

**AESTHETICS PRACTICE  
CASE STUDY**

**How We Increased  
New Patient Growth  
By 431%**

Client: Botox By Karisha





**"Best investment  
ever."**

“

The Tier3 Media team works quickly behind the scenes. They created a seamless system and have proven to be money making experts that deliver unyielding results. Best investment ever. I suggest any practice should invest some time and money towards long-term growth with Tier3 Media.”

*- Dr. Karisha Madden*

A woman with blonde hair, wearing a black blazer over a white collared shirt, stands on a wooden walkway with a metal railing. She is smiling and has her arms crossed. In the background, there are green trees and a city skyline with tall buildings under a clear sky.

**Voted Houston's #1  
Dentist in 2018**

## **Business Background**

Madden Dental and Botox by Karisha are two separate businesses run by Dr. Karisha Madden in Bellaire, TX.

The first is a longstanding and successful dental practice, while the second was a burgeoning new business that was struggling to turn a profit.

# Our Challenge

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Dr. Madden contacted us to help grow her Botox business. Botox treatments are easier to perform than dental work, which meant that she could treat far more patients each day, and potentially out-earn her main business. The biggest hurdle was creating ads and funnels that separated the two businesses because of a general skepticism that dentists are not trained for Botox and other facial aesthetic procedures.

As a result, she had multiple problems growing the practice. She'd previously contracted a Facebook consultant to generate more leads, but their campaign results had been poor. In 3 months of working together, the consultant had generated only \$27,000 in revenue, which was just enough to pay the bills, but not enough to provide growth.

There were other problems as well. We discovered Dr. Madden lacked a consistent automated process for gathering customers, which meant that many weekends she or her associates would be on the phone, confirming clients for the following week or answering the same questions over and over again. This was not only cutting into the rest of their work, but also into their family and free time.

We aimed to provide a solution that would not only increase Dr. Madden's sales and patients, but that would dramatically cut down on the time every employee had to spend wrangling business.

# Our Goals

- 1** Create a digital marketing strategy to acquire an average of 4 new Botox patients per day.
- 2** Create a technical solution that can automate patient scheduling, reduce questions, and follow-ups, to cut down on wasted staff time.



# + **Our Solution** +

We created a proprietary system for her practice that better leveraged traditional digital marketing channels (social, email, and general web) to bring users to Dr. Madden's botox website and subsequent landing pages.

Then we built multi-touch sales funnels designed to educate a new potential customer on treatment options, help them schedule the first appointment, and create automated follow-ups on their visit. The hope was that both features would work in tandem to generate revenue, cut down time spent nurturing leads, and curb the number of no-shows.



## CONCLUSION

# Increased New Patient Growth By 431%

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**136**

**LEADS**

**\$5.55**

**COST PER  
LEAD**

**77**

**SCHEDULED  
APPTS.**

