



Digital Advertising – Plastic Surgery

Display Ads

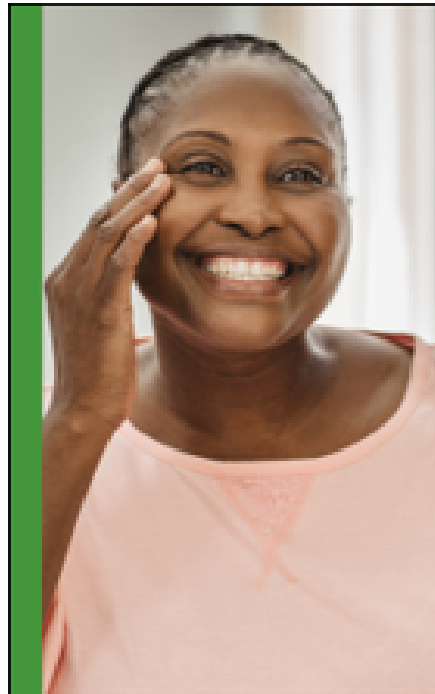


Ready to
Look and Feel
Your Best?

Botox, facelifts,
liposuction, male
breast reductions
and more!

[Learn More](#)

 **BRONSON**
Plastic Surgery Specialists



Ready to
Look and Feel
Your Best?

Botox, facelifts,
body contouring,
breast enhancements
and more!

[Learn More](#)

 **BRONSON**
Plastic Surgery Specialists



Ready to Look and
Feel Your Best?

[Learn More](#)

 **BRONSON**
Plastic Surgery Specialists



Ready to
Look and Feel
Your Best?

[Learn More](#)

 **BRONSON**
Plastic Surgery Specialists



Ready to
Look and Feel
Your Best?


[Learn More](#)

 **BRONSON**
Plastic Surgery Specialists




Digital Advertising - Plastic Surgery


Facebook Ads

 **Bronson Plastic Surgery Specialists**
Sponsored · 🌐

Whether you're looking for a subtle or a major change, plastic surgery can help. We offer procedures designed just for you. [...See more](#)




Love the Way You Look!
Botox, facelifts, tummy tucks, breast enhancements and more!


 **BRONSON**
Plastic Surgery Specialists

bronsonhealth.com
Choose Bronson Plastic Surgery [Contact us](#)


Like Comment Share

 **Bronson Plastic Surgery Specialists**
Sponsored · 🌐

Whether you're looking for a subtle or a major change, plastic surgery can help. We offer procedures designed just for you. [...See more](#)




Look and Feel Your Best!
Botox, facelifts, male tummy tucks, breast reductions and more!


 **BRONSON**
Plastic Surgery Specialists

bronsonhealth.com
Choose Bronson Plastic Surgery [Contact us](#)


Like Comment Share

 **Bronson Plastic Surgery Specialists**
Sponsored · 🌐

Whether you're looking for a subtle or a major change, plastic surgery can help. We offer procedures designed just for you. [...See more](#)



Love the Way You Look!
Botox, facelifts, male tummy tucks, breast reductions and more!

 **BRONSON**
Plastic Surgery Specialists


bronsonhealth.com
Choose Bronson Plastic Surgery [Contact us](#)

Like Comment Share




Digital Advertising - Plastic Surgery

Facebook Ads


 **Bronson Plastic Surgery Specialists**
Sponsored · 🌐

Whether you're looking for a subtle or a major change, plastic surgery can help. We offer procedures designed just for you. ...See more

Look and Feel Your Best!




Facelifts, Botox, tummy tucks
breast enhancements and more!

