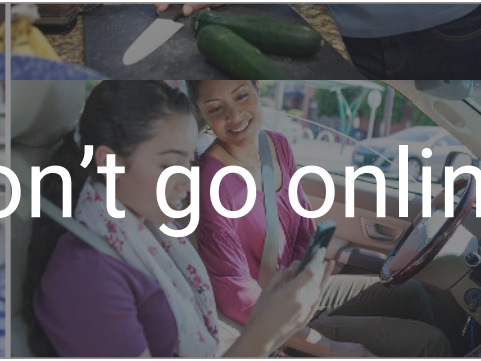
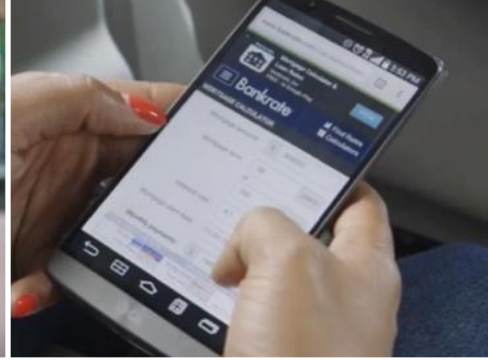




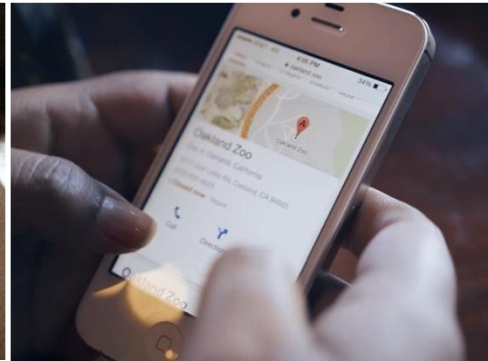
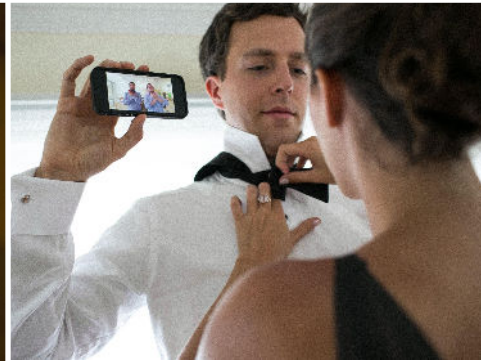
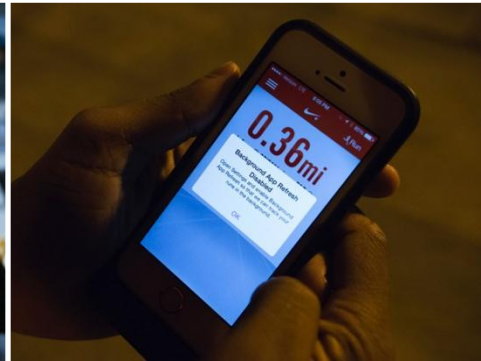
Digital Breakfast: Medispas Landscape

Google & Your Easy Web Solutions

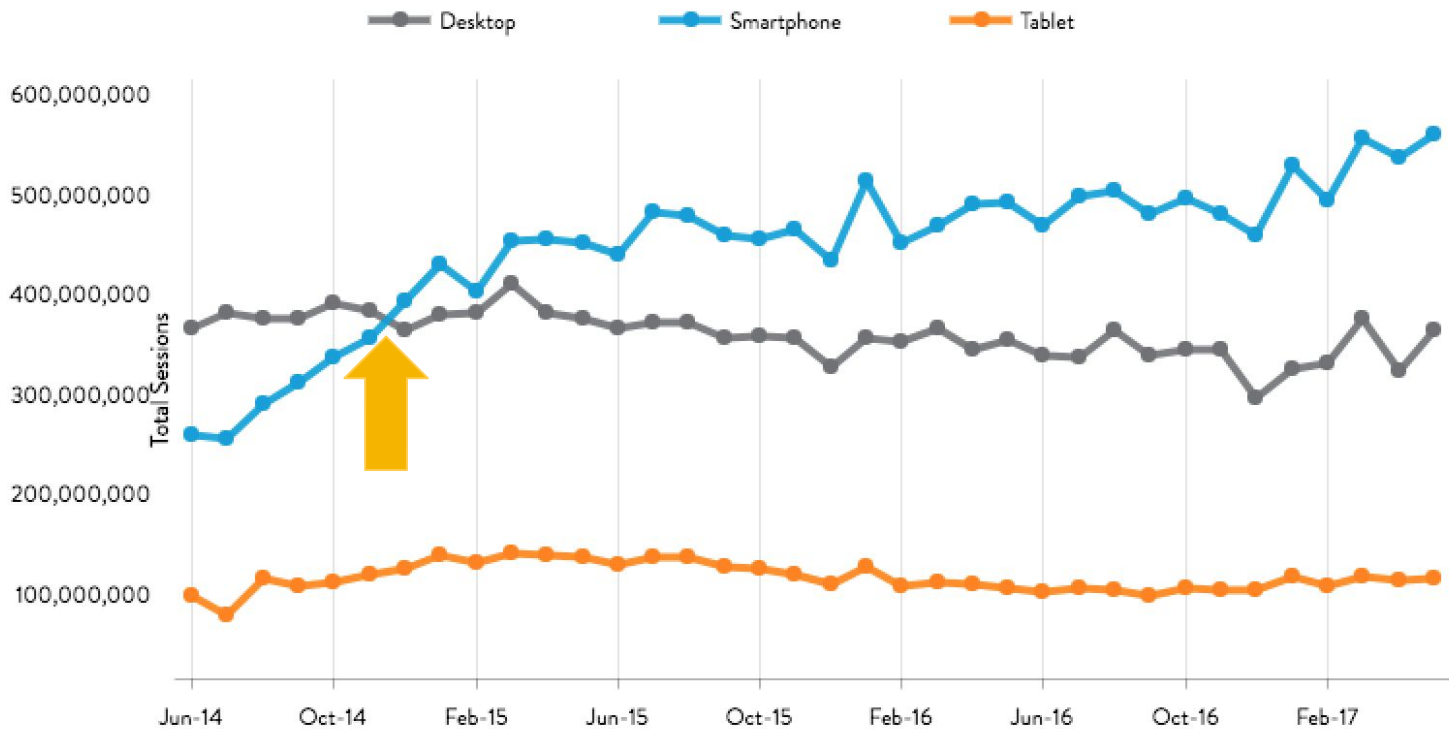
July 2017



We don't go online. We live online.



