



Successful Medical Spa Internet Marketing Case Study Released

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Successful Marketing Group, a digital marketing agency in Minneapolis, MN, is proud to announce the publication of a case study documenting the success of the internet marketing strategies established for a local medical spa. In it, they demonstrate how the company's comprehensive internet marketing campaign was able to boost search engine keyword rankings to 80 Google page 1 rankings. It is important to note that the said results did not include any Groupon involvement.

Glory Ramsey from the Successful Marketing Group says: "Our med spa client was struggling with seven distinct problems in capturing new patients searching for their services online. We developed a wide and comprehensive strategy utilizing our powerful system and proven tools. The results have been incredible and the data tells the story. We invite everyone to peruse over the case study to see the difference we have been able to make."

In the med spa internet marketing case study, it is shown how the Successful Marketing Group was able to help the skin care clinic that was not receiving any new patients through Google search results. They simply didn't have a distinct online presence, nor any reviews. The clinic also was not on Google Maps, had no

organic ranking, had no social media presence, and essentially didn't have any marketing strategies. The first phase involved local SEO ranking strategies followed by reputation marketing. The second phase included email marketing and the combination of a newsletter, a blog and syndication.

The medical spa was highly impressed with the service and the results. Kristina P., previous clinic manager, shares on the company's website: "Glory, at Successful Marketing Group, has filled the gap that we couldn't manage being a smaller business. She built a website, manages it as well as our other social media to allow us to compete with larger companies who have a dedicated staff for this. Her enthusiasm is unmatched and I would recommend her in a heartbeat."

As the case study demonstrates, the digital marketing company created a unique strategy that resulted in an annual increase in sales of 120%, averaging 146 monthly calls coming specifically from the internet marketing. The results of the strategic marketing system has inspired the company to open up application for other clinics in various locations across the U.S. to also become a digital marketing medical spa partner.

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Successful Marketing Group

Get Found. Get Customers. Build Dreams. Marketing Systems that Make You Real Money!

Successful Marketing Group specializes in Local Business Marketing: Personalized Power Messaging, Google SEO and aggressive page 1 keyword ranking.

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