are frequently rejected.



### **FIERCE COMPETITION**

With so many aesthetic practices vying for attention, standing out in this crowded market is particularly tough.



### **ESTABLISHING TRUST**

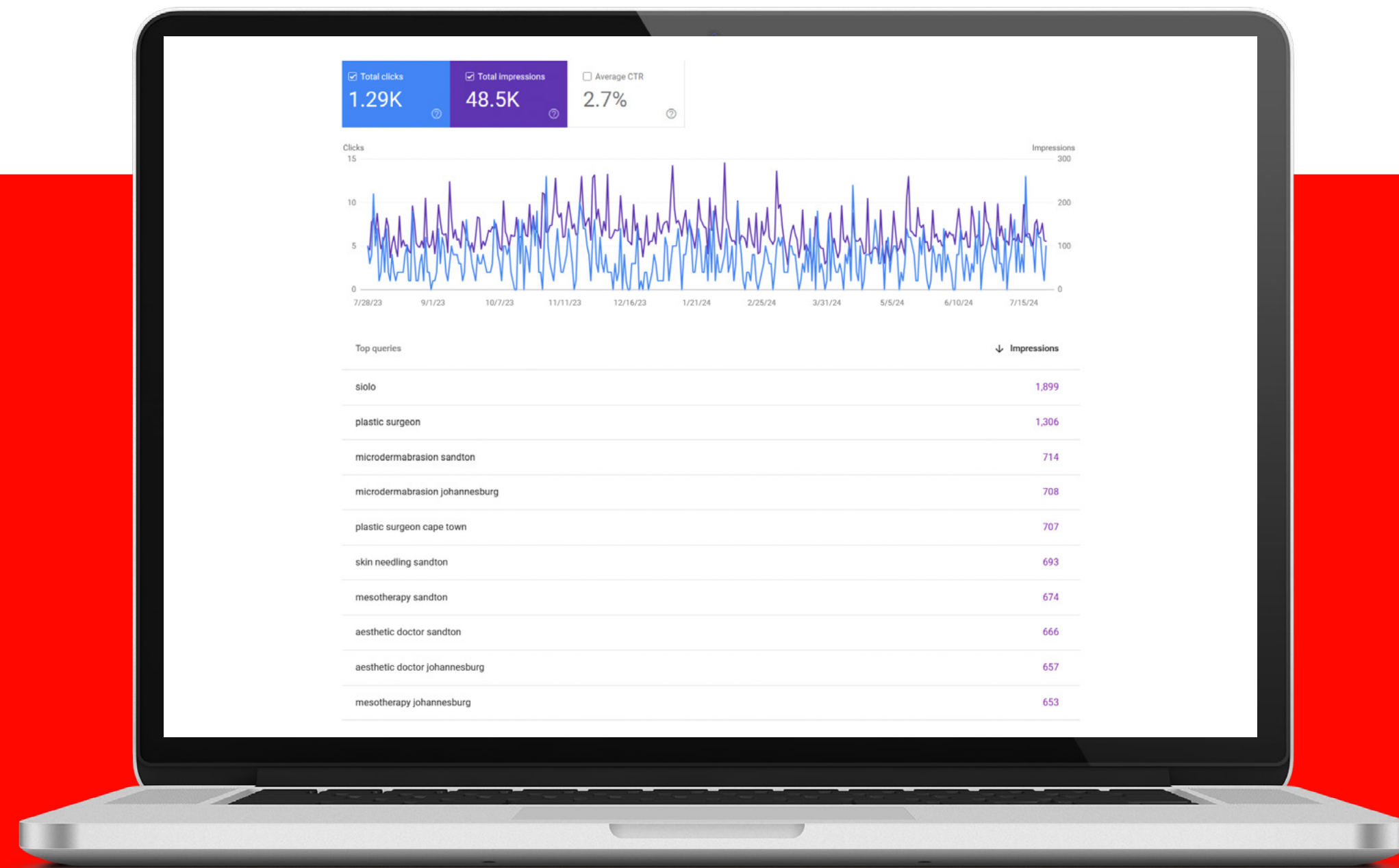
Building trust and credibility with potential patients is crucial but challenging in the medical field.



## THE IMPLEMENTATION

To tackle these challenges head-on, we developed a comprehensive and creative strategy that leveraged the power of SEO and social media to boost Dr Eva's online presence.