It all comes down to the rise of smartphones



We're in the midst of a massive shift in consumer behavior

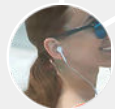
47%

of time consuming media is spent online... every day

83%

would never leave home without their digital devices

150x per day



At bus stop, **listen** to new music
8:30am



Wake up and **read** news online
6:50am



On the bus, checks out **articles**
8:42am



Buy product for upcoming event
11:15am



Research topic on search
11:36am



On bus, check **email** for sales this weekend
5:29pm



Browse how-to content on YouTube
7:15pm



Use **maps** to find lunch spot
1:13pm

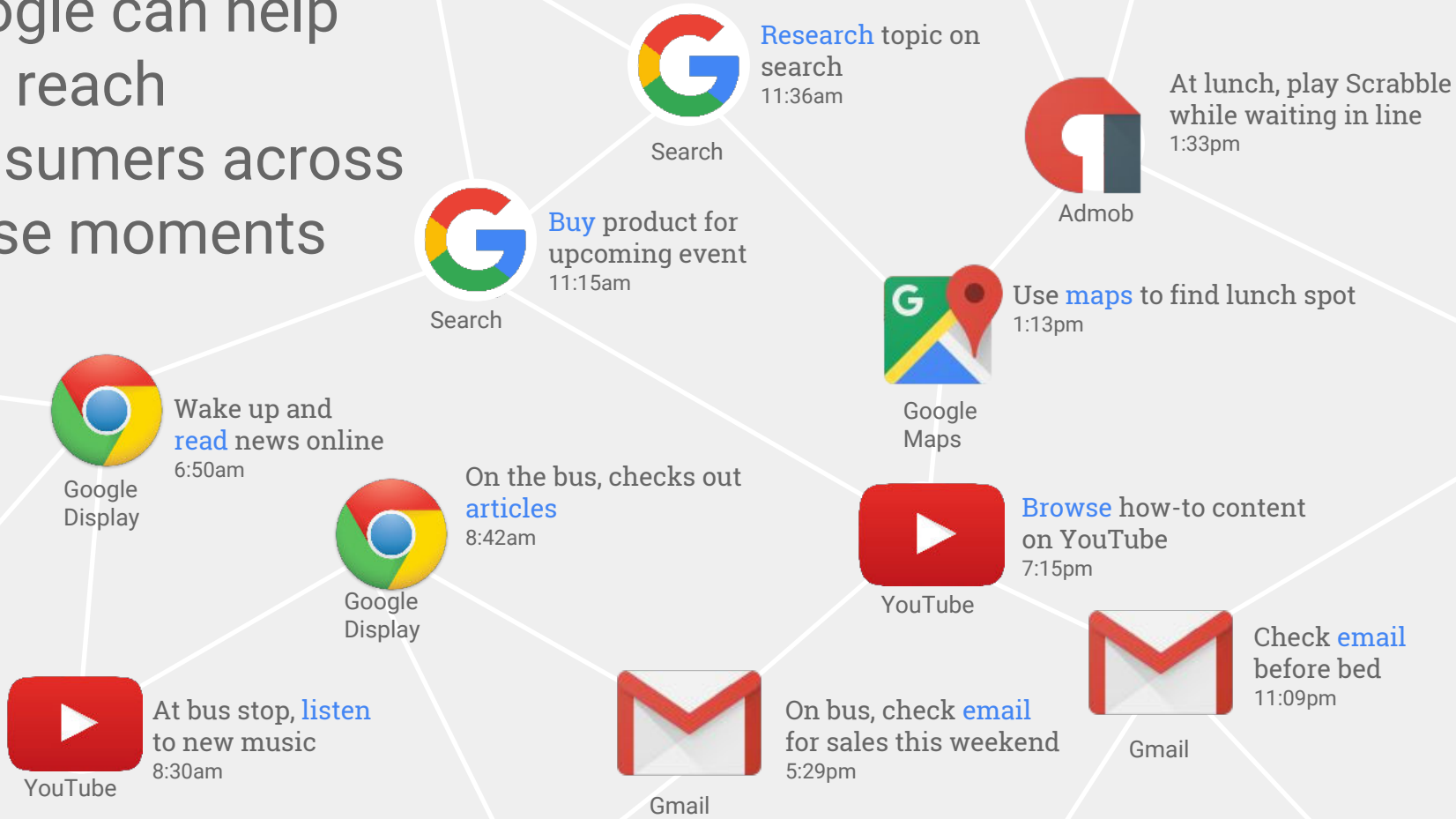


At lunch, play Scrabble while waiting in line
1:33pm



Check **email** before bed
11:09pm

Google can help you reach consumers across these moments



How do I find more customers?



REACH better qualified customers at scale

How do I stand out in a cluttered marketplace?



IMPACT the purchase decision to win in the moments that matter

How do I drive sales and grow my business?

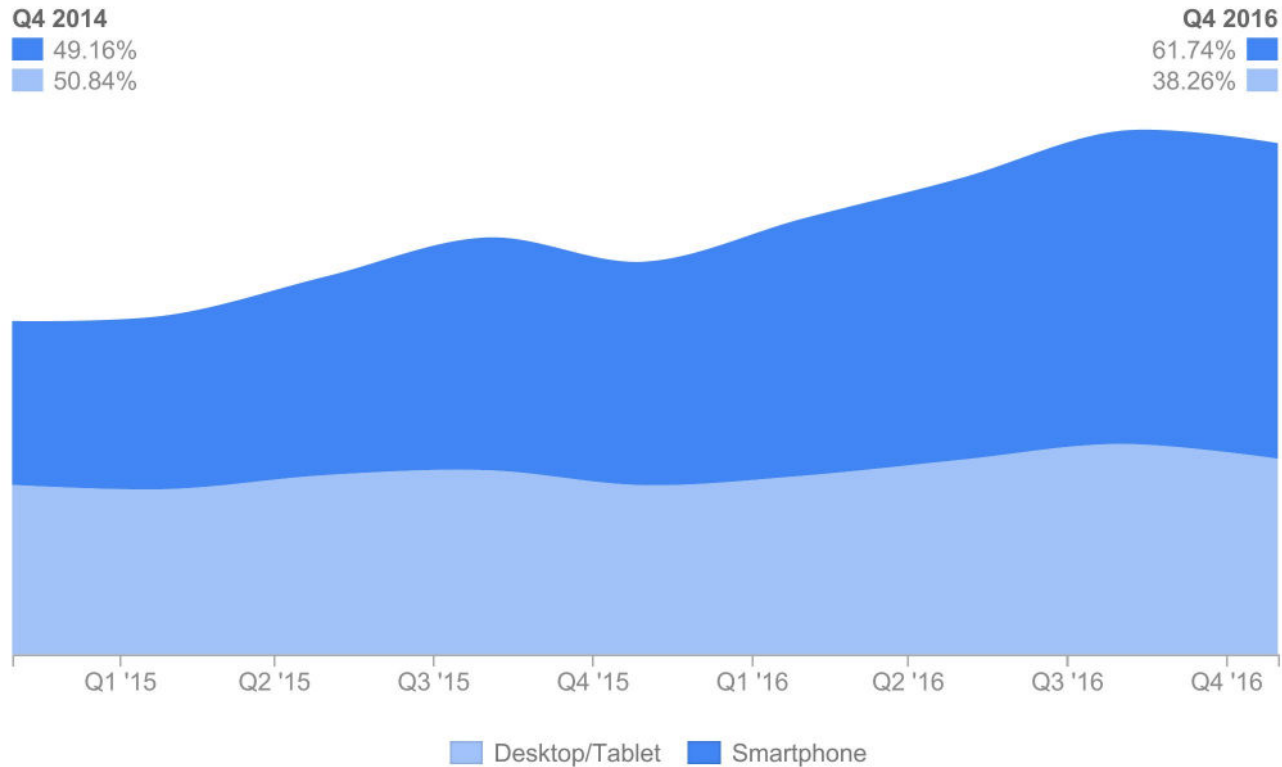


Drive measurable RESULTS

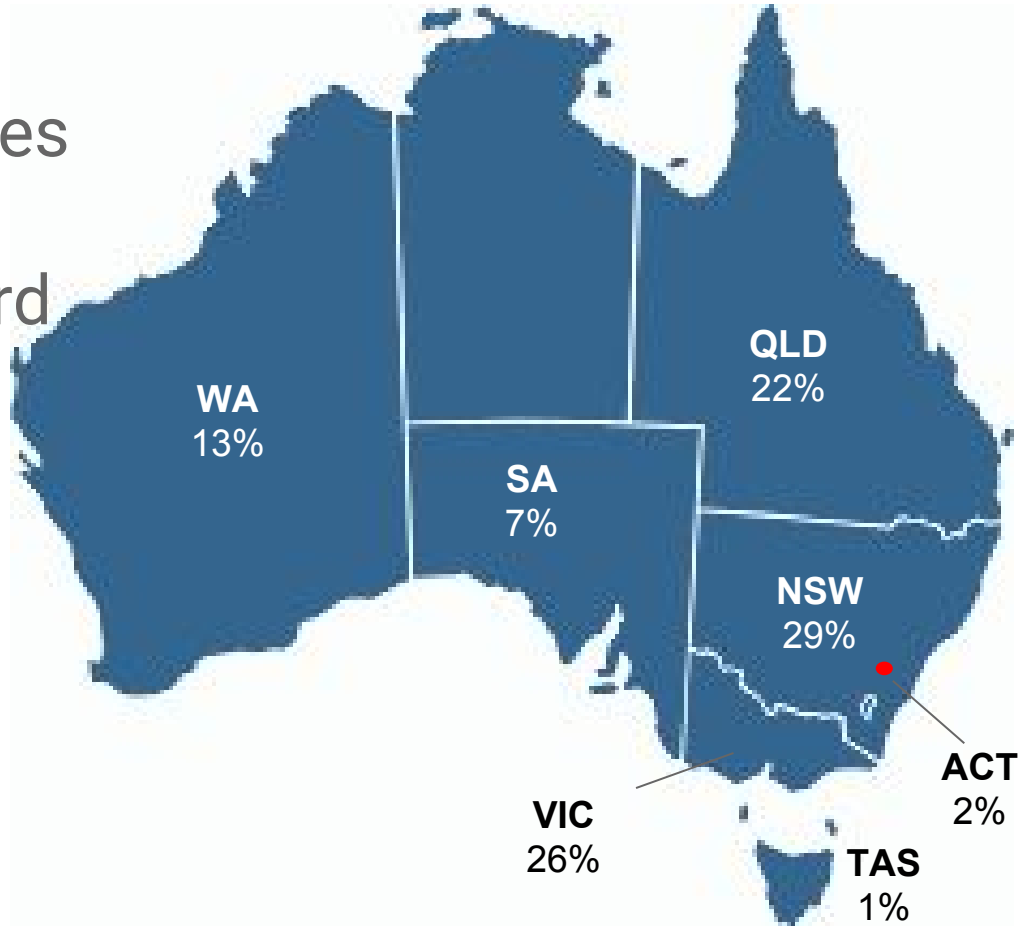
A woman is lying down, receiving a facial treatment. Several hands are visible, each using a different medical device on her face. One hand uses a brush-like applicator on her forehead, another uses a handheld device with a brush head near her eye, and another uses a roller on her cheek. A syringe is being used near her mouth. The scene is brightly lit, and the woman appears relaxed.

