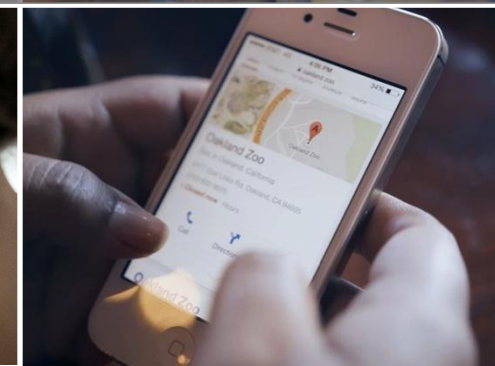
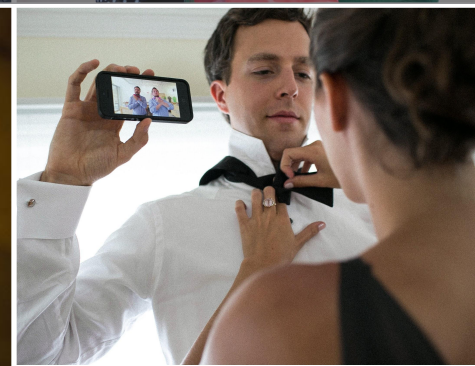
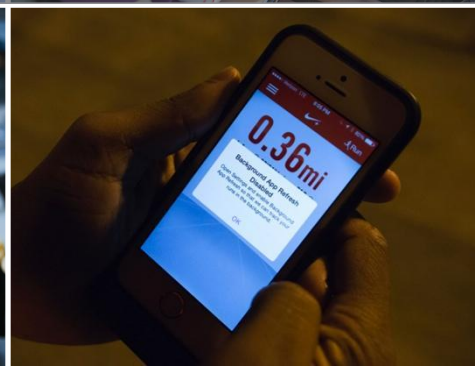
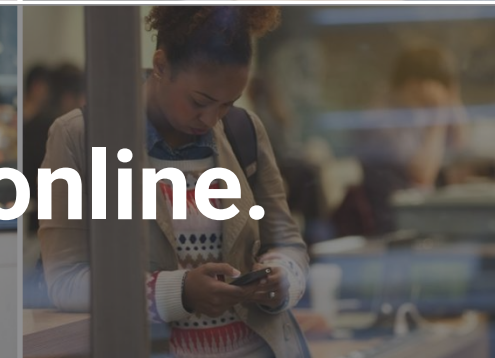
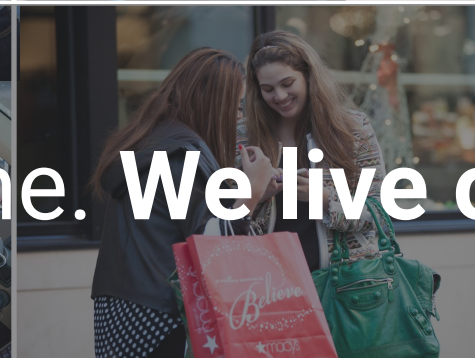
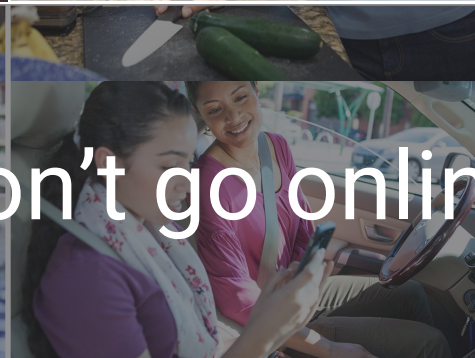




Digital Breakfast: Medispas Landscape

Google & Your Easy Web Solutions

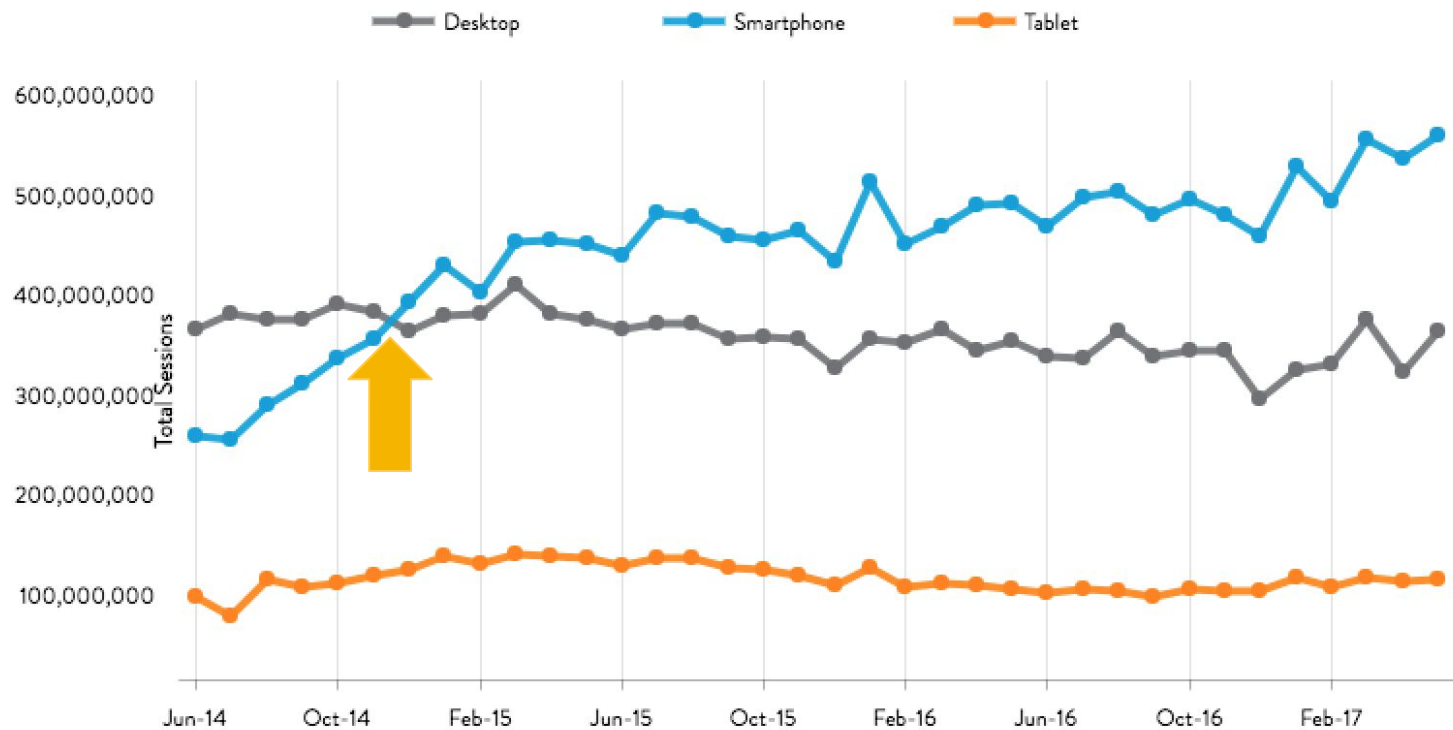
July 2017



We don't go online. We live online.