# DIGITAL MARKETING IMPLEMENTATION



**ORGANIC TRAFFIC:**  
Improved with on page optimization by  
**1290 new visitors over 12 months and appearing  
on Google Search Results 48,500 times.**



**COMPREHENSIVE SEO STRATEGY:**  
We focused on keyword optimisation, creating  
engaging and informative content, and boosting  
local SEO to improve visibility on search  
engine results pages (SERPs).



**TARGETED GOOGLE ADS CAMPAIGN:**  
These campaigns were designed to deliver  
immediate visibility with persuasive ad copy,  
optimised landing pages and precise  
targeting of audiences looking for  
aesthetic and wellness services.



## THE RESULTS - WEBSITE

- **Significant increase in website traffic:**  
The practice's website saw a remarkable surge in organic traffic and overall visits.
- **Enhanced search engine rankings:**  
Achieved higher rankings for relevant keywords, leading to greater visibility on SERPs.
- **Heightened brand awareness:**  
The Google Ads campaign and SEO efforts significantly boosted brand visibility and recognition.
- **Substantial surge in patient enquiries:**  
There was a notable increase in patient enquiries and appointment requests via the website and phone calls.



The conservative budget for Google Ads over a 6 month period has yielded **9,850 new visitors** to the website and appeared on **Google Search Engine 307,000 times.**



# CREATIVE IMPLEMENTATION

## Content creation:

We designed the Facebook page with engaging, educational content tailored to Dr Eva's expertise.

This included informative posts about surgical and nonsurgical treatments, skincare tips and industry insights that resonated with her target audience.





# SERVICE EXPANSION



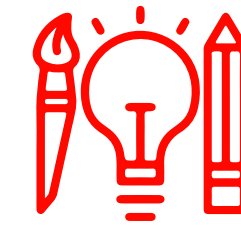
## Targeted campaigns:

We ran targeted Facebook ad campaigns to reach potential patients in Sandton and surrounding areas. These ads were optimised for both engagement and conversions, driving traffic to her page and increasing visibility.



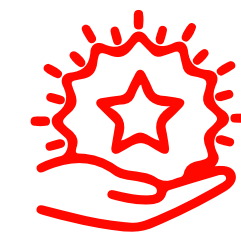
## Engagement boosts:

By actively engaging with followers through timely responses, interactive posts and community-focused content, we encouraged more interactions and shares, boosting organic reach.



## Visual branding:

We used eye-catching graphics and consistent branding to make the page more visually appealing and aligned with Dr Eva's style. This included vibrant imagery and video content that showcased her practice's unique approach and state-of-the-art technology. To keep the content fresh and engaging, we incorporated bright, Miami-inspired colours that changed monthly.



## A personal touch:

Dr. Eva's tone of voice – trendy, approachable and knowledgeable – was integrated into the content, making her social media pages feel personal and professional at the same time.



# SOCIAL MEDIA IMPLEMENTATION AND RESULTS

Our efforts resulted in a **358% increase in Facebook followers**, a **135% rise in page visits** and a **reach of over 400,000 people** – a remarkable **50% year-on-year increase**.



## Higher engagement rates:

Interactive posts and visuals significantly boosted likes, comments and shares, fostering a more engaged community.