Medispa Landscape Australia

Australian Medispa mobile searches have grown 12.6% YoY



The majority of Medispa searches happen on the Eastern Seaboard



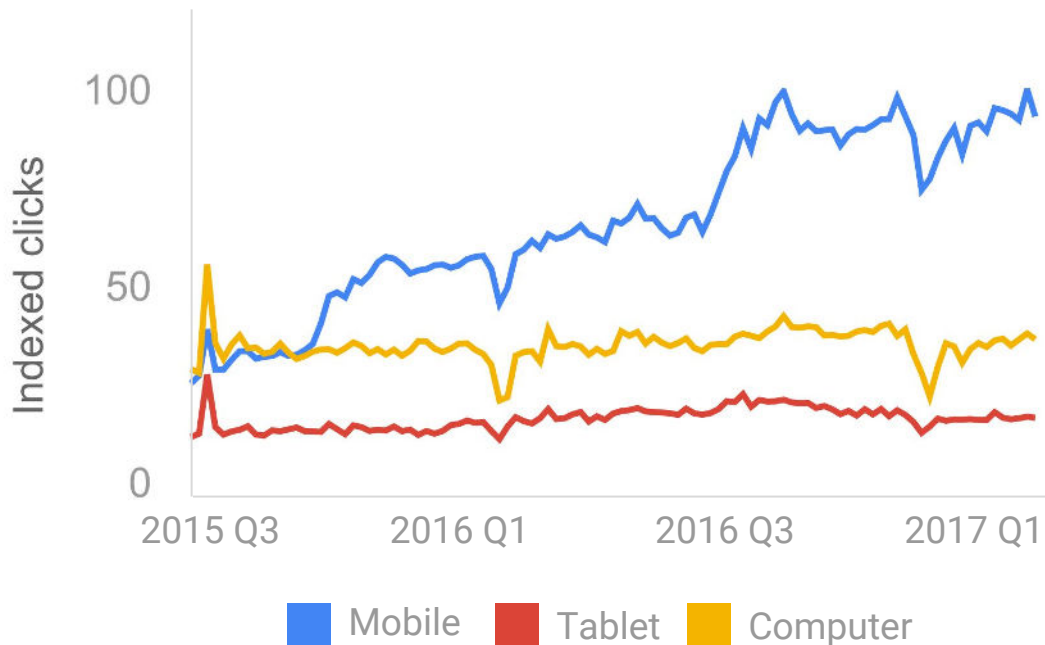
Top growing Search terms in Q1



Cosmetic Procedures: Clicks

Proprietary + Confidential

Clicks grew **46%** YoY in Q117 with **64%** of all clicks on mobile.

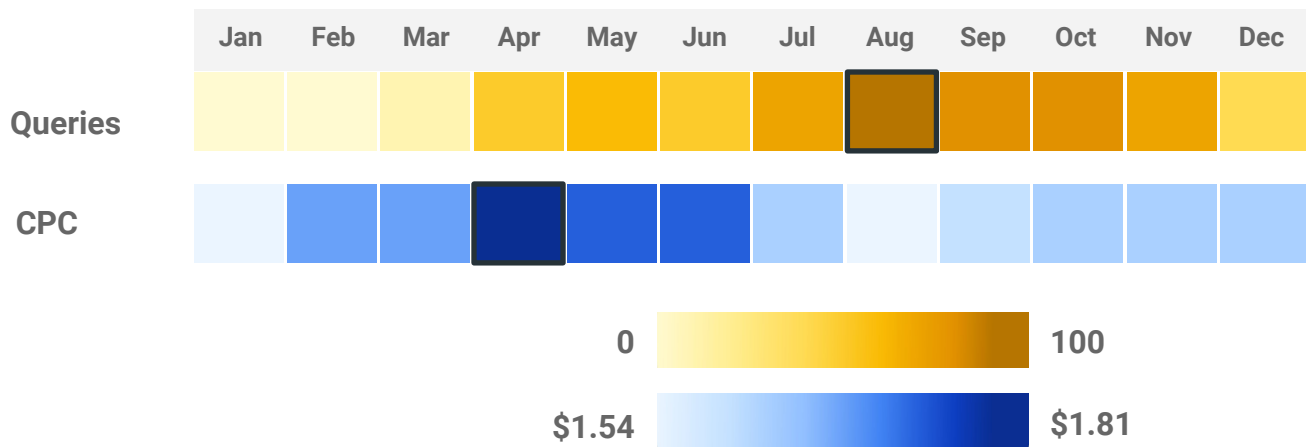


	YoY growth (Q117-Q116)	QoQ growth (Q117-Q017)	% of clicks (Q117)
Mobile	46% ▲	2% ▲	64%
Tablet	-2% ▼	-5% ▼	11%
Computer	2% ▲	-4% ▼	25%
Overall	26% ▲	-1% ▼	100%

Cosmetic Procedures: Clicks

Proprietary + Confidential

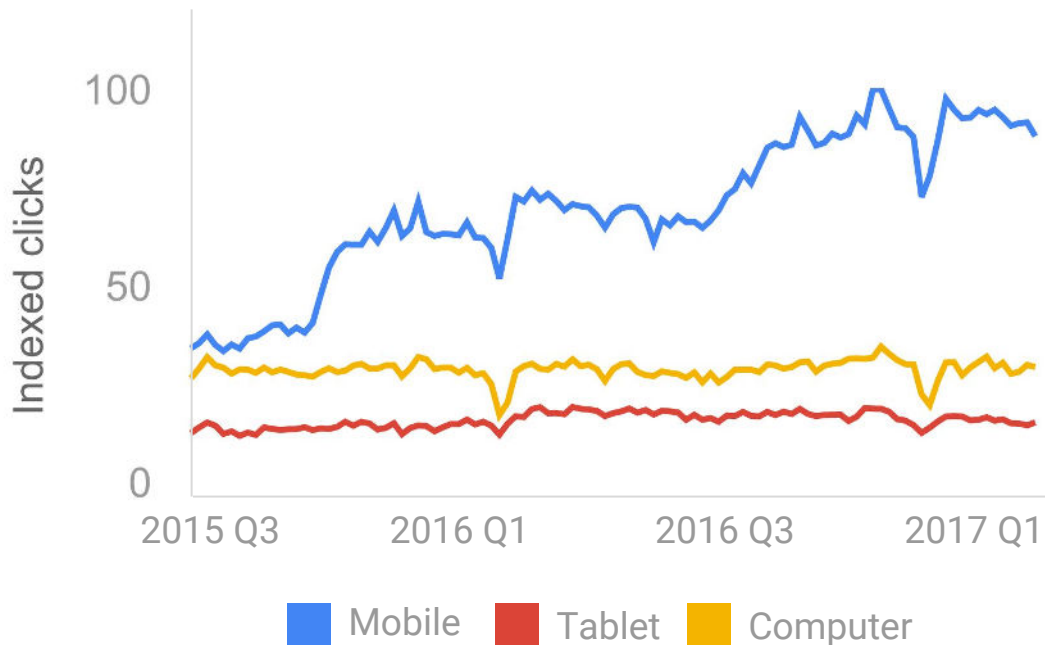
In the last 3 years, CPCs were in the range of \$1.54-\$1.81 and peaked in Apr. Category searches have consistently peaked in Aug.



Cosmetic Plastic Surgery: Clicks

Proprietary + Confidential

Clicks grew **30% YoY** in Q117 with **67%** of all clicks on mobile.

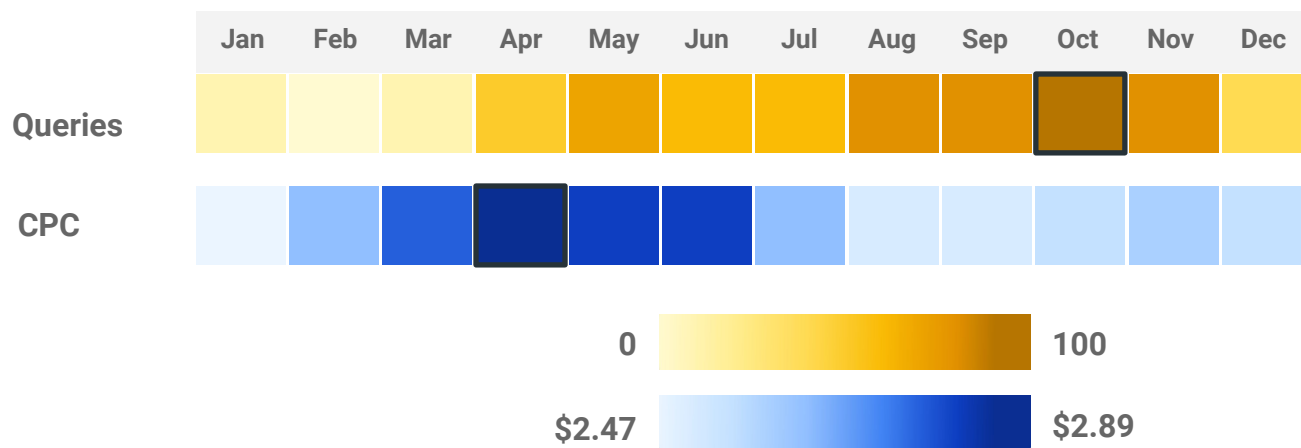


	YoY growth (Q117-Q116)	QoQ growth (Q117-Q017)	% of clicks (Q117)
Mobile	30% ▲	2% ▲	67%
Tablet	-12% ▼	-5% ▼	12%
Computer	0%	-3% ▼	21%
Overall	16% ▲	0%	100%