It all comes down to the rise of smartphones

Proprietary + Confidential



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

47%

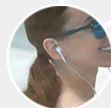
of time consuming media is spent online... every day

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



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



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



Browse how-to content
on YouTube
7:15pm

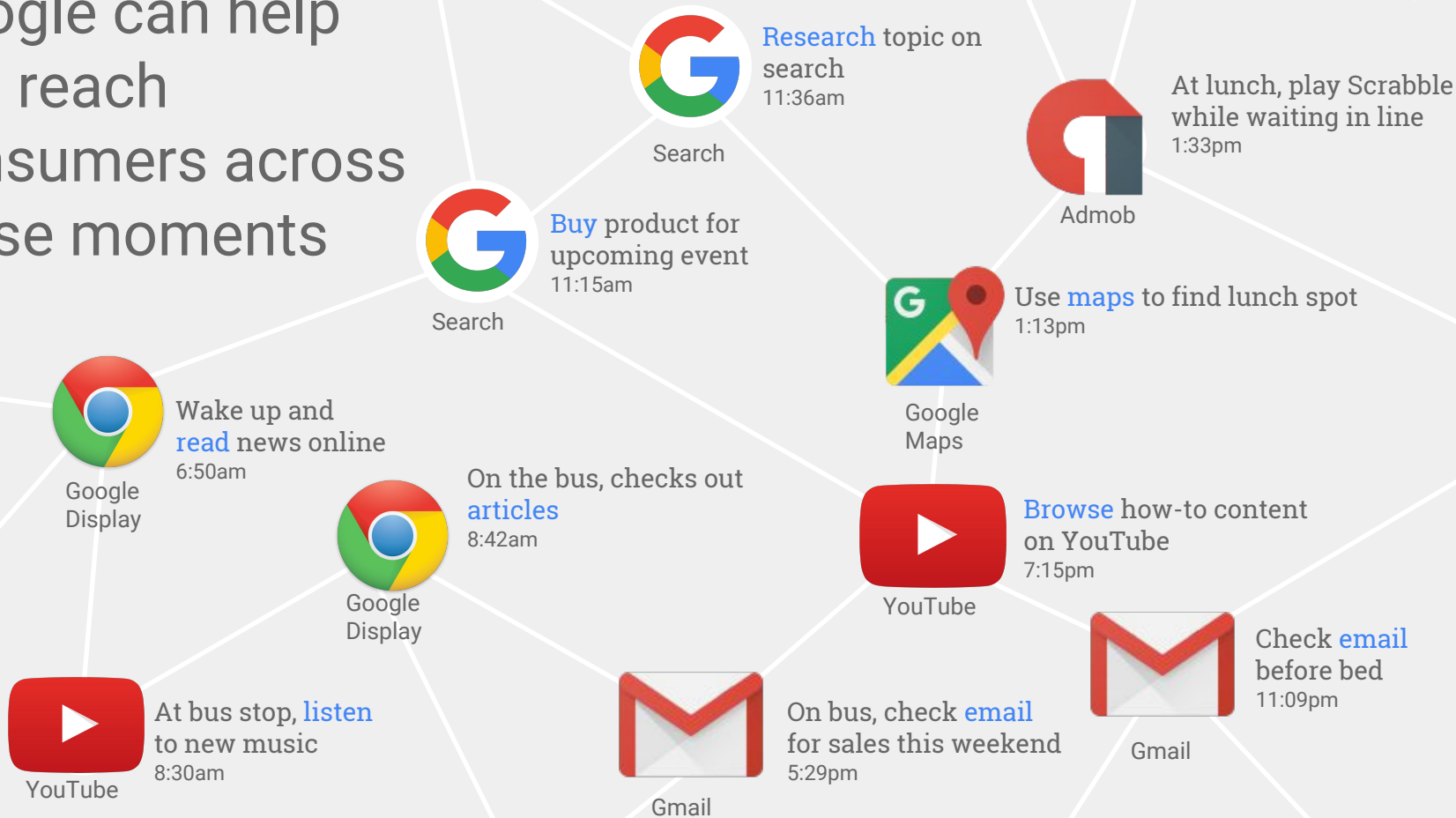


On bus, check **email**
for sales this weekend
5:29pm



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?

