

CASE STUDY

Digital Marketing Boosts Growth for Optometry Franchise.

INTRODUCTION

This case study is about a franchisee who used digital marketing to grow her business and transform it from a small practice with only herself and a receptionist, to a thriving franchise with a team of 2 optometrists and 4 frontline staff. We will examine the numbers provided to understand the impact of digital marketing and the resulting growth of the franchise.

CHALLENGE

The franchisee's main challenge was to increase the number of patients visiting the practice, and to establish a strong online presence that would help to build the brand and attract new customers.

RESULTS

The franchisee's investment in digital marketing paid off quickly. Within the first year of implementing their new strategy, they saw significant growth in the number of patients and revenue generated. They were able to relocate to a larger premises, which they were able to purchase, and hire additional staff members.

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PLEASE NOTE

The year marked as 'Year 0' below represents the 12-month period before the practice became a franchise

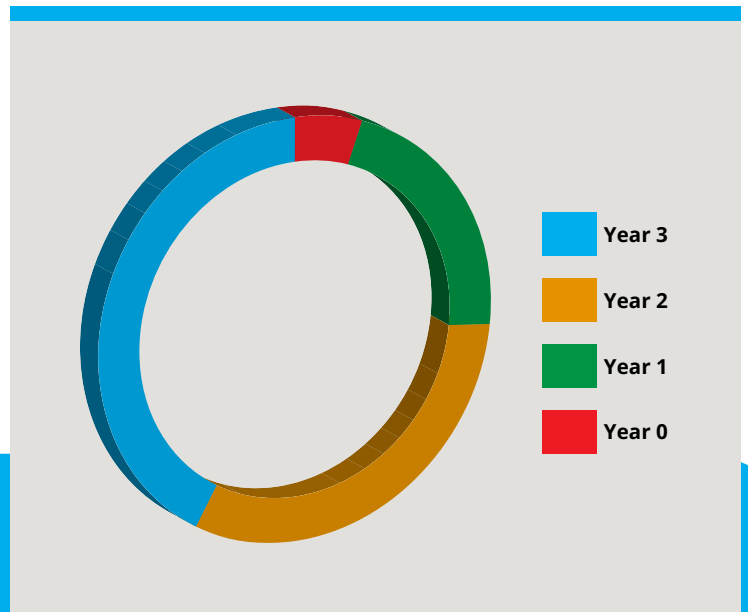
Year 0 - **R 995 427**
Year 1 - **R 3 675 243**
Year 2 - **R 5 511 073**
Year 3 - **R 7 224 849**

ROAS increased by

10x

Through Digital Marketing

Achieving 10x Return on Ad Spend (ROAS) with 3-5% Turnover Investment.



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