

Sage Aesthetics Case Study - Boosting visibility and client acquisition with digital marketing



Executive Summary

Sage Aesthetics, a premier facial skincare clinic in NSW, Australia, partnered with Nagu Technologies to improve its online visibility and client acquisition under a constrained monthly budget of \$3,000 AUD. By deploying an integrated digital marketing approach — encompassing Search Engine Optimisation (SEO), Google Ads, and social media advertising — Sage Aesthetics achieved significant growth over a three-month period.

Clients

Services Offered by Sage Aesthetics are Lip enhancements, Anti-wrinkle treatments, Derma fillers, PRP therapy, HA skincare, Micro skin needling, LED light therapy

Challenges



Low Visibility:

Limited organic search presence while facing competition from established clinics.

Budget Constraints:

A \$3,000 AUD monthly limit requiring high-targeting strategies.

Awareness & Targeting:

Educating the market on advanced treatments and reaching the right demographic.

Strategic Approach

The campaign used a multi-channel strategy distributed across several platforms:

Google Ads

\$1800

High-intent search optimisation and Performance Max campaigns

SEO

\$200

On-page SEO and Local citations

Social Media

\$1000

Facebook & Instagram Ads
Reels and Retargeting campaigns

Result and Impact

+60%

Client Appointment Bookings

Increased bookings for specialised services like lip enhancements and PRP therapy.

2.5x

Monthly Revenue Growth

+70%

Social Media Engagement

Organic Search Traffic

Top-ranking positions for keywords like "best facial treatments near me".

+40%

Key Takeaways

This case study demonstrates that a well-balanced, multi-channel approach combining SEO, Google Ads, and social media advertising can deliver exceptional results even with constrained budgets. Detailed audience segmentation and consistent performance adjustments are essential to maximising return on investment in the highly competitive aesthetics industry.