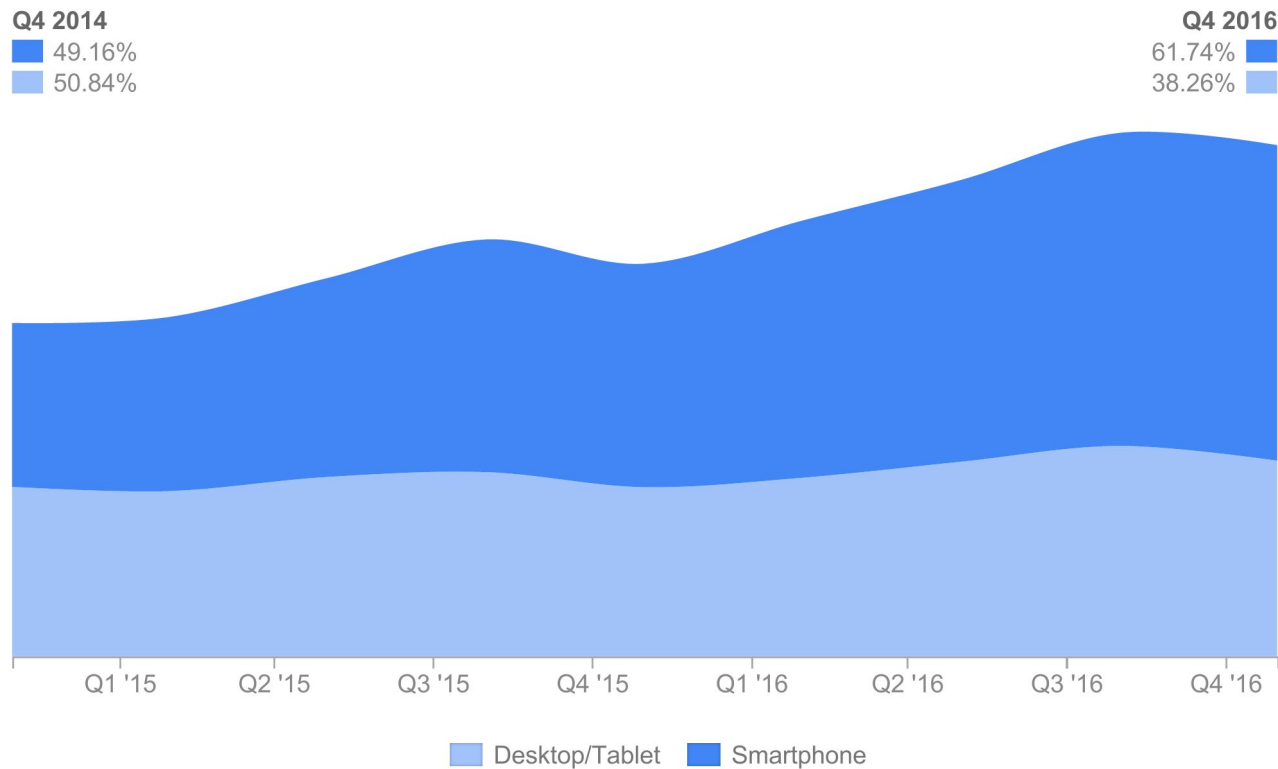


Drive
measurable
RESULTS

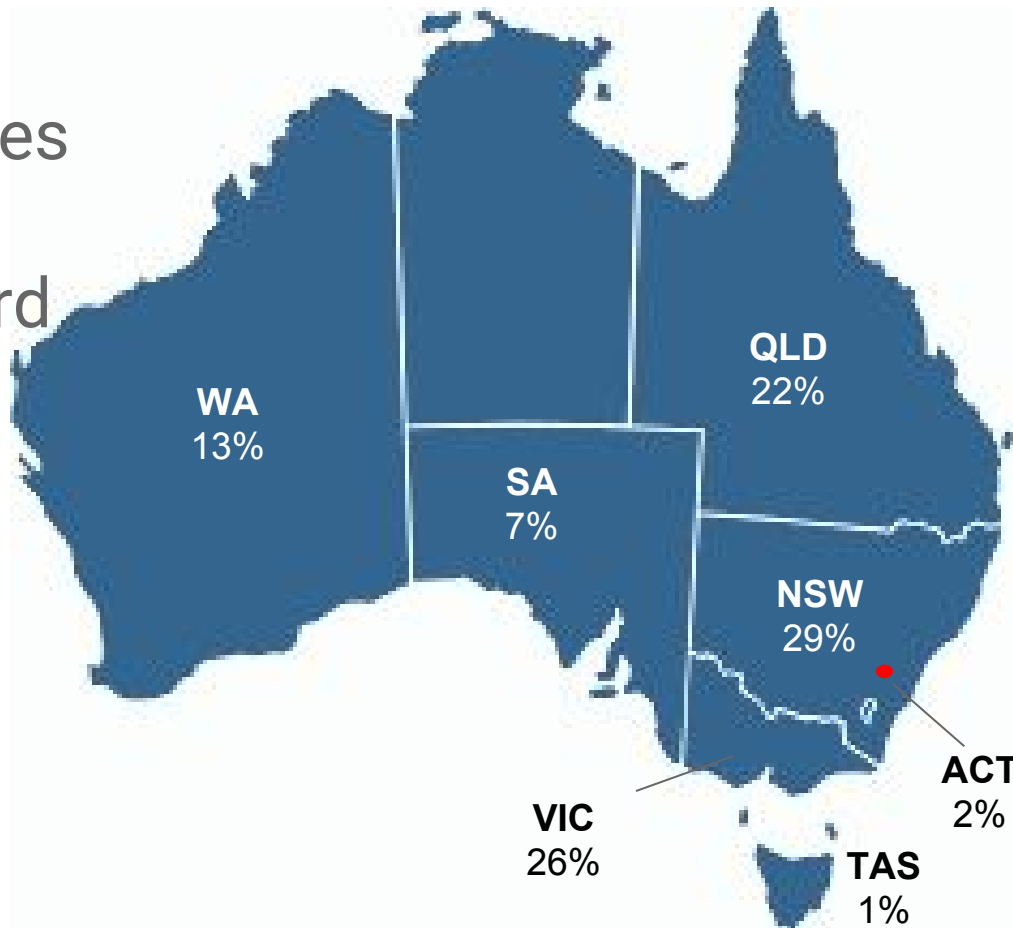
A collage of four images showing various medical spa treatments. The top image shows a person's face being treated with a white brush and a handheld device. The bottom left image shows a person's face being treated with a roller and a syringe. The bottom right image shows a person's face being treated with a roller and a syringe. The text "Medispa Landscape Australia" is overlaid in the center.

Medispa Landscape Australia

Australian Medispa mobile searches have grown 12.6% YoY



The majority of
Medispa searches
happen on the
Eastern Seaboard



Proprietary + Confidential

Top growing Search terms in Q1

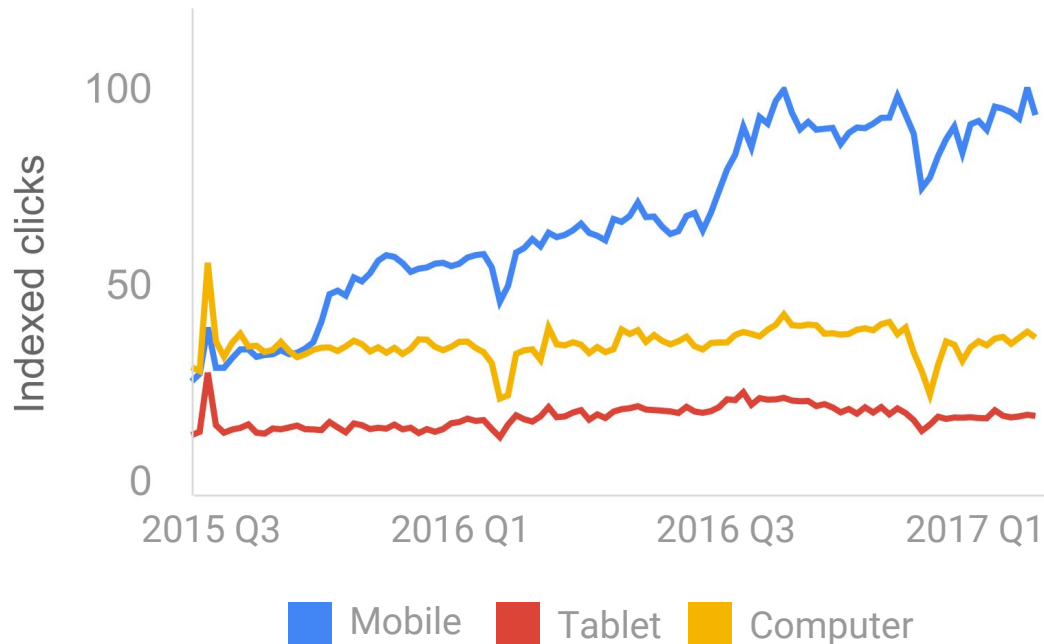
Proprietary + Confidential



Cosmetic Procedures: Clicks

Proprietary + Confidential

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

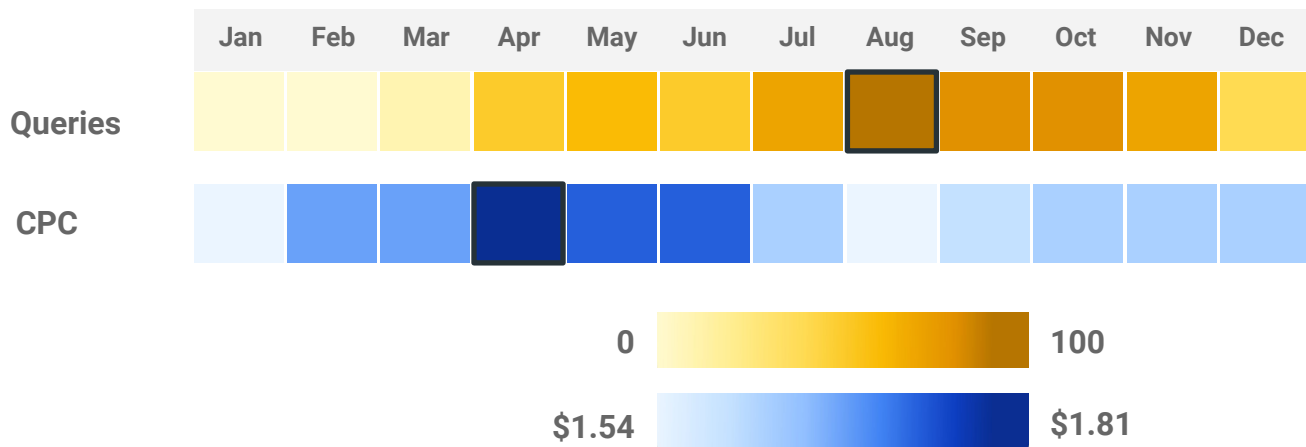


	YoY growth (Q117-Q116)	QoQ growth (Q117-Q017)	% of clicks (Q117)
Mobile	46% ▲	2% ▲	64%
Tablet	-2% ▼	-5% ▼	11%
Computer	2% ▲	-4% ▼	25%
Overall	26% ▲	-1% ▼	100%

