

SOCIALSTRATEGY1

CASE STUDY

**MARKETING
INITIATIVES
RESULTED IN
A WAVE OF
GROWTH**

SOCIALSTRATEGYONE.COM



ROHRER AESTHETICS

RESULTS EXCEEDED THE SET MARKETING GOALS

16X

ROAS for the full year,
vs 7x with previous
agency

64%

Digital Ad Success
Meta drove 36% leads
64% from Google Ads

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Millions in sales
secured via digital
attributed sales in
2023.

- **Case Study:** Helped an aesthetics device company achieve phenomenal growth through a comprehensive marketing strategy.
- **Industry:** Aesthetics Device Company

Marketing Strategies Leading to Success

The client's ROI skyrocketed throughout 2023, culminating in a staggering 16x increase by the third quarter. This translates to a significant boost in revenue, allowing the client to reinvest in 2024 and solidify their position within the industry.

"Success is still growing. The foundation of their depth of business knowledge, marketing acumen, and accuracy of targeting makes them our go-to agency partner."

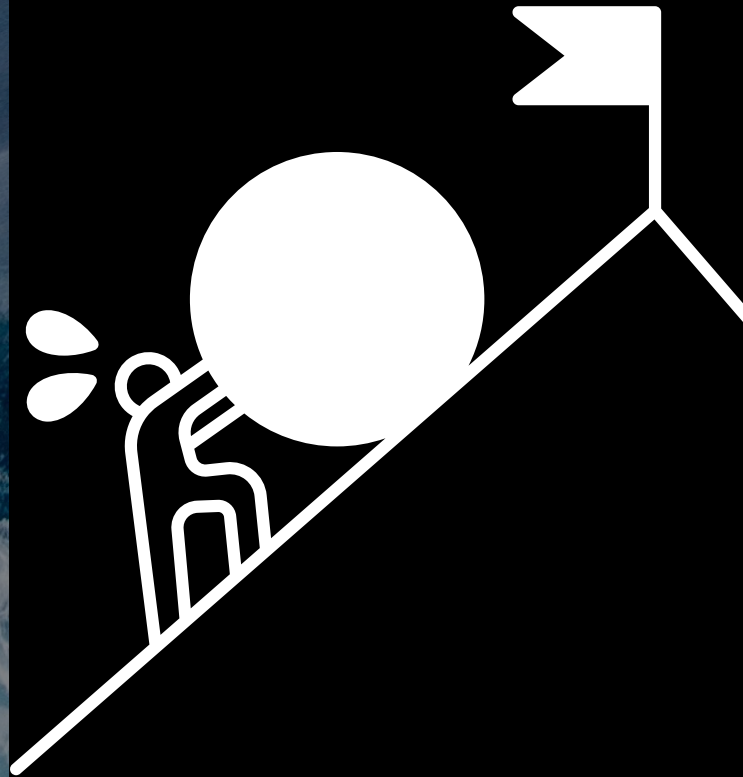
Mike Floegel, COO Rohrer Aesthetics

Challenges:

Aesthetic Device company faced an increase of competition in a rapidly evolving market. This presented a need to expand market share and brand recognition.

Solution:

- Market Analysis and Strategy
- Marketing Innovation
- Targeted Marketing Campaigns
- Content Marketing & Thought Leadership



The screenshot shows the Rohrer Aesthetics website. The header includes the logo and navigation links: PRODUCTS, ABOUT, EVENTS, RESOURCES, STORE, CONTACT US. The main content area features a product image of the Spectrum 4 Lasers / IPL System, a white medical device on wheels. Text on the page reads: "PURCHASE A SPECTRUM 4 LASERS / IPL SYSTEM \$74,995 OR \$1,800 PER MONTH* PICK ANY ADDITIONAL ROHRER DEVICE FOR JUST \$45,995 OR \$1,195 PER MONTH*" with a "LEARN MORE" button. On the right side, there is a contact form with fields for First Name, Last Name, Job Title, Company Name, Phone Number, Email Address, City, and State/Region. Below the form are radio buttons for "Are You a Practice or a Patient?" and a CAPTCHA section with a "SUBMIT" button.

Market Analysis and Strategy

SS1 conducted a deep dive into market trends, competitor landscape, and consumer preferences. This analysis informed the development of a targeted marketing strategy aligned with the client's goals.

Marketing Innovation

SS1 collaborated with the client to identify unique selling points and craft impactful messaging in digital communications marketing that resonated with both medical professionals and small medspa businesses.