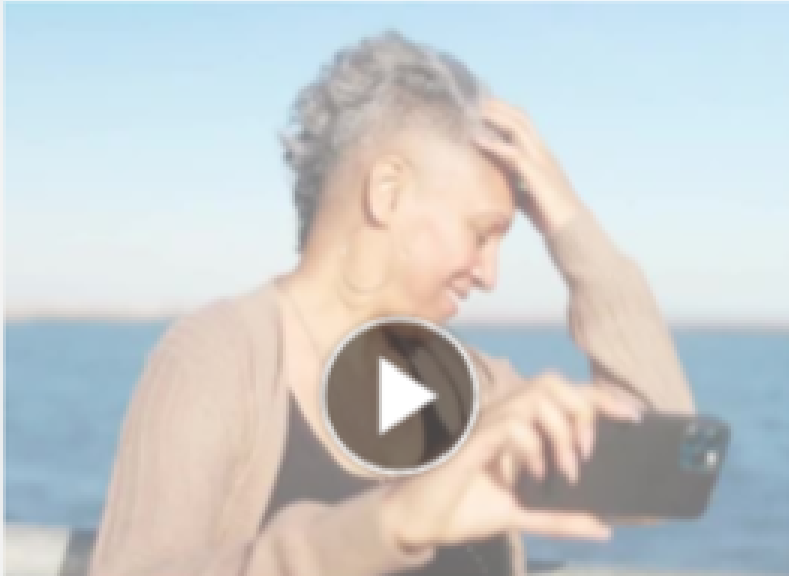
 **BRONSON**
Plastic Surgery Specialists

bronsonhealth.com
Choose Bronson Plastic Surgery [Contact us](#)

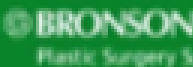
Like Comment Share

 **Bronson Plastic Surgery Specialists**
Sponsored · 🌐

Whether you're looking for a subtle or a major change, plastic surgery can help. We offer procedures designed just for you. ...See more




Look and Feel Your Best!
Tummy tucks, facelifts, Botox,
breast enhancements and more!

 **BRONSON**
Plastic Surgery Specialists

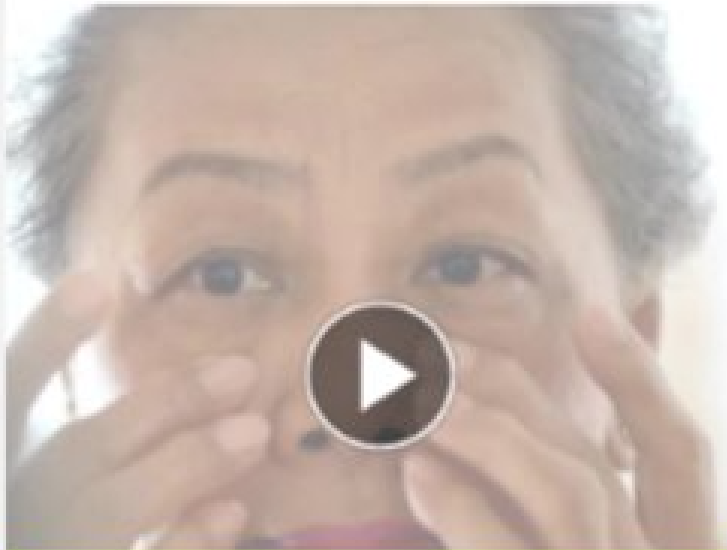
bronsonhealth.com
Choose Bronson Plastic Surgery [Contact us](#)

Like Comment Share


Best performing

 **Bronson Plastic Surgery Specialists**
Sponsored · 🌐

Whether you're looking for a subtle or a major change, plastic surgery can help. We offer procedures designed just for you. ...See more



Ready for a Change?
Botox, facelifts, tummy tucks
breast enhancements and more!

 **BRONSON**
Plastic Surgery Specialists

bronsonhealth.com
Choose Bronson Plastic Surgery [Contact us](#)


Like Comment Share







Digital Advertising - Plastic Surgery

Facebook Ads

 **Bronson Plastic Surgery Specialists**
Sponsored · 🌐


Whether you're looking for a subtle or a major change, plastic surgery can help. We offer procedures designed just for you. Schedule a consultation today to find out how we can help you look and feel your best.




Look and Feel Your Best
Botox, facelifts, male tummy tucks, breast reductions and more! 


bronsonhealth.com
Choose Bronson Plastic Surgery [Contact us](#)

Like Comment Share

 **Bronson Plastic Surgery Specialists**
Sponsored · 🌐


Whether you're looking for a subtle or a major change, plastic surgery can help. We offer procedures designed just for you. Schedule a consultation today to find out how we can help you look and feel your best.