Cosmetic Procedures: Clicks

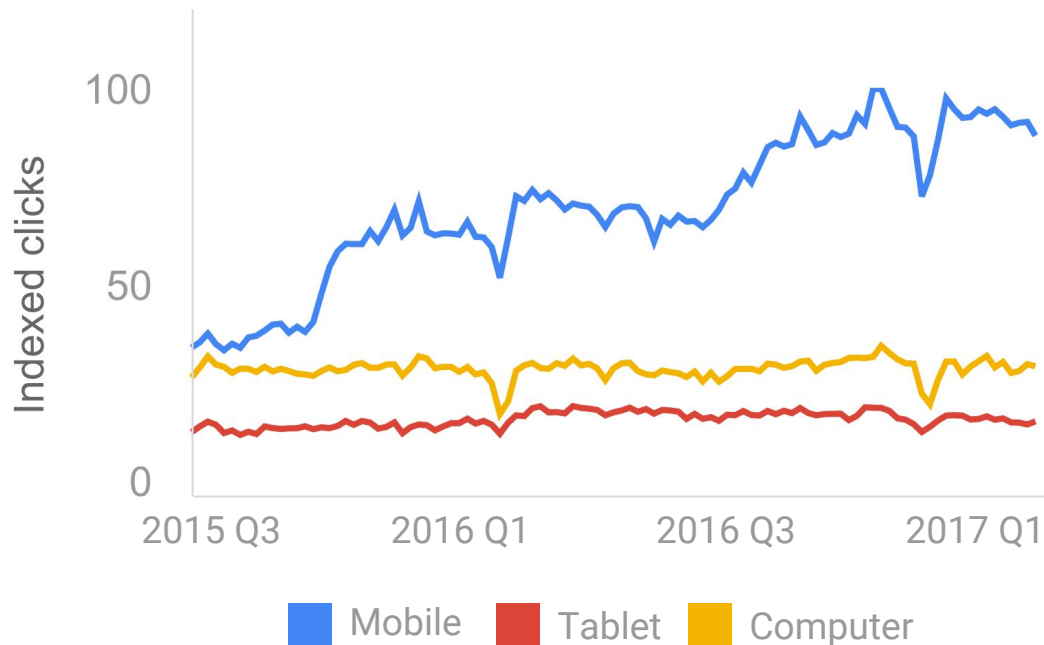
Proprietary + Confidential

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

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

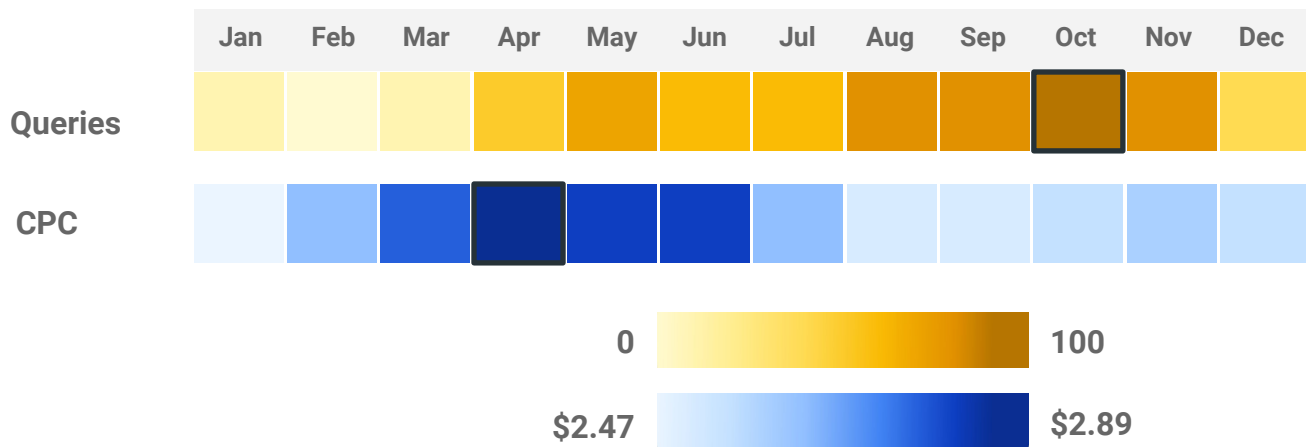


	YoY growth (Q117-Q116)	QoQ growth (Q117-Q116)	% of clicks (Q117)
Mobile	30% ▲	2% ▲	67%
Tablet	-12% ▼	-5% ▼	12%
Computer	0%	-3% ▼	21%
Overall	16% ▲	0%	100%

Cosmetic Plastic Surgery: Clicks

Proprietary + Confidential

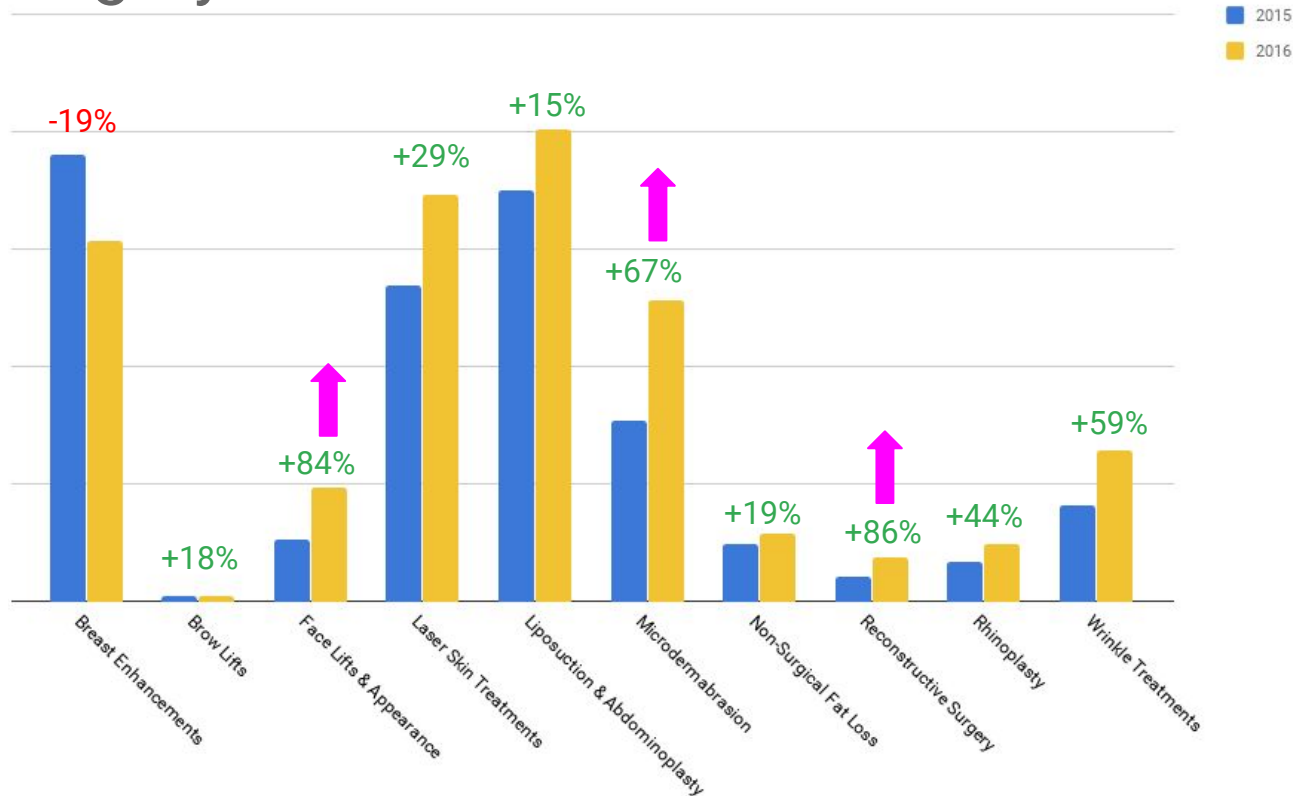
In the last 3 years, CPCs were in the range of \$2.47-\$2.89 and peaked in Apr. Category searches have consistently peaked in Oct.