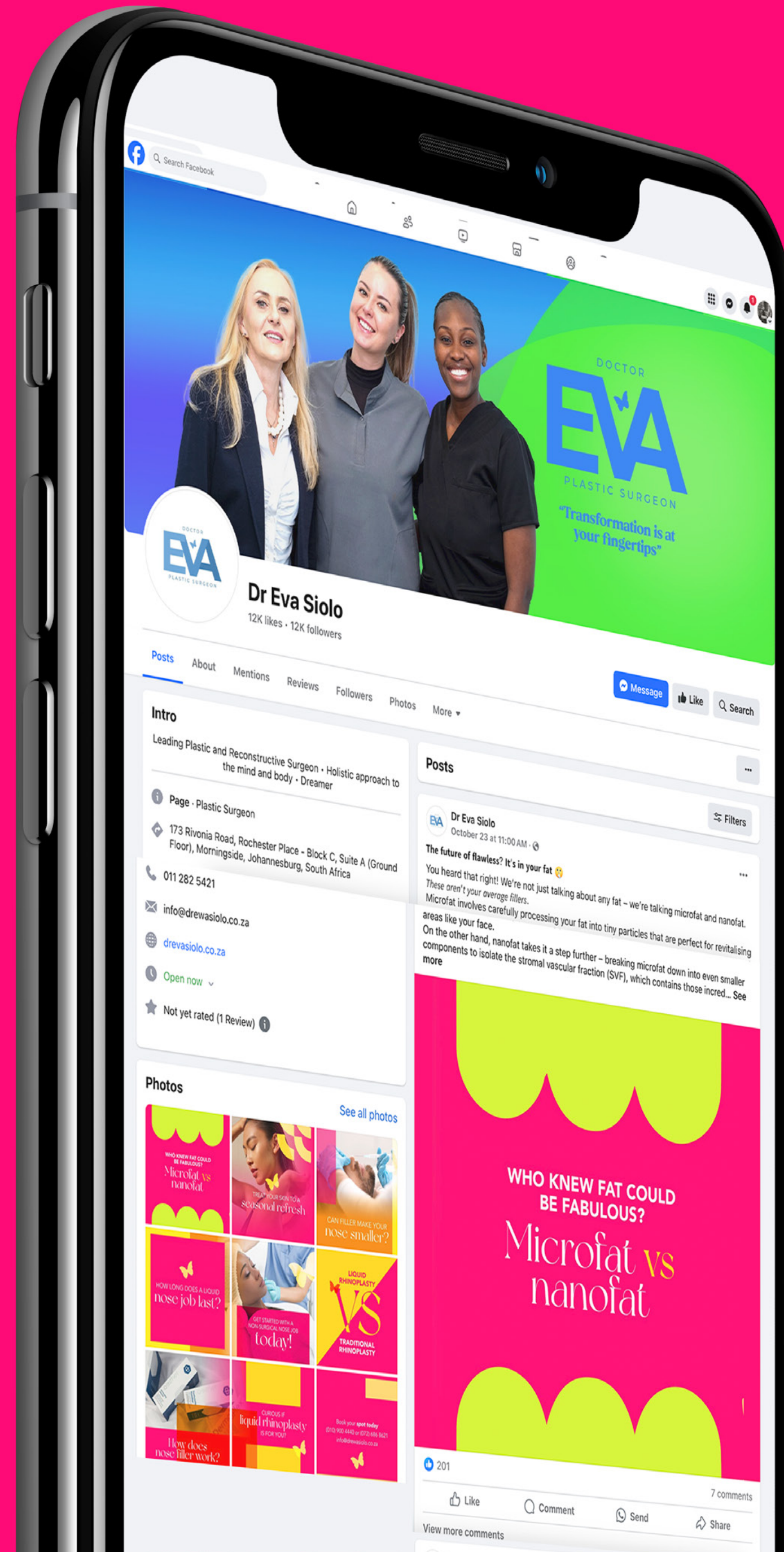
## Increased brand recognition:

Consistent use of Dr Eva's distinctive style and colour palette enhanced brand recall and made her practice more recognisable.



## Enhanced conversion rates:

Targeted ads and informative content effectively guided potential patients through the decision-making process, leading to more enquiries and appointment requests.