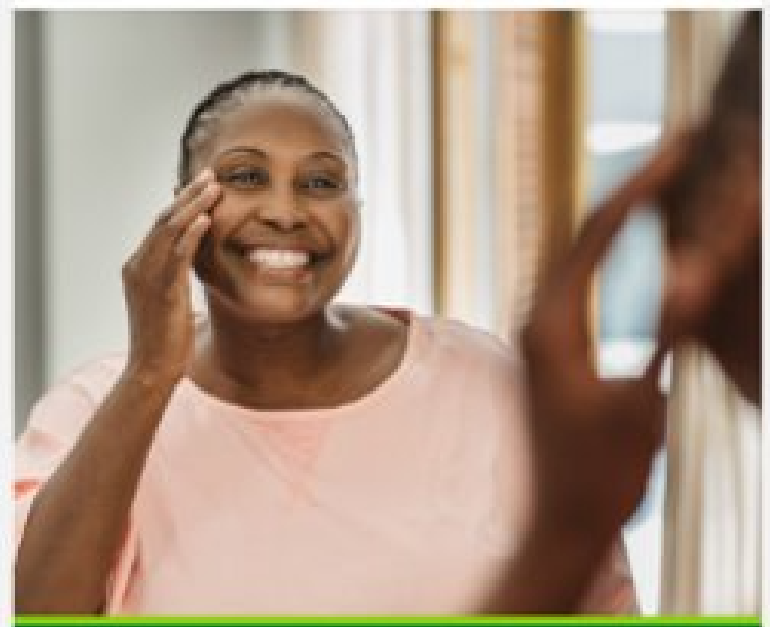
Ready for a Change?
Botox, facelifts, tummy tucks, breast enhancements and more! 


bronsonhealth.com
Choose Bronson Plastic Surgery [Contact us](#)

Like Comment Share

 **Bronson Plastic Surgery Specialists**
Sponsored · 🌐

Whether you're looking for a subtle or a major change, plastic surgery can help. We offer procedures designed just for you. Schedule a consultation today to find out how we can help you look and feel your best.



Love the Way You Look
Botox, facelifts, tummy tucks, breast enhancements and more! 

bronsonhealth.com
Choose Bronson Plastic Surgery [Contact us](#)

Like Comment Share

 **Bronson Plastic Surgery Specialists**
Sponsored · 🌐

Whether you're looking for a subtle or a major change, plastic surgery can help. We offer procedures designed just for you. [...See more](#)



Look and Feel Your Best
Tummy tucks, facelifts, Botox, breast enhancements and more! 