Cosmetic Plastic Surgery: Clicks

Proprietary + Confidential

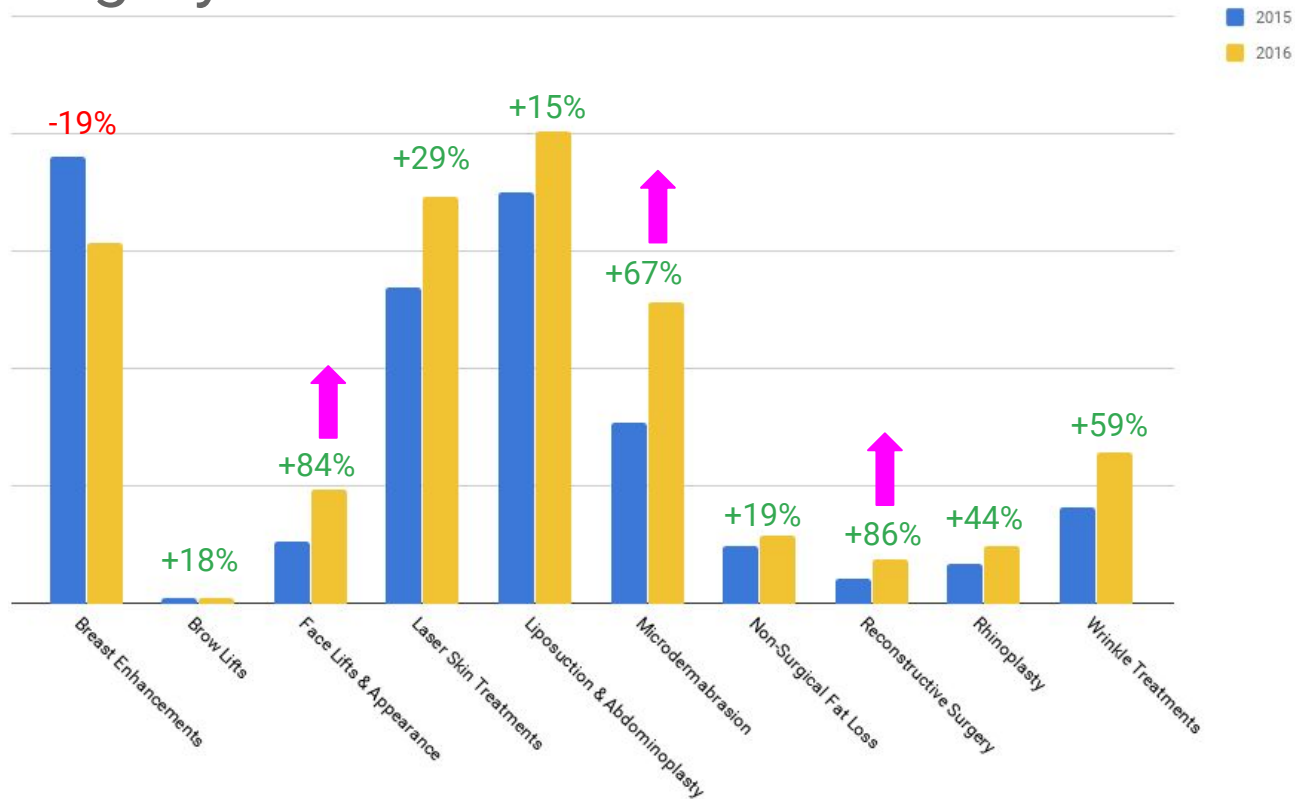
In the last 3 years, CPCs were in the range of \$2.47-\$2.89 and peaked in Apr. Category searches have consistently peaked in Oct.



Liposuction & Laser Skin Treatments are the most searched for category

Proprietary + Confidential

Searches for **Face lifts**, **Microdermabrasion** and **Reconstructive surgery** are growing the fastest

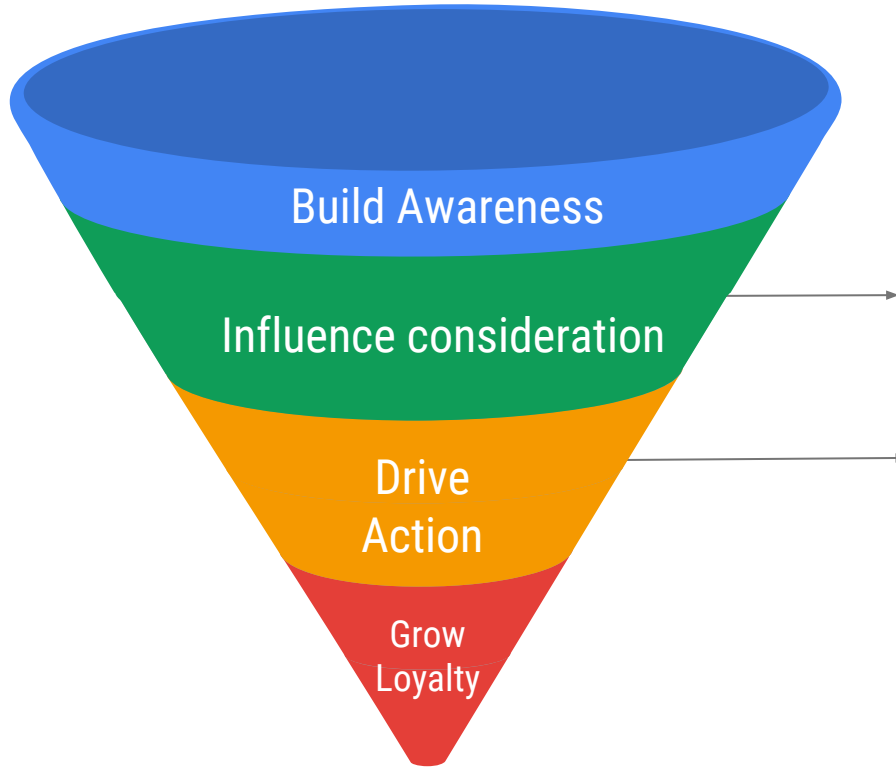




Medispa Best Practice

Targeting Medispa customers and driving them to your website

Goals and Objectives



2. INFLUENCE CONSIDERATION

Target audiences who have signalled that they are looking for Medispa treatment

KPIs:

- Traffic to site [+%]

Google Solutions

- Search - Category & Brand KWs
- Google Display Network - In-Market & Affinity/demo Audiences

1. CONVERT CUSTOMERS

Target audiences who are searching for medispa treatment

KPIs:

- Drive appointments / calls via website

Google Solutions

- Search - Category & Brand KWs

A close-up photograph of a person's hands holding and using a smartphone. The person is wearing a white and black striped shirt. The background is a blurred retail environment, likely a clothing store, with shelves of garments and other people visible. A green rectangular overlay is positioned in the upper right corner of the image, containing white text.

What you can do to win
**Brand awareness and Influence
Consideration?**

Attention platform - Google Display Network

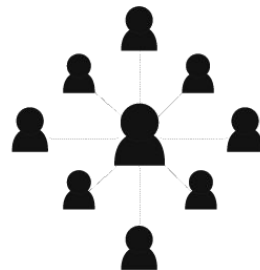
79%

of time online is spent
outside search

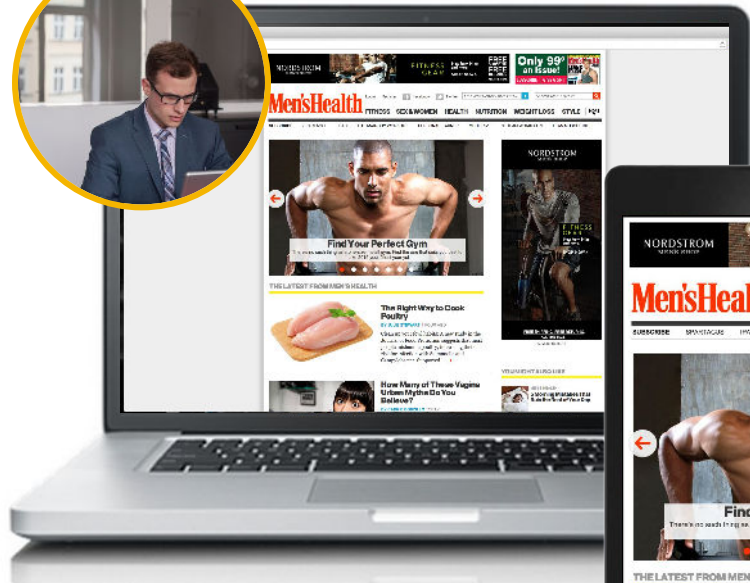


across websites, mobile, YouTube, and
Gmail

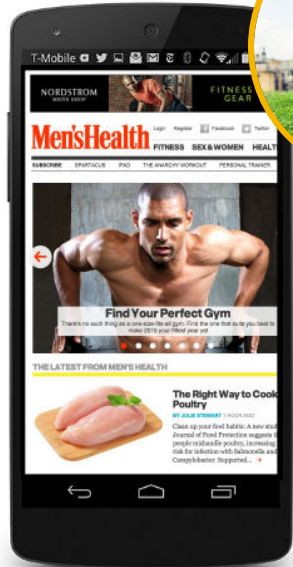
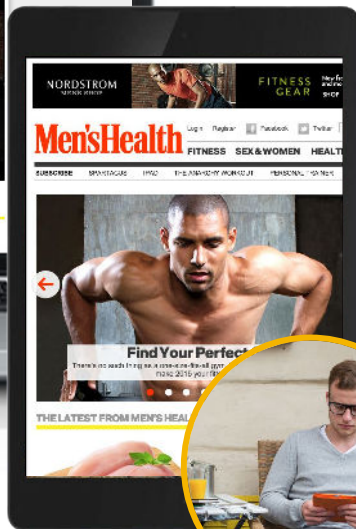
- #1 Display provider globally across screens
- GDN is cross-device: 94.5% reach
- Reaching 93% of Australians