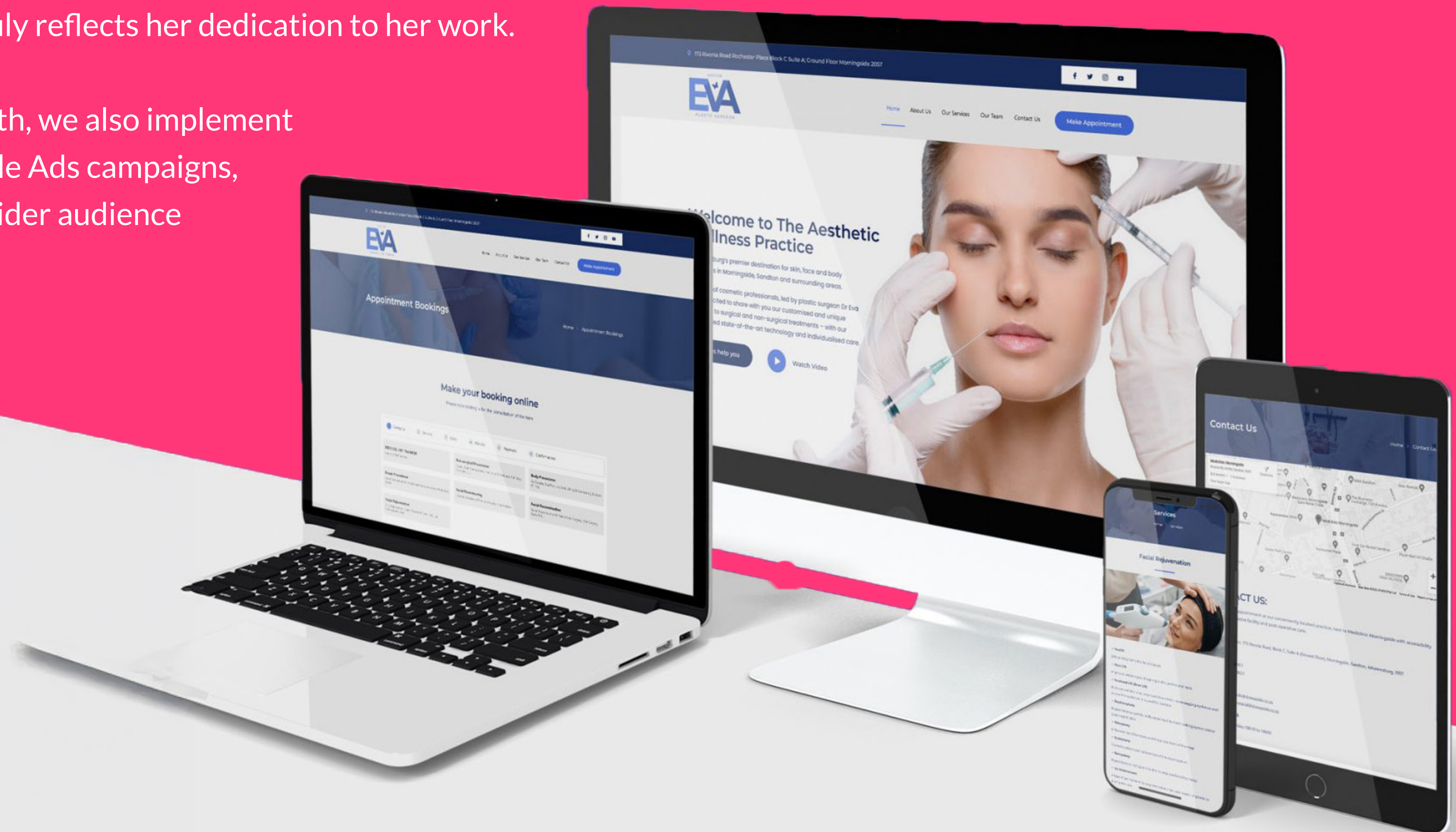




# WEBSITE DEVELOPMENT

We completely reimagined Dr Eva's website, starting from scratch to bring her vision to life. With a focus on intuitive UX and UI design as well as engaging SEO copywriting, photography and graphic design, we achieved a modern online presence that truly reflects her dedication to her work.

To further enhance Dr Eva's growth, we also implement ongoing SEO strategies and Google Ads campaigns, ensuring her practice reaches a wider audience and continues to thrive.

