



EYECARE



# EYECARE

Marketing Case Study



# About

Eyecare is an eye specialist and optometry clinic that provides comprehensive eye screening and treatment for poor vision and eye diseases.

# **Our Scope of Marketing**

- **Eye Examination**
- **Cataract**
- **General Ophthalmology Services**

# Demographics

## Target Market

People looking for regular eye exams and preventive care and people with vision problems or eye conditions seeking treatment

## Location

KL

# Challenges

## Challenge 1

The existing website was not able to generate and close new leads

## Challenge 2

Monthly sales were inconsistent as most sales were via offline marketing

## Challenge 1

Lack of ads with keywords to target the specific patient pool

# Our Strategy and Work Done

## Step 1

Our team created 2 versions of the website in English and Malay

## Step 2

Our team started running Google Ads for targeted eye specialist keywords.

## Step 3

Subsequent to the new ads, we ran the retargeting to ensure Eyecare has a higher chance of turning cold leads into actual bookings.

# Results



**Eyecare is now generating consistent and profitable monthly sales via online enquiries and appointments.**