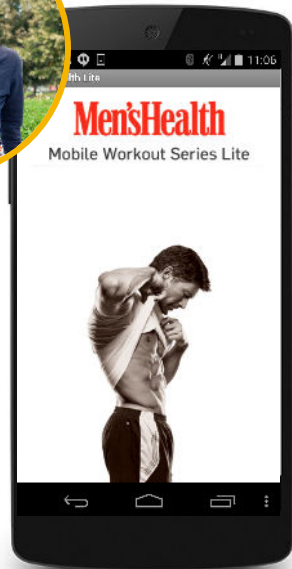
Engage with users across devices seamlessly



On Desktop & Tablets

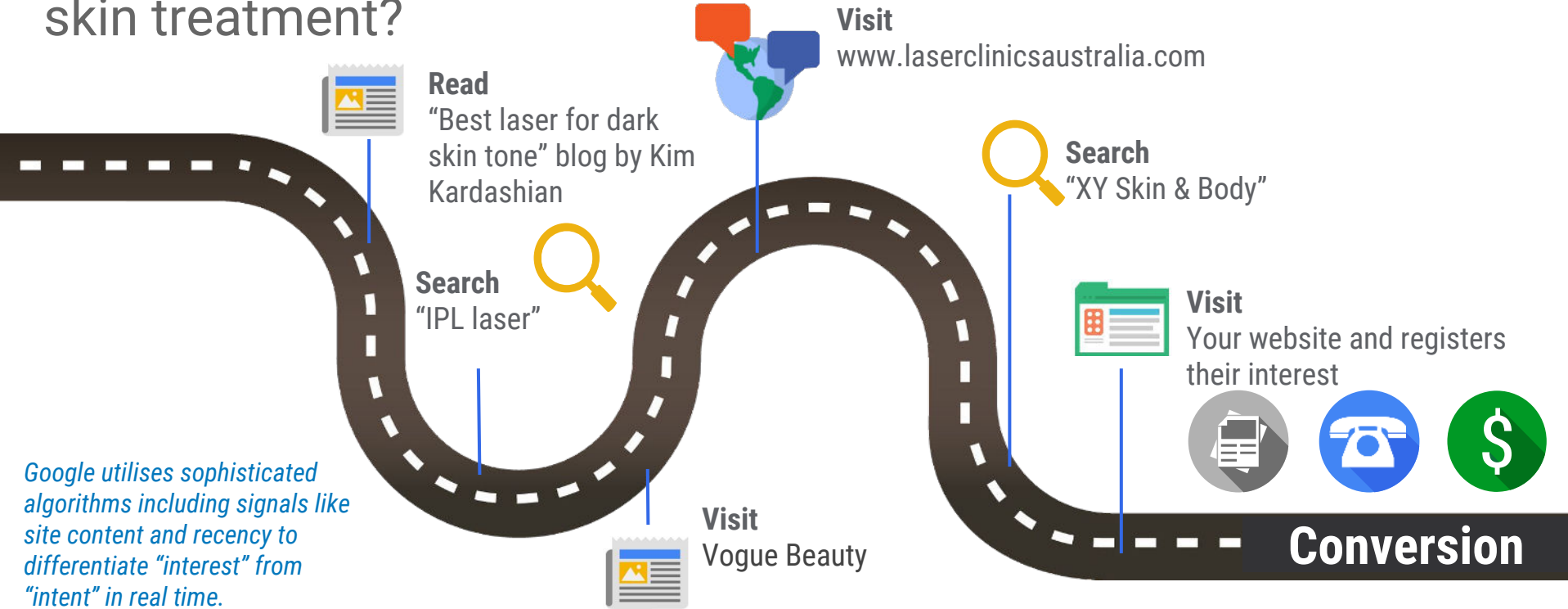


On Mobile Web



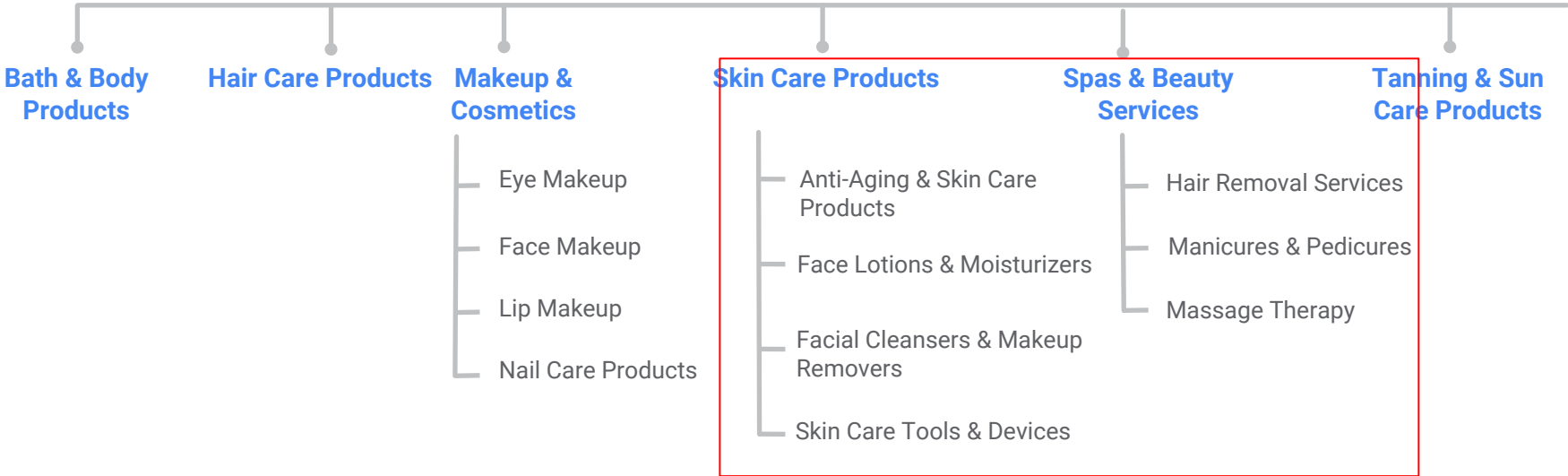
In Apps

How does Google find customers who are in the market for skin treatment?



Targeting on the Google Display Network (GDN) & YouTube

In-market for Beauty Products & Services



Who will we be targeting



DEMOGRAPHIC

Reach the right audience age/gender

- **Women 18-65 years old**
- **Men 24-65**



AFFINITY

Beauty Maven - Beauty mavens are people who spend a considerable amount of their disposable income on beauty products (e.g. cosmetics, creams, nail polish etc.).

Health & Fitness Buffs - Fitness enthusiasts are people that show a continuing interest in fitness and health. They frequent sites about exercise & food as it's an important part of their wellness.

A close-up photograph of a person's hands holding and using a smartphone. The person is wearing a white shirt with black stripes. The background is a blurred market scene with various stalls and people, suggesting a busy, outdoor environment. A yellow rectangular box is overlaid on the right side of the image, containing text.

What you can do to
Drive Action?

Search is the #1 source for beauty researchers on their smartphones

SEARCH ENGINES HELPED RESEARCHERS ON MOBILE DEVICES TO:



66%
Get general information



41%
Compare prices



16%
Discover brands

What questions are consumers asking about your products?

Google

how to get rid of cell

how to get rid of cellulite on legs
 how to get rid of cellulite
 how to get rid of cellulite on bum
 how to get rid of cellulite fast

Press Enter to search.

Google

tattoo re

tattoo removal laser
 tattoo removal
 tattoo removal sydney
 tattoo removal cost

Press Enter to search.

Google

microdermabrasion|

what is microdermabrasion before and after
 microdermabrasion sydney
 microdermabrasion sydney review
 microdermabrasion laser clinic

Google

lip injections gone wrong

bad lip fillers before and after
 lip injections gone right
 lip fillers gone lumpy
 pictures of lip injections gone wrong

lase| skin treatment sydney

laser skin treatment sydney
 laser clinic melbourne
 laser cutting eva foam
 laser tag

Remove
Remove

Report inappropriate predictions

Laser Skin Treatment Clinic - It All In The Detail At Zecca - zecca.com.au
www.zecca.com.au/laser-skin/treatment
 When Only The Best Quality Laser Skin Cosmetic Treatments Is For You. "Zecca"
 Innovative Treatments · Advanced Technology · Leading Cosmedical Clinic
 Cosmetic Medical About Us
 Our Team