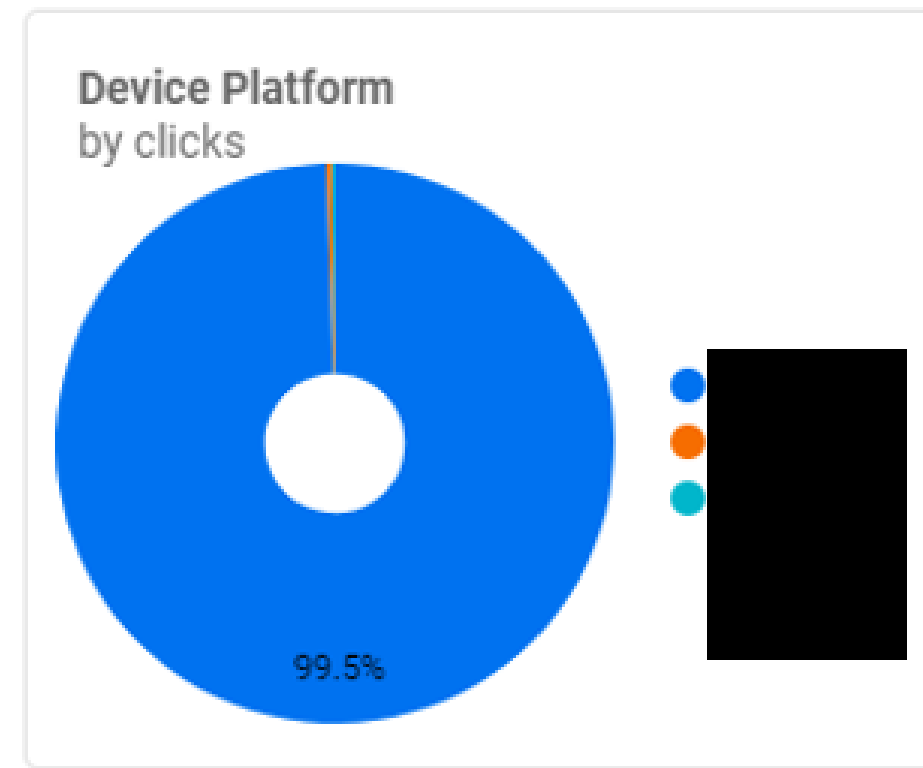
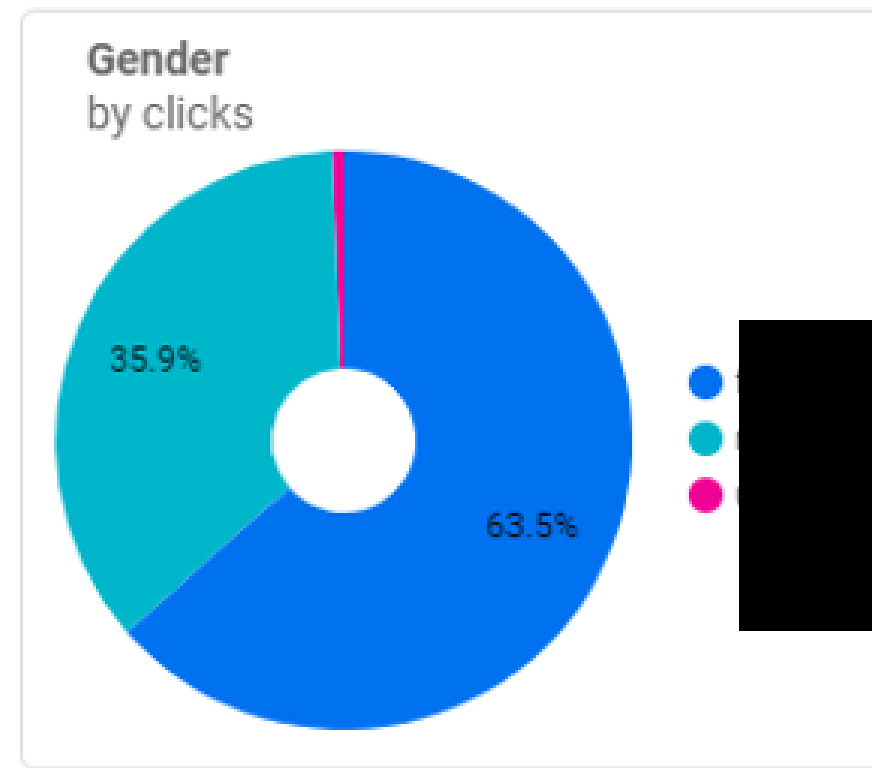
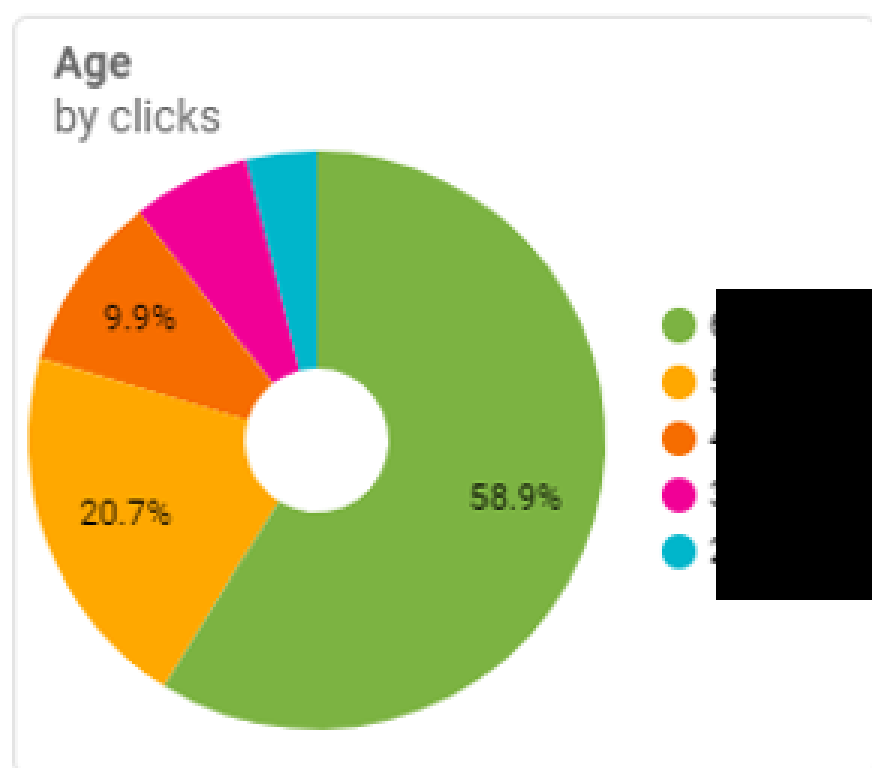
bronsonhealth.com
Choose Bronson Plastic Surgery [Contact us](#)