Liposuction & Laser Skin Treatments are the most searched for category

Proprietary + Confidential

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

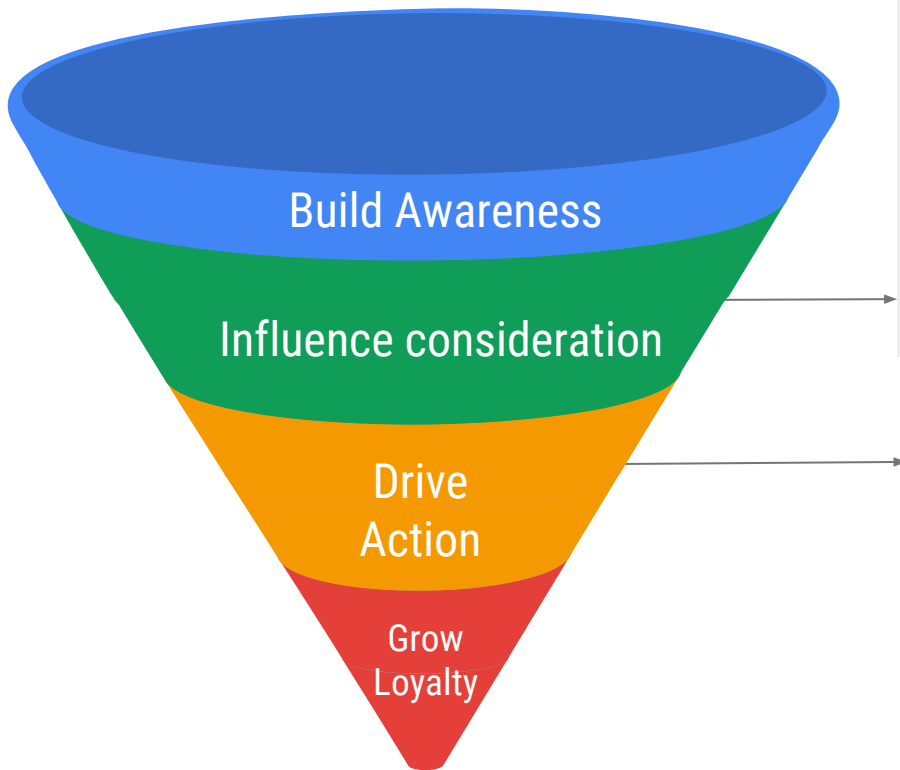


A woman with dark hair and closed eyes is lying down, receiving a laser treatment on her face. A hand holds a black laser device with a red light emitting from it, positioned near her cheek. Another hand is visible near her head. The background is slightly blurred, showing a clinical or spa setting.

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 a white smartphone. The person's fingernails are painted a light pink color. The background is a heavily blurred crowd of people, suggesting a busy public event or market. The lighting is bright and natural, creating a warm, slightly bokeh effect in the background.

What you can do to win

Brand awareness and Influence Consideration?

Attention platform - Google Display Network

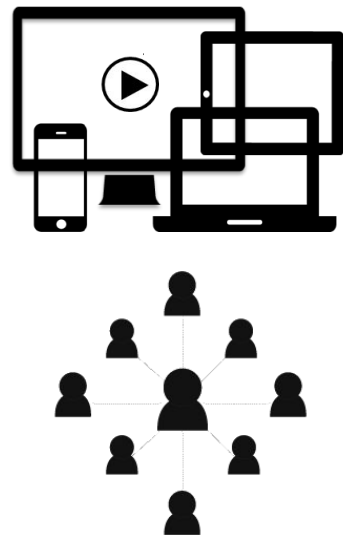
79%

of time online is spent
outside search

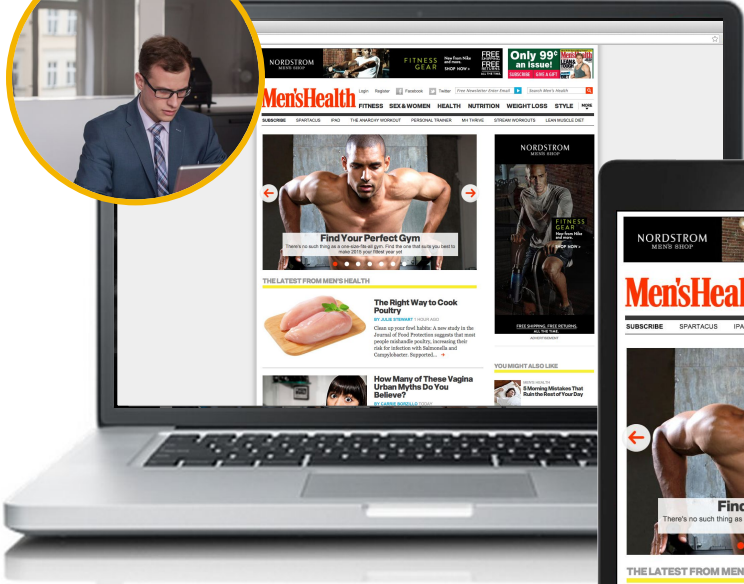


across websites, mobile, YouTube, and
Gmail

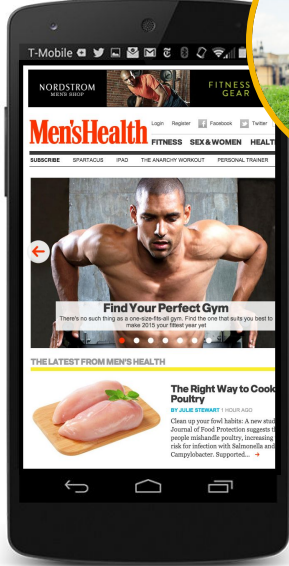
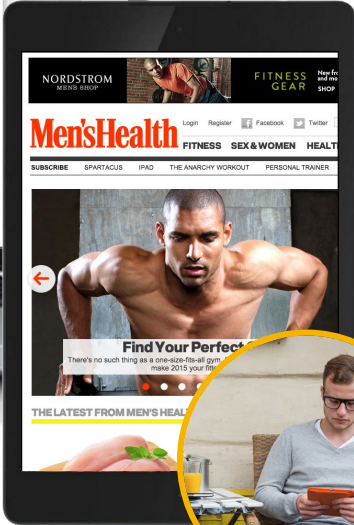
- #1 Display provider globally across screens
- GDN is cross-device: 94.5% reach
- Reaching 93% of Australians



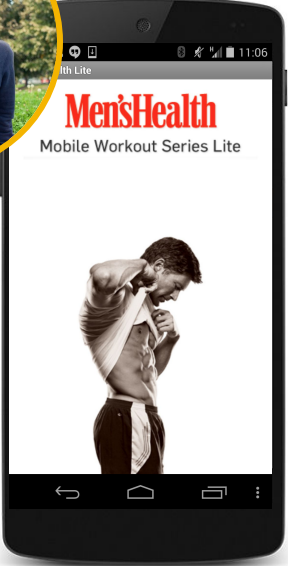
Engage with users across devices seamlessly