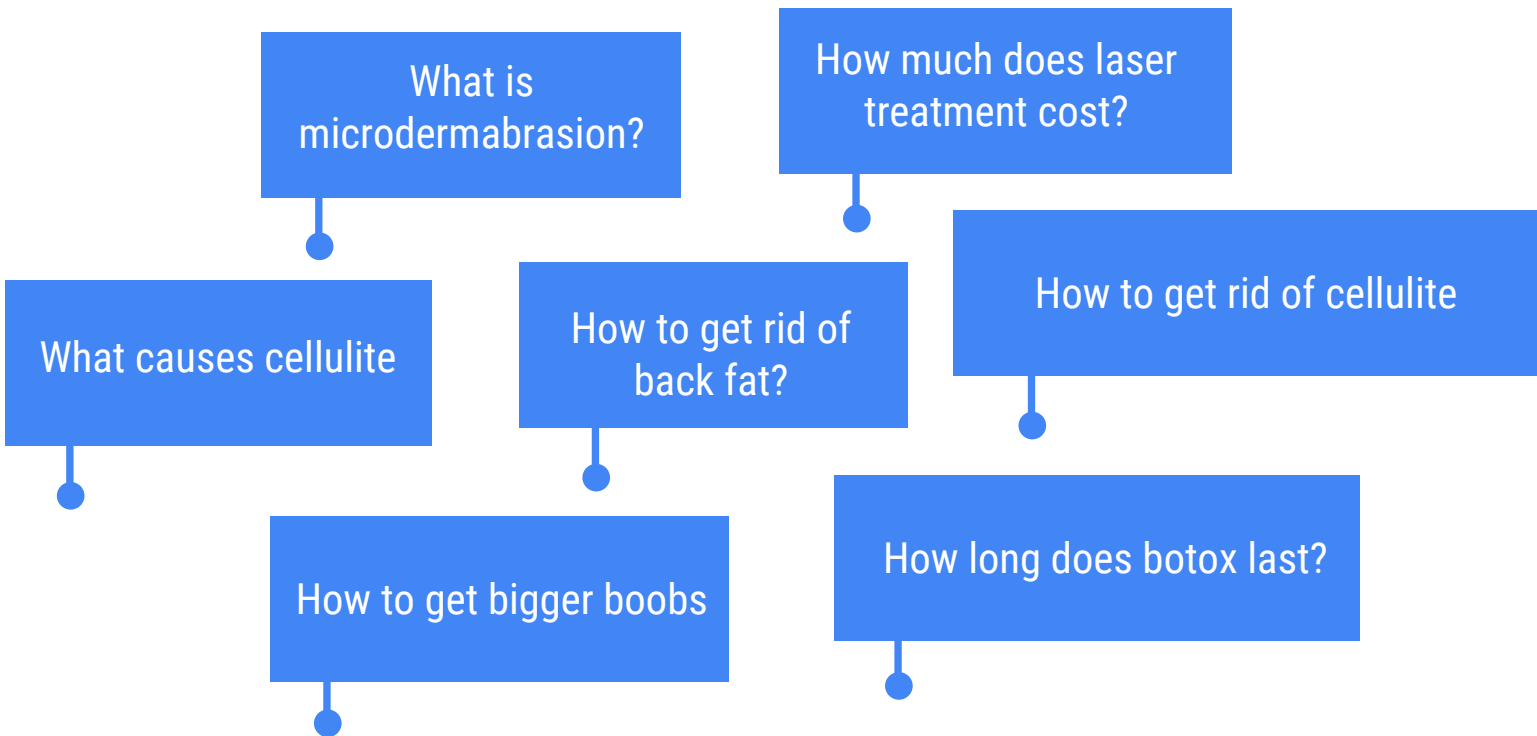
Laser Skin Treatment Clinic - Get a Free Consultation Today.
www.aacosmetic.com.au/Clinic/Skin_treatment 1300 666 244
 Get Younger, Healthier Looking Skin. Best Offer for You Enquiry Now.
 9000+ Happy Customers - Free Consultation Today - Offer - 100% Trusted Service - Affordable Price
 Medi Peels Treatments · Microdermabrasion · Acne Treatments · Enquire for Best Offer

Laser Skin Treatment Sydney - InfinitySkin.com.au
www.infinityskin.com.au/ (02) 9307 2833
 Natural Results & Beautiful Skin Through Rejuvenation Treatments.
 Great Service - Great Price - Call Us Now
 Services: Injectable Treatments, Acne Scarring, Medical Grade Skincare...

City laser Clinic
 4.2 ★★★★★ (28) · Skin Care Clinic
 1.1 km · 103/14 Martin Pl · (02) 9232 8090
 Closed today

WEBSITE DIRECTIONS

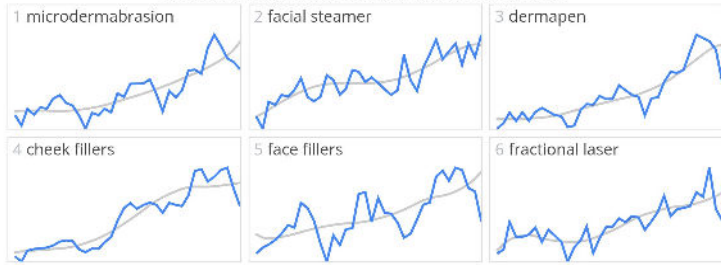
What questions are consumers asking about your products?



Sustained growth queries by product

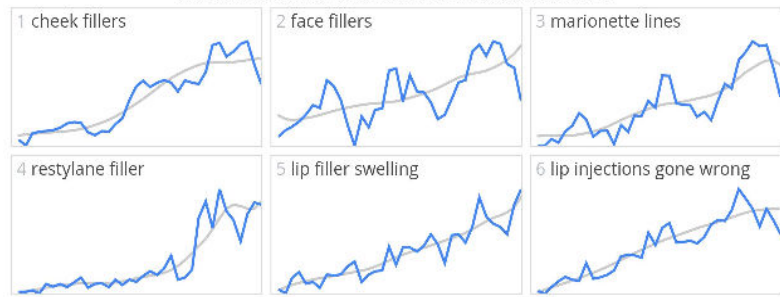
Cosmetic Procedures

Queries displayed include its close synonyms, ranked by volume in Q4 2016



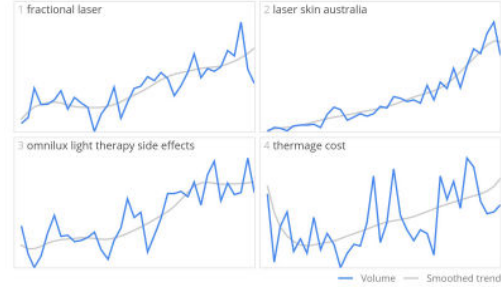
Wrinkle Treatments

Queries displayed include its close synonyms, ranked by volume in Q4 2016



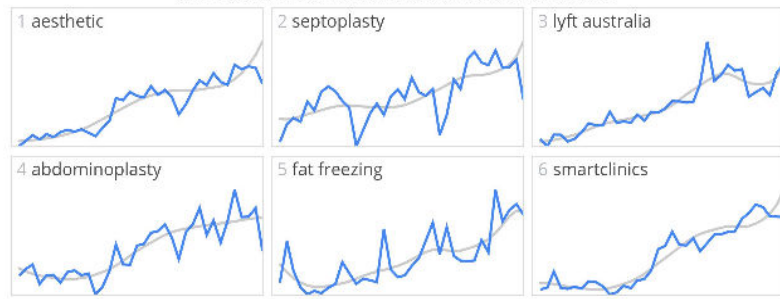
Skin Therapy

Queries displayed include its close synonyms, ranked by volume in Q4 2016

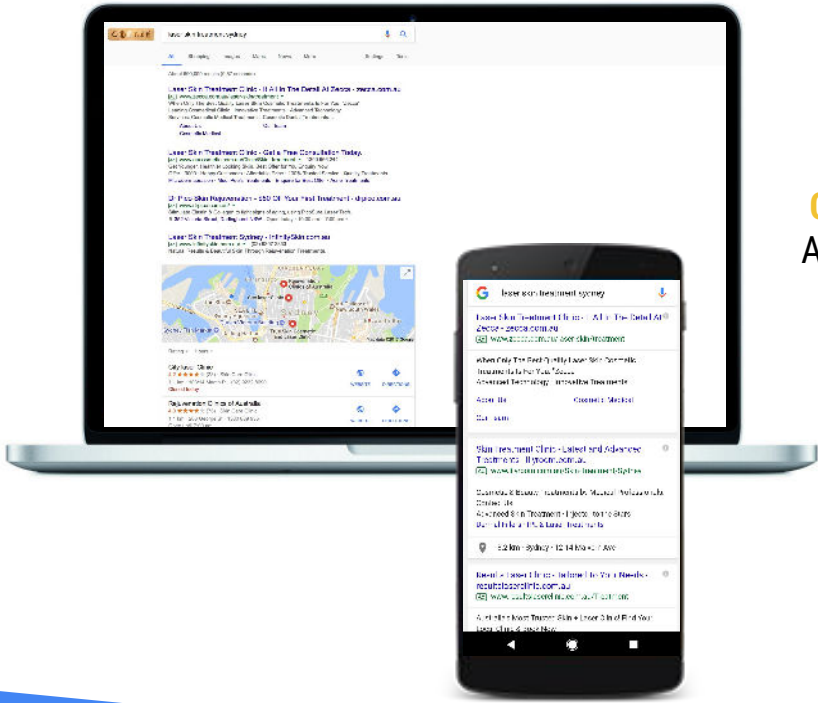


Cosmetic Surgery

Queries displayed include its close synonyms, ranked by volume in Q4 2016

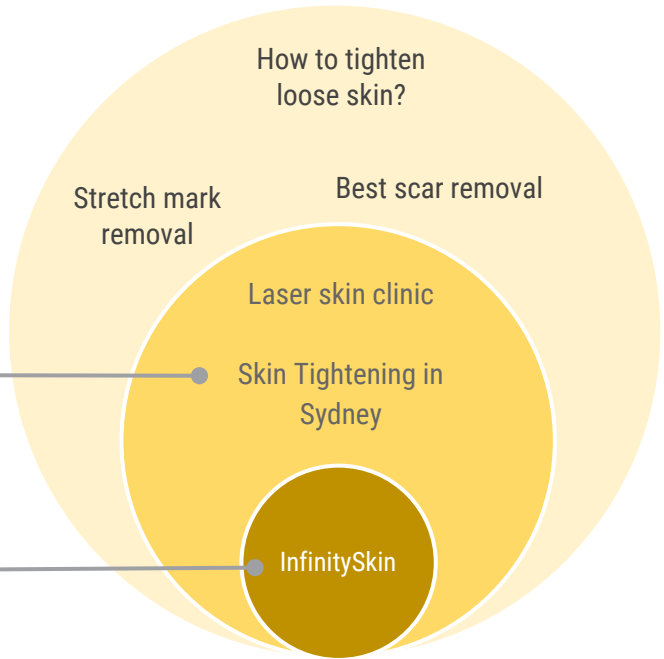


Be there when laser skin seekers are searching for treatment on Google Search



Category searches
A product type your audience is searching for

Branded searches
A specific brand



Optimise for Local Search Ads via Google Maps

Google Maps search results for "laser skin treatment sydney".