Like Comment Share



Digital Advertising – Plastic Surgery

Facebook Ad Demographics



DMA	Clicks
Grand Rapids-Kalamzoo-B.Crk	[Redacted]
South Bend-Elkhart	[Redacted]
Lansing	[Redacted]
Ft. Wayne	[Redacted]
Unknown	[Redacted]

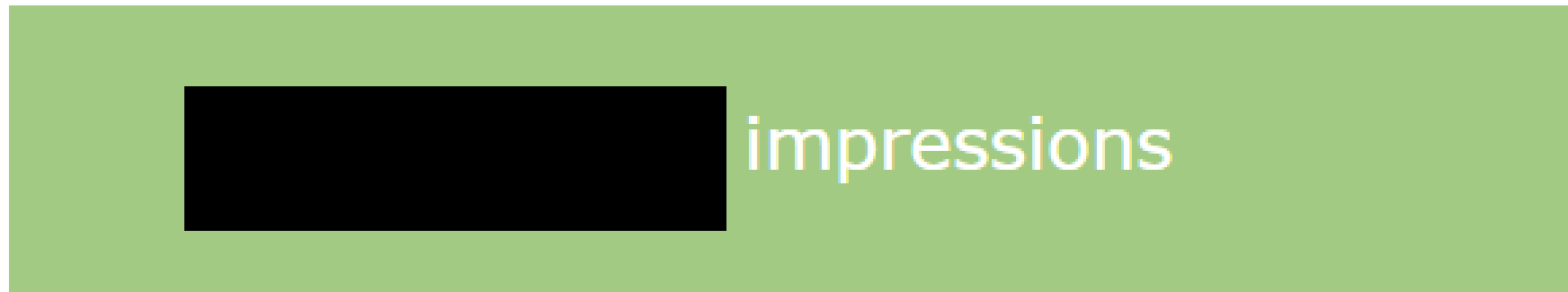
Performance

- [Redacted] People Reached
- [Redacted] Impressions
- [Redacted] Link Clicks



Plastic Surgery Marketing Funnel

AWARENESS



Accumulation of impressions based on digital tactics: SEM, social ads, organic social, and display.

- Consideration = [redacted] CTR
- Conversion = [redacted] Conversion rate
- SEM had the highest conversions

CONSIDERATION



Opportunities:

- Leverage data from social and display ads to further optimize and target leads.
- Use data from social/display ads to update SEM – ensure there is consistency in messaging.
- Build out campaign landing page (s) that match the content in ads.
- Ask Facebook followers type of content they would be interested in seeing more of.

CONVERSION



CLOSE