On Desktop & Tablets

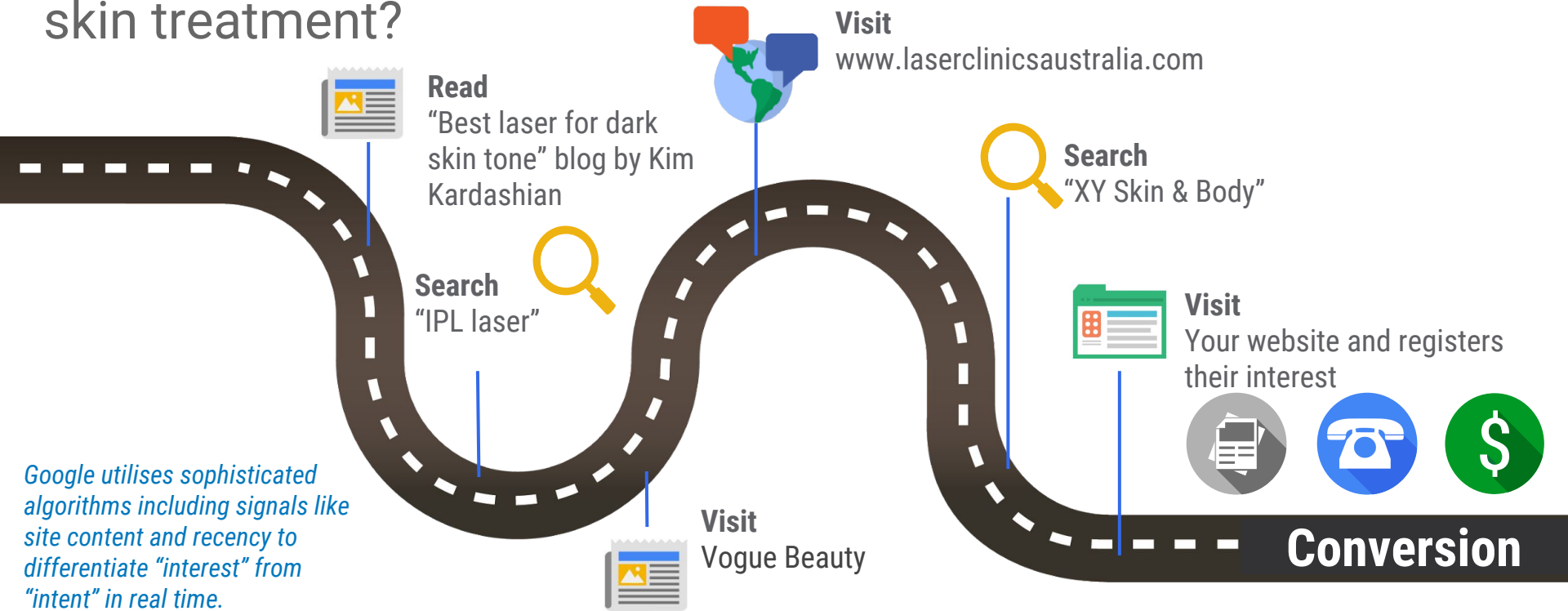


On Mobile Web



In Apps

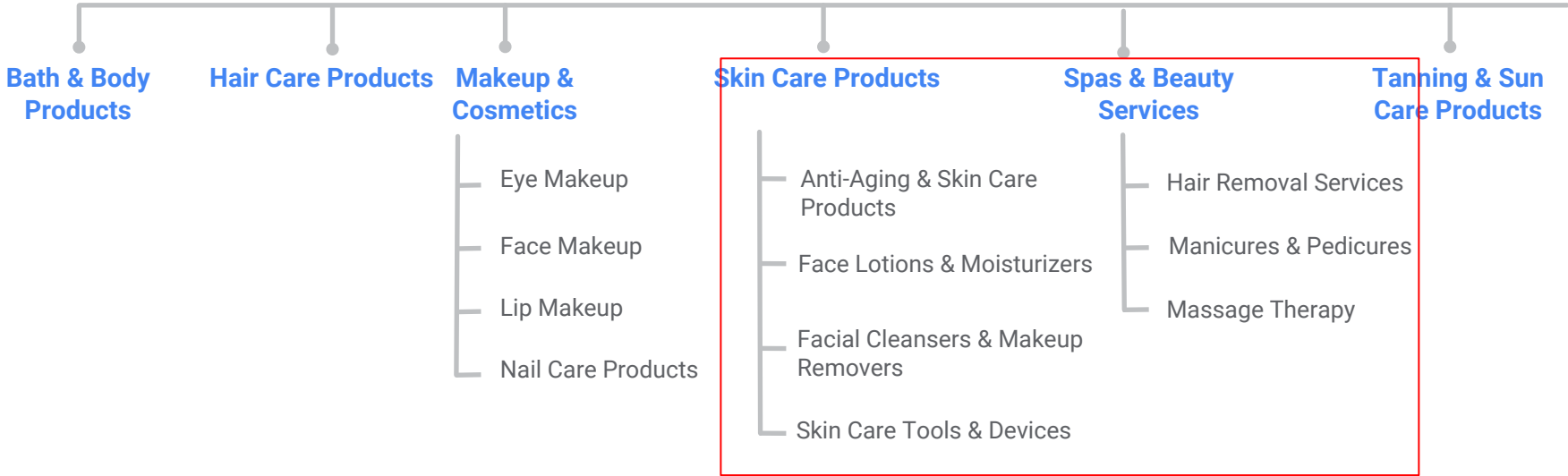
How does Google find customers who are in the market for skin treatment?



Google utilises sophisticated algorithms including signals like site content and recency to differentiate "interest" from "intent" in real time.

Targeting on the Google Display Network (GDN) & YouTube

In-market for **Beauty Products & Services**



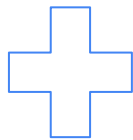
Who will we be targeting



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, colorful market scene with various stalls and people, suggesting a busy, outdoor environment. The lighting is bright and natural, creating a warm atmosphere.

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

laser 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...

Map showing locations of laser clinics in Sydney, Australia. Key locations include City laser Clinic, Rejuvenation Clinics of Australia, and True Skin Cosmetic and Laser Clinic.

City laser Clinic

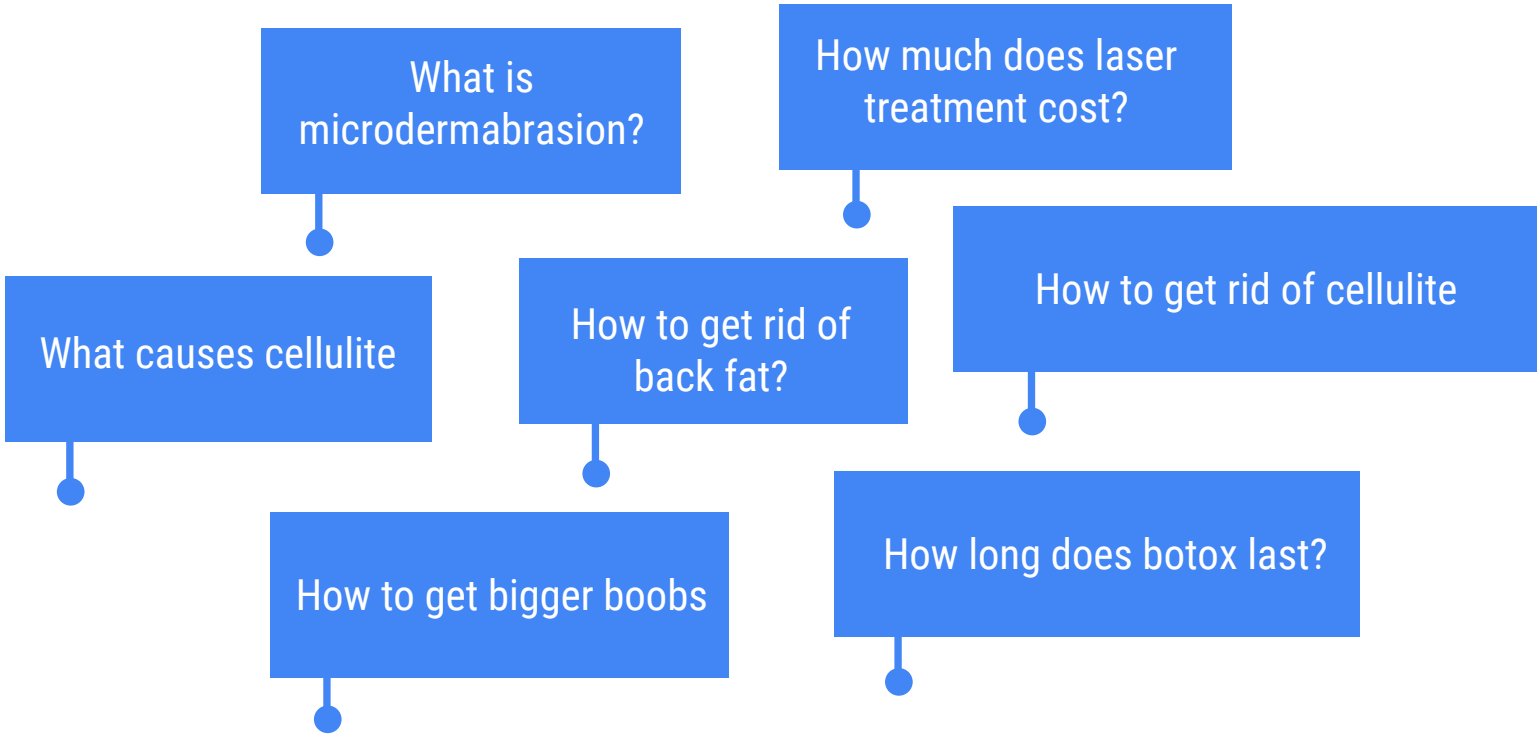
4.2 ★★★★★ (28) · Skin Care Clinic

1.1 km · 103/14 Martin Pl · (02) 9232 8090

Closed today

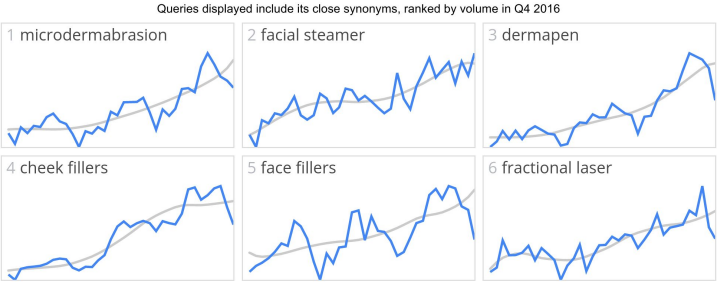
WEBSITE DIRECTIONS

What questions are consumers asking about your products?