Dr Pico - Tattoo Removal & Skin Care
 5.0 ★★★★★ (7) Tattoo-R...
 2.7 km · Darlinghurst NSW
 (02) 9380 7080
 Open until 7:00 pm

Results Laser Clinic
 3.3 ★★★★★ (25) Laser H...
 1.1 km · Sydney NSW
 (02) 9223 4288
 Open until 8:00 pm

City laser clinic
 4.2 ★★★★★ (80) Skin Care C...
 1.1 km · Sydney NSW
 (02) 9232 8090
 Closed today

Rejuvenation Clinics of Australia
 4.0 ★★★★★ (75) Skin Care C...
 1.1 km · Sydney NSW
 1500 889 930
 Open until 7:00 pm

True Skin Cosmetic and Laser Clinic
 4.6 ★★★★★ (9) Skin Care Cl...
 1.3 km · Sydney NSW
 0415 620 008
 Open until 8:00 pm

Cosmetic Medical Clinic
 4.6 ★★★★★ (31) Medical Spa
 1.8 km · Sydney NSW
 (02) 9211 6916
 Open until 6:00 pm

Heber Davis Skin Clinic
 4.5 ★★★★★ (26) Skin Care C...
 1.8 km · Sydney NSW
 (02) 9552 6277
 Open until 5:00 pm

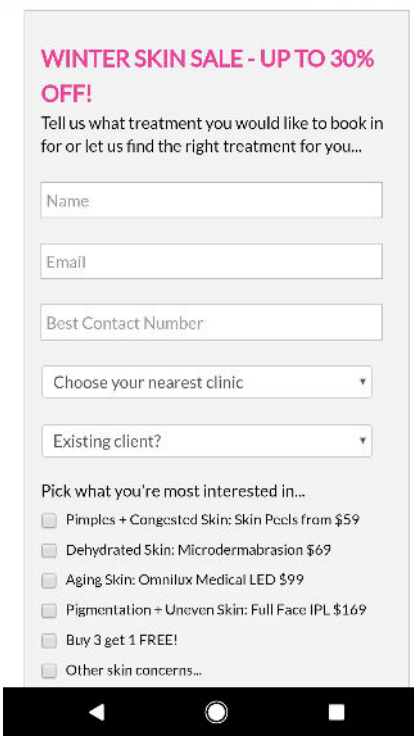
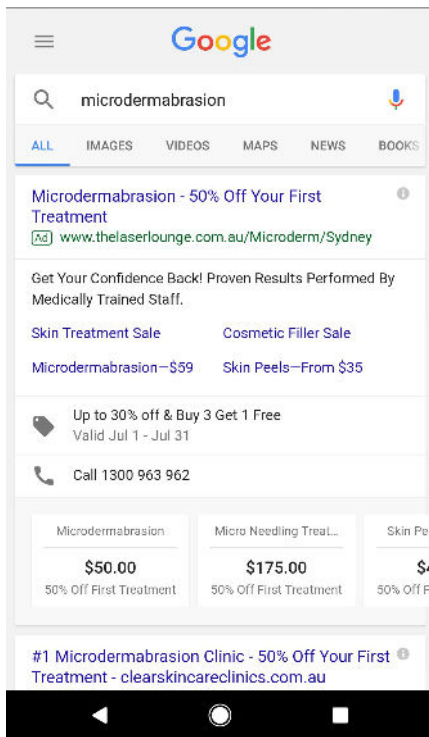
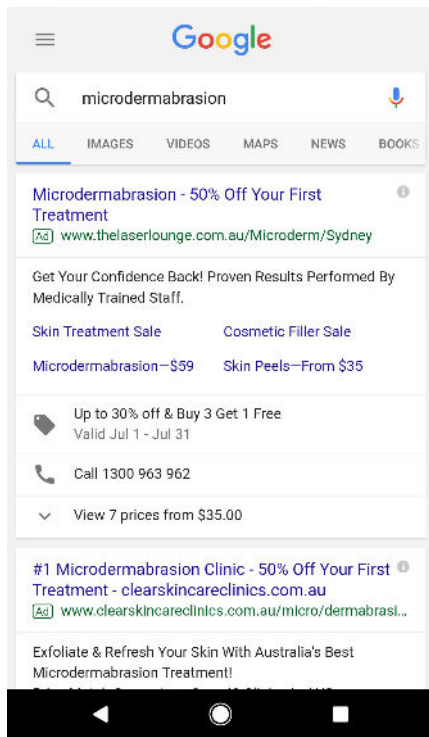
True Skin Cosmetic and Laser Clinic
 4.6 ★★★★★ 9 Google reviews
 Skin care clinic in the City of Sydney, Now South Wales · 1.3 km
 Address: 8/161 Castlereagh St, Sydney NSW 2000
 Hours: Open today · 10am - 6pm
 Phone: 0415 620 008
 Suggest an edit
 Know this place? Answer quick questions

Review summary
 4.6
 9 reviews

Google reviews

- "Wonderful staff and service with a huge range of products and services."
- "Unbelievably terrible customer service and work ethics."
- "Amazing Products , great staff , if you want great skin than this is your place"

Add Price and Promotion extensions to increase CTR



1 - Where-can-I-get treatment moments

Proprietary + Confidential

Be there for local searches

laser treatment near me

All Maps Shopping Videos News More Settings Tools

About 5,190,000 results (0.94 seconds)

Carbon Laser Peel - Maroubra - Introductory Offer
www.skininnovationlaser.com.au/
High Quality, By Appointment Only, Call the clinic for more information.
Maroubra NSW · Open today · 9:00 am – 9:00 pm
Laser Hair Removal Tattoo Removal
Carbon Laser Peel Contact Us

“Near me” searches have doubled since 2015

Location Extensions

Show up for a variety of terms

#1 Laser Clinic Australia - Cheap Laser Hair Removal
www.clearskincareclinics.com.au/laser/clinic 1300 442 632
Australia's Most Loved Laser Hair Removal From Just \$10. Book A Treatment Today!
Highlights: Experienced Laser Clinic, Cutting Edge Laser Techniques...
Best Prices · Treatment Types · Find Your Clinic · Book Online Now

“Open weekends”
“Online appointments”
“Comfortable waiting room”

Broad Keyword strategy

Showcase the essentials

Rejuvenation Clinics of Australia ★ ×

4.0 ★★★★★ 75 Google reviews
Skin care clinic in the City of Sydney, New South Wales · 1.1 km
Website Directions

Address: 263 George St, Sydney NSW 2000
Hours: Open today · 10am–7pm
Phone: 1300 889 935

Include:
Available treatments, Business hours, Phone number, Street address

Online business listing

2 - Who-can-I-trust moments

Include reviews on your business listing

Review summary

5★
4★
3★
2★
1★

1.0

★★★★★

3 reviews

Write a review



"Bad experience starting with customer approach."

Allowing patients to post reviews is a great way to foster trust

Reviews on GMB

Make a positive first impression

ABOUT US THE BEST EXPERIENCE CONDITIONS TREATMENTS GALLERY BLOG CONTACT US

DR. FRANK LIN
Plastic Surgeon

Dr. Lin is a board-certified Plastic, Reconstructive and Aesthetic surgeon. He is a fully qualified member of:
- Royal Australian College of Surgeons
- Australian Society of Plastic Surgeons
- International Confederation of Plastic, Reconstructive and Aesthetic Surgeons
- American Society of Plastic Surgeons

As well as completing specialist surgical training and gaining recognition as a Fellow of the Royal Australian College of Surgeons, Dr. Lin also undertakes further overseas fellowship training in microsurgical breast reconstruction in London with world renowned Professor Veronique Paraskelidou. He also studied with eminent professors including Prof. Issao Kojima at the University of Tokyo and Prof. TG Lee at the Singapore General Hospital in the field of breast and aesthetic surgery, as well as aesthetic surgery for Asian patients.

Dr. Lin is actively involved in academic conferences and meetings, keeping up to date with the latest advances in reconstructive and aesthetic surgery. In addition to his numerous public hospital appointments, Dr. Lin is also involved in the training of junior medical staff and medical students of Monash University Medical Centre.

