



DIRECTIVEGROUP OPENS THE DOOR TO THE WORLD OF LOCAL INTERNET ADVERTISING:

- ▶ **AFFORDABLE:** We have programs that get results...at prices you can afford.
- ▶ **ACCURATE:** Your advertising is placed with the top names in local search, where your prospective customers are looking.
- ▶ **SIMPLE:** We do it for you! Our professional team will learn the critical details about your business that attract new customers and we will do the rest.
- ▶ **FLEXIBLE:** Our programs are flexible and can be changed as your business needs change.
- ▶ **IMMEDIATE:** Your program will start within 24 hours from the time we initiate it. It's that easy.
- ▶ **MEASURABLE:** Our reports clearly outline where prospects come from and what they are searching for. You can watch your business grow.

DIRECTIVEGROUP PUTS YOU IN THE TOP LOCAL SEARCH ENGINES, WHERE YOUR PROSPECTIVE CUSTOMERS ARE LOOKING.

For more information, visit us at
www.DirectiveGroup.com
or call 1-866-925-9524.

BUSINESS CHARACTERISTICS

- § **Type:** Specialty Medical Practice.
- § **Geographical Coverage:** Los Angeles Metro.
- § **Target Audience:** Consumers.
- § **Value Proposition:** Skin cancer specialist.

ONLINE ADVERTISING / SEARCH MARKETING GOAL

Obtain new patients in high profit skin cancer specialty area, increase number of cosmetic procedure patients. Would need to obtain three new patients for the program to pay for itself, but preferred 5-7 new patients during test period. Goal is to test this new media against previously used media of direct mail and yellow pages.

MARKETING CHALLENGE

Needed to cover a large radius because of consumer mobility, but only attract patients within driving distance of four office locations.

RESULTS

- Media:** Google, Yahoo.
- Length of Campaign:** One Month
- Total Budget:** \$1,100
- Visitors To 4 Targeted Landing Pages:** 724
- Visitors to High Profit Pages:** 256 (35%)
- Contact Request Forms/Emails:** 4
- Number of Page (Map) Prints:** 135
- Phone Calls:** 166