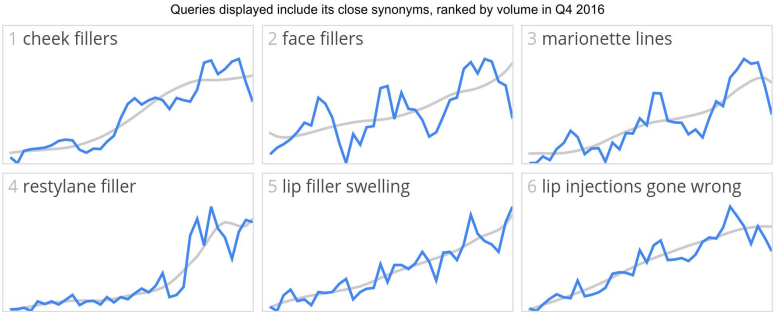


Sustained growth queries by product

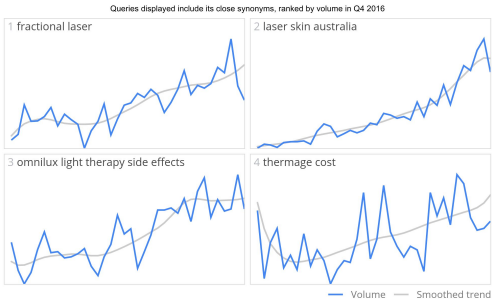
Cosmetic Procedures



Wrinkle Treatments



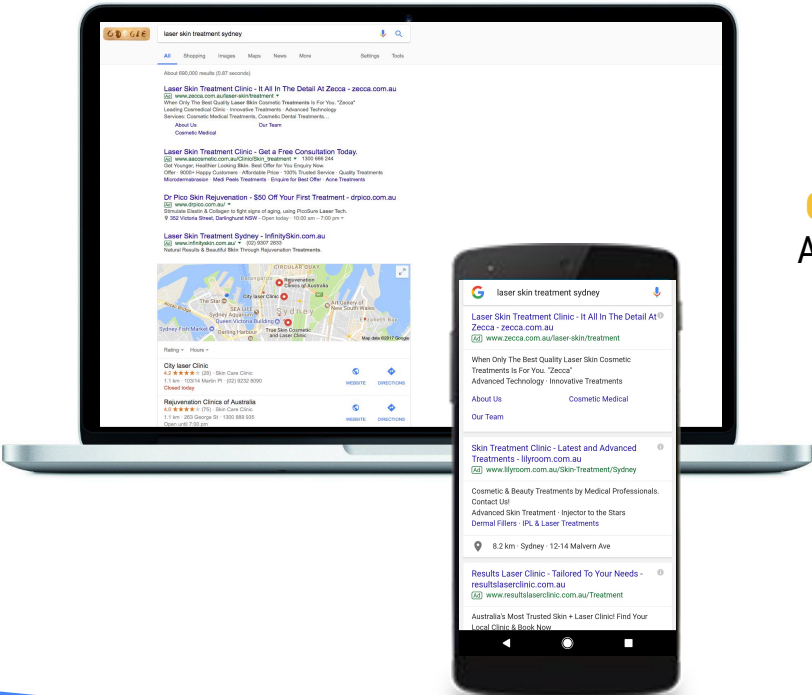
Skin Therapy



Cosmetic Surgery



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

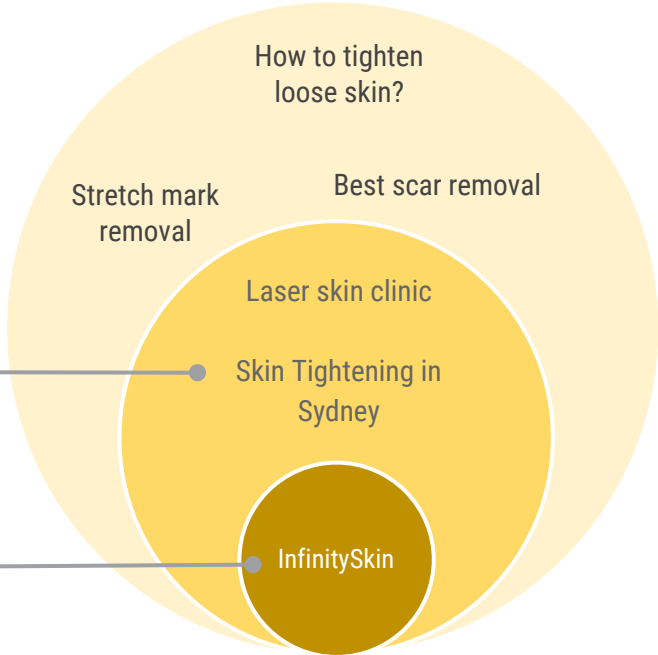


Category searches

A product type your audience is searching for

Branded searches

A specific brand



Optimise for Local Search Ads via Google Maps

Google

laser skin treatment sydney

Rating

Hours

Dr Pico - Tattoo Removal & Skin Care

5.0 ★★★★★ (2)

Tattoo R...

2.7 km · Darlinghurst NSW

(02) 9380 7080

Open until 7:00 pm

WEBSITE

DIRECTIONS

Results Laser Clinic

3.3 ★★★★★ (25)

Laser H...

1.1 km · Sydney NSW

(02) 9223 4088

Open until 8:00 pm

WEBSITE

DIRECTIONS

City laser Clinic

4.2 ★★★★★ (28)

Skin Care C...

1.1 km · Sydney NSW

(02) 9232 8090

Closed today

WEBSITE

DIRECTIONS

Rejuvenation Clinics of Australia

4.0 ★★★★★ (75)

Skin Care C...

1.1 km · Sydney NSW

1300 889 935

Open until 9:00 pm

WEBSITE

DIRECTIONS

True Skin Cosmetic and Laser Clinic

4.6 ★★★★★ (9)

Skin Care Cli...

1.3 km · Sydney NSW

0415 620 008

Open until 6:00 pm

WEBSITE

DIRECTIONS

Cosmetic Medical Clinic

4.6 ★★★★★ (31)

Medical Spa

1.8 km · Sydney NSW

(02) 9211 6916

Open until 6:00 pm

WEBSITE

DIRECTIONS

Heber Davis Skin Clinic

4.5 ★★★★★ (28)

Skin Care C...

1.8 km · Sydney NSW

(02) 9552 6277

Open until 5:00 pm

WEBSITE

DIRECTIONS

True Skin Cosmetic and Laser Clinic

4.6 ★★★★★ 9 Google reviews

Skin care clinic in the City of Sydney, New South Wales · 1.3 km

Website

Directions

Address: 8/151 Castlereagh St, Sydney NSW 2000

Hours: Open today · 10am-6pm

Phone: 0415 620 008

Suggest an edit

Know this place? Answer quick questions

Review your skin's new personality

true skin

More photos

Review summary

5 ★★★★★

4.6

★★★★★

9 reviews

Write a review

"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 then this is your place"