About Us:
Our Team
Our Clinic
Our Products

Include:
Full treatments, high quality images,
detailed bio's, qualifications, clinic
photos etc

Quality content

Make sure the price is right

Misleading content

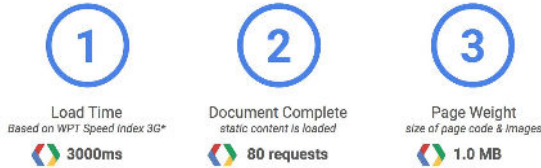
- ❌ Making false statements about your identity or qualifications
 - **Examples:** A college student purporting to be a qualified lawyer, an unlicensed plumber claims to be licensed
- ❌ Using false claims or claims that entice the user with an improbable result (even if this result is possible) as the likely outcome that a user can expect
 - **Examples:** "Miracle cures" for medical ailments, extreme weight loss products or programs, "get rich quick" schemes or promising large financial return for minimal effort or investment
 - **Specific example:** A weight loss ad that says you can eat whatever you want and lose 10 pounds in a month

Be transparent:
Don't provide misleading content

Highlight costs clearly

3 - I'm ready-to-book moments

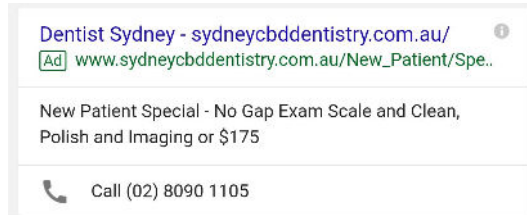
Mobile-optimise your website



Make sure the booking process is simple and seamless.

Test your mobile friendliness

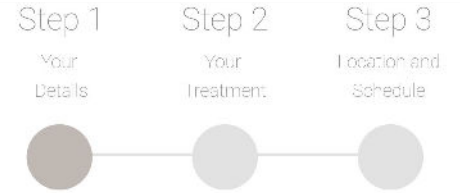
Offer convenient conversation starters



Keep the conversation going on mobile. Help them contact you directly

Click-to-call buttons
Click-to-message ads
(Business hours)

Shortcut the online booking process



Convenient booking tool

Book appointments via mobile

A close-up photograph of a woman lying down, receiving a facial treatment. Her eyes are closed, and she has a relaxed expression. A person wearing white gloves is performing the treatment on her face. The background is softly blurred, showing a bright, clean environment. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text "Budget Recommendations" in white.

Budget Recommendations

National Cosmetic Procedures Top Tier:

Query Set	Impressions	Clicks	Cost	CPC
Laser Skin Treatments	19,082	1,660	\$3,169	\$1.91
Wrinkle Treatments	23,697	1,452	\$7,011	\$4.83
Microdermabrasion	28,577	710	\$1,534	\$2.16
			\$11,714	

Cosmetic Procedures NSW Top Tier:

Query Set	Impressions	Clicks	Cost	CPC
Laser Skin Treatments	9,450	718	\$1,763	\$2.46
Wrinkle Treatments	10,904	604	\$2,594	\$4.30
Microdermabrasion	9,639	229	\$558	\$2.44
			\$4,915	

National Plastic Surgery Top Tier:

Query Set	Impressions	Clicks	Cost	CPC
Breast Enhancement	16,581	817	\$2,153	\$2.63
Eyelid Surgery	6,340	414	\$788	\$1.90
Liposuction	17,100	1,125	\$4,383	\$3.90
Rhinoplasty	6,682	308	\$757	\$2.46
			\$8,081	

Plastic Surgery NSW Top Tier:

Query Set	Impressions	Clicks	Cost	CPC
Breast Enhancement	7,893	361	\$1,230	\$3.40
Eyelid Surgery	4,099	310	\$720	\$1.88
Liposuction	10,715	719	\$2,885	\$4.02
Rhinoplasty	3,638	189	\$703	\$3.71
			\$5,538	

National Cosmetic Procedures Second Tier:

Query Set	Impressions	Clicks	Cost	CPC
Laser Skin Treatments	5,391	229	\$431	\$1.88
Wrinkle Treatments	5,075	184	\$479	\$2.60
Microdermabrasion	6,255	121	\$129	\$1.07
			\$1,039	

Cosmetic Procedures NSW State Second Tier:

Query Set	Impressions	Clicks	Cost	CPC
Laser Skin Treatments	2,245	88	\$152	\$1.74
Wrinkle Treatments	3,050	96	\$241	\$2.51
Microdermabrasion	2,238	44	\$50	\$1.13
			\$443	

National Plastic Surgery Second Tier:

Query Set	Impressions	Clicks	Cost	CPC
Breast Enhancement	4,892	198	\$576	\$2.91
Eyelid Surgery	2,023	78	\$143	\$1.84
Liposuction	4,460	231	\$659	\$2.86
Rhinoplasty	1,169	66	\$169	\$2.54
			\$2,013	

Plastic Surgery NSW State Second Tier:

Query Set	Impressions	Clicks	Cost	CPC
Breast Enhancement	2,224	89	\$319	\$3.58
Eyelid Surgery	1,173	39	\$95	\$2.46
Liposuction	3,315	155	\$560	\$3.63
Rhinoplasty	1,180	48	\$112	\$2.32
			\$1,086	

Google Monthly Budget Recommendation

Google Media Plan Recommendation	Goal	Channel	Targeting	Estimated Clicks/Views	Estimated monthly Investment
Market Entry: Always on: Search Ads					
Reach users via Search in text ads, targeting the common search terms around product and category.	Drive Action to site	Search only	Keywords only	630	\$2,500
Premium: Always on: Search Ads & Display					
Reach users via Search in text ads, targeting the common search terms around product and category.	Drive Brand Awareness Influence Consideration, Drive Action,	Search & Display	Keywords, Demo, affinity targeting	8,100	\$1,500
					\$4,000

A close-up photograph of a man's face, showing his eyes, nose, and mouth. He has several faint, dashed brown lines drawn on his forehead, around his eyes, and on his cheeks, indicating surgical or cosmetic markings. A hand wearing a blue nitrile glove is holding a syringe with a pink plunger and a needle, which is positioned near the man's right eye. Another hand in a blue glove is visible on the left side of the frame, holding a white object, possibly a cotton swab or a piece of gauze, near the man's left cheek. The background is a plain, light-colored wall.

Summary & Next Steps

Your Easy Web Solutions & Google: The Perfect Combination



The Google Premier Partner badge recognizes companies that excel with Google products.



It shows that YEWS business is healthy, their clients are happy, and that they follow Google's best practices.

Dedicated Google support to help you succeed on the web

YEWS GOOGLE AGENCY TEAM



CAMERON CLARK

Agency Development Manager

- ✓ New business development
- ✓ Strategic growth planning
- ✓ Sales training
- ✓ Acquisition & pitch partnership



JINAL MEHTA

Agency Account Strategist

- ✓ Existing business growth
- ✓ Account strategy
- ✓ Tailored optimization insights to meet client goals

ACCESS: Betas, industry insights, case studies, benchmarks, estimates, & exclusive trainings.

Google Support we can offer you

Account Setup & Launch Plan



"Your" Ownership

- Share Business Objectives
- Share creatives / digital assets
- Setup Analytics
- Accept Billing Setup
- Review Proposed Campaign Structure



YEWS / Google Team

- Propose Digital Strategy
- Build Initial Campaigns and Optimise
- Advanced Campaign Setup
- Account manager access for first **90/x** days
- Explore Growth Areas



Customer Support

- Phone / Email / Chat
- Hangouts
- In-person meetings

Education

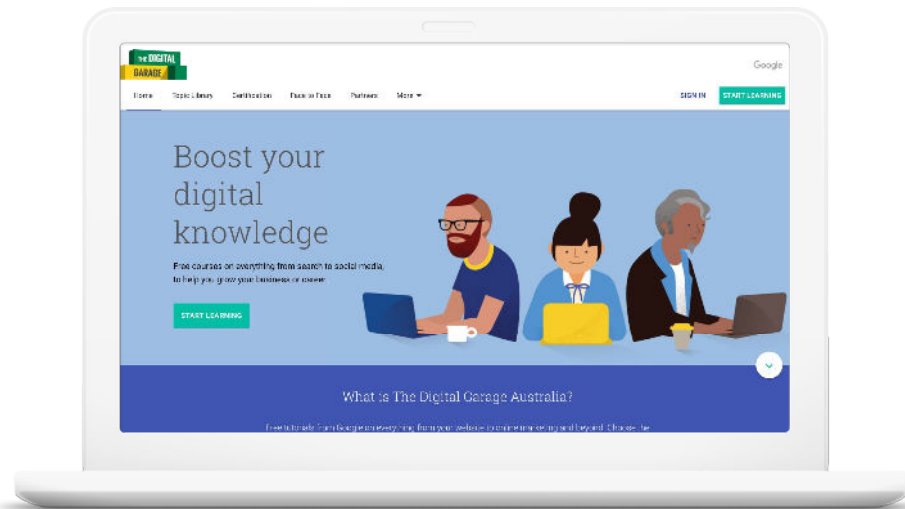
- Reports & Analysis

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Get a tailored learning path & explore topics including:

- Creating websites
- Social Media
- Email Marketing
- Search Engine Optimisation
- Advanced Search Advertising
- Exporting online
- Online Video and more

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Thank you