ROHRER AESTHETICS

**PIXELS RF MICRONEEDLING:
BEST PRACTICES FOR
EXCELLENT PATIENT
OUTCOMES DELIVERED
CONSISTENTLY**

SPEAKERS:
Dr. Alan Durkin & Madison Sommer

LIVE WEBINAR
Wed, August 30th
7:00 PM ET

[REGISTER TODAY](#)

Join feature speakers:

Dr. Alan Durkin
Board Certified Plastic Surgeon
Owner of Ocean Drive Plastic Surgery

Madison Sommer
Clinical Educator
Rohrer Aesthetics

You are INVITED to our new webinar:
Finding the best practices for excellent patient outcomes that are delivered consistently!

This is going to be a highly informative webinar designed to provide you with valuable insights into the world of aesthetics.

Join us as we bring together two esteemed professionals in the field who have extensive experience with aesthetic energy-based devices and managing successful aesthetic businesses.

[SIGN UP TODAY!](#)
Registration is FREE!

speakers

Dr. Alan Durkin is a Board Certified Plastic & Reconstructive Surgeon and owner of Ocean Drive Plastic Surgery, a private surgery center that combines style and elegance with a state-of-the-art surgical facility in a warm and welcoming office environment.

Dr. Alan Durkin is both an American Board Certified Surgeon and American Board Certified Plastic & Reconstructive Surgeon. Dr. Durkin specializes in Plastic Surgery and Cosmetic Reconstructive Surgery of the face and breast including, facelifts and brow lifts, nose reshaping, facial fat grafting, breast augmentations, breast reconstruction and revisional breast surgery (flap breast).

Targeted Marketing Campaigns

SS1 leveraged market insights to design targeted campaigns across various channels, including digital advertising on Meta and Google, website, email and text marketing, industry events (live and webinar), and social media. These campaigns positioned the client's products as game-changers within the industry.

Content Marketing & Thought Leadership

SS1 developed informative email and social media campaigns that showcased the client's expertise, establishing them as thought leaders and building trust with the target audience. The email open rate was 60% (industry average: 21.33%), and webinar attendance post-signup was 48% (industry average: 40%).

The image shows a screenshot of a sponsored social media post from Rohrer Aesthetic, Inc. The post includes a header with the company name and logo, a main text block describing a promotional offer for a 'Sculpt + Smooth' promo combo, and a large image of a man and a woman on a beach. The image contains the text 'PIXEL8-RF' and 'SMOOTH with Pixel8 FORM ON FA...'. Below the image is a 'Learn more' button and a 'Like' button.

Rohrer Aesthetic, Inc.
Sponsored · 🌐

Help patients achieve life-changing body contouring results with the Rohrer Aesthetics 'Sculpt + Smooth' promo combo.

Purchase the BodyTone + Pixel8 RF Microneedling Device combo and receive a Handheld Ultrasound and Cryo6 Chiller FREE - A limited time offer designed to produce high ROI for your practice and a high satisfaction and return rate from patients.

FOUR devices for \$99,995 - Unbeatable!

Made for everyone.

PIXEL8-RF

SMOOTH with Pixel8 FORM ON FA...

Learn more

1

Like Comment



16x

ROAS

4x

**Industry
Average**

Return on Investment that Redefines ROI

The true measure of a successful marketing campaign lies in its ability to generate a positive return on ad spend (ROAS). In this case, the client achieved a ROAS of 16x. That's a staggering four times the industry average, highlighting the effectiveness and efficiency of Social Strategy1's strategies.



MILLIONS

**In Digital
Attributed Sales**

Millions in Digital Sales

The impact of SS1's work extends far beyond impressive metrics. By the end of 2023, the client had secured over \$9.7 million in digital attributed sales. This translates to real growth, allowing the company to expand its product line, invest in research and development, and solidify its position as a leader within the aesthetics device market.

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Results

- Exponential Revenue Growth: ROI grew significantly throughout 2023, reaching 16x by the third quarter.
- Digital Ad Success: Meta Ads generated 36% of sales leads, while Google Ads drove 64%. Overall, the client achieved a remarkable Return on Ad Spend (ROAS) of 16x, exceeding the industry average of 4x.
- Total Sales Boost: SS1's efforts resulted in over \$9.7 million in digital attributed sales in 2023.

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Overall, SS1's strategic approach to marketing and innovation transformed the client's business, propelling them to become a prominent player in the aesthetics and medical device industry.

About Social Strategy1:

Social Strategy1 is a marketing agency that helps businesses reach their target audience in the modern digital age. They use data, technology, and creativity to create marketing campaigns that are both effective and engaging.

Whether you're a small business or a large enterprise, SS1 can help you grow your business. We have a proven track record of success and we're always up-to-date on the latest marketing trends.

If you're ready to take your marketing to the next level, contact Social Strategy1. We'll work with you to create a marketing strategy that will help you reach your target audience and achieve your business goals.

Social Strategy1
Digital Marketing Agency

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