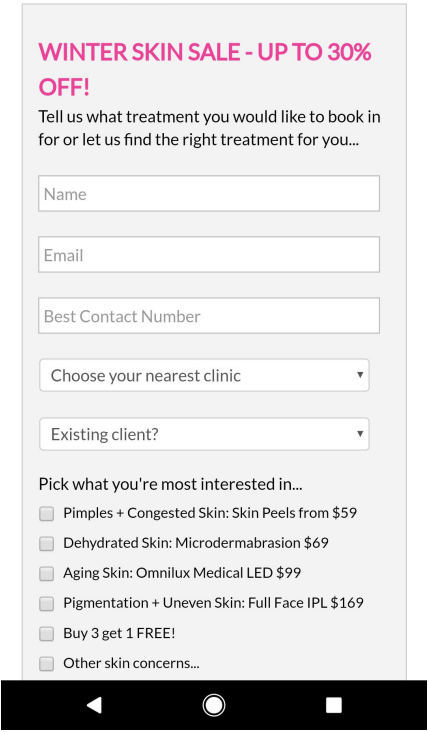
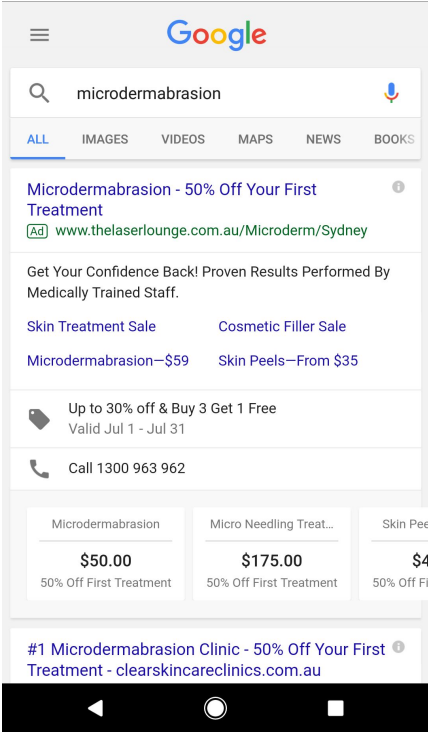
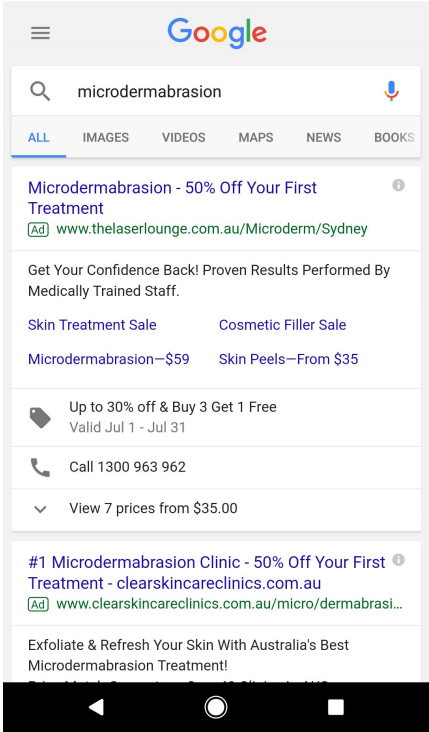
Google reviews

Map of Sydney showing locations of laser skin treatment clinics marked with red pins. The map includes labels for various suburbs like West Pymble, Macquarie Park, and North Sydney.

©2017 Google - Map data ©2017 Google | 2 km | Terms of Use

Google

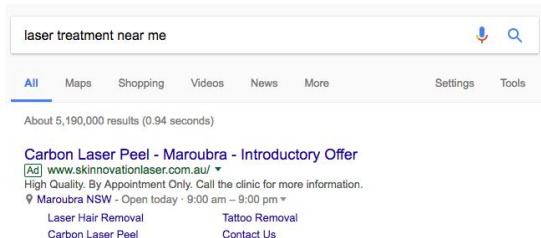
Add Price and Promotion extensions to increase CTR



1 - Where-can-I-get treatment moments

Proprietary + Confidential

Be there for local searches



“Near me” searches have doubled since 2015

Location Extensions

Show up for a variety of terms

#1 Laser Clinic Australia - Cheap Laser Hair Removal
Ad 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

Proprietary + Confidential

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 EST EXPERIENCE CONDITIONS TREATMENTS GALLERY BLOG CONTACT US English 中文(中国)

DR. FRANK LIN
Plastic Surgeon

Dr Lin is a specialist Plastic, Reconstructive and Aesthetic surgeon. He is a fully qualified member of:

- Royal Australasian 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 Australasian College of Surgeons, Dr Lin also undertook further overseas fellowship training in microsurgical breast reconstruction in London with world renowned Professor Venkat Ramakrishnan. He also studied with eminent professors including Prof. Isao Koshima at the University of Tokyo and Prof. Yu Li at the Shanghai 8th People's 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 School.

About Us
Our Team
Our Clinic
Our Products

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

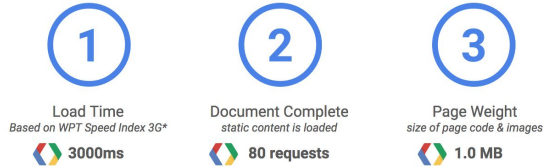
Be transparent:
Don't provide misleading content

Highlight costs clearly

3 - I'm ready-to-book moments

Proprietary + Confidential

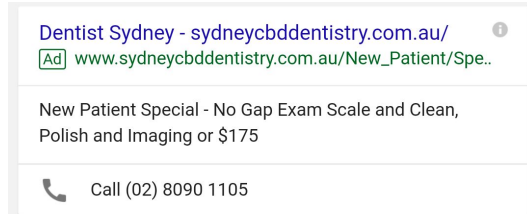
Mobile-optimize your website



Make sure the booking process is simple and seamless.

Test your mobile friendliness

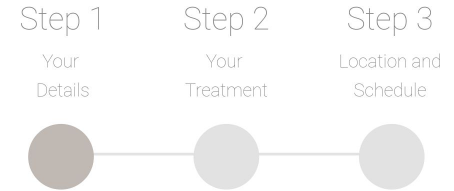
Offer convenient conversation starters



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. A person wearing white gloves is applying a product to her cheek with a small applicator. The woman has her eyes closed and a relaxed expression. The background is softly blurred, showing a clinical or spa-like setting with a teal wall and some equipment.

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



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

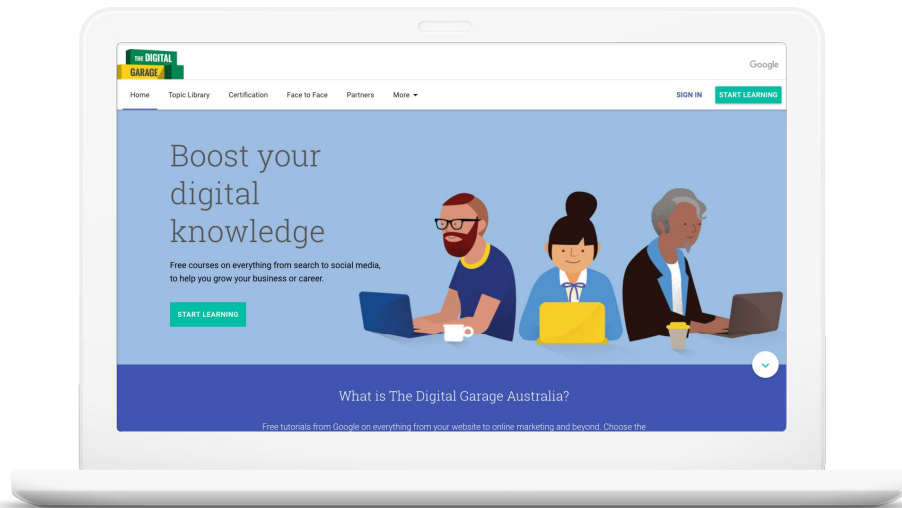
- Reports & Analysis


Sign up to the Digital Garage

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

g.co/DigitalGarageAU



A collage of images showing various cosmetic procedures being performed on a woman's face. The top half shows a woman lying down with her eyes closed, wearing a white headband. A hand is using a white brush to apply a product to her forehead. Another hand is holding a white laser device, applying it to her cheek. The bottom half shows a hand using a white device with a metal roller on her cheek. Another hand is holding a syringe, injecting a substance into her cheek. A hand is also using a white device with a metal roller on her chin. The text "Thank you" is overlaid in the center.

Thank you