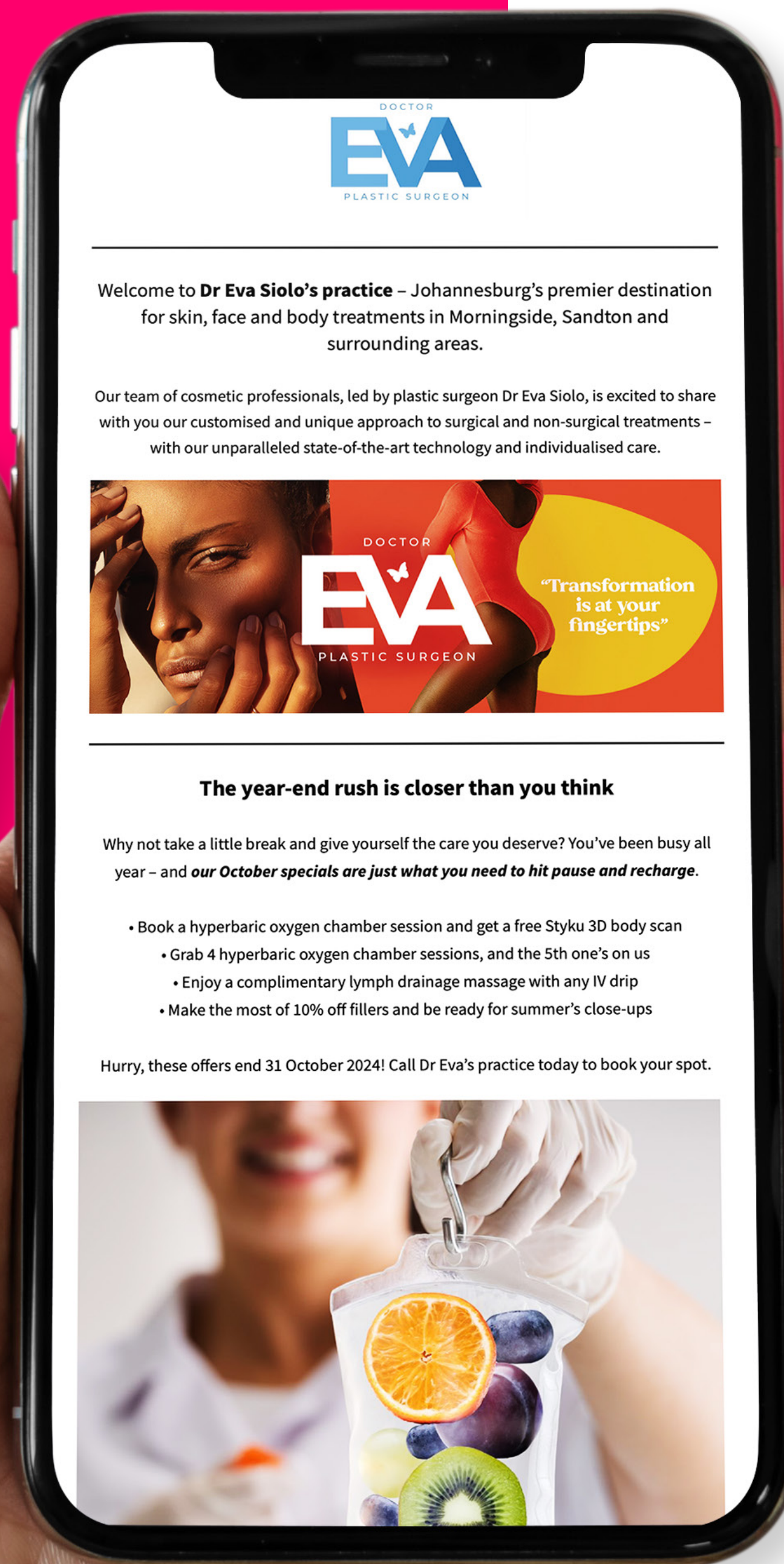




## EMAIL MARKETING

We craft and deliver Dr Eva's monthly newsletter, expertly written and designed to engage her clients and keep them informed. Each edition is filled with valuable insights and educational content, empowering her audience to make informed decisions about their aesthetic journeys.

By highlighting trending treatments and offering exclusive promotions, we not only foster a sense of community but also drive sales and generate leads, ensuring her practice remains top-of-mind.



## LEAD GENERATION

**On average, 20% of leads from social media convert to patients,** primarily because most applicants first seek clarification on whether their medical aid covers the procedure.

Our 360-degree digital marketing approach has driven tangible business success for Dr Eva.

By integrating targeted social media strategies, engaging newsletter content and proactive community management, we've created a platform that generates valuable leads.

Together, these efforts foster a strong online community, encouraging enquiries and bookings, ultimately translating into measurable growth for her practice.





MARKETING

Whether you're aiming to climb search engine rankings or establish a formidable online presence, **RED Marketing** has the tools and expertise to make it happen.

Ready to take your online presence to the next level?

Contact us at:  
[info@redmarketing.co.za](mailto:info@redmarketing.co.za) for SA clients or  
[info@redmarketing.biz](mailto:info@redmarketing.biz) for UK clients.







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**THANK YOU**