



ÉLIE Clinique x go



**ÉLIE
CLINIQUE PRIVÉE**

Chirurgie oto-rhino-laryngologie

About

A few years ago, Dr. Valérie J. Brousseau opened up a private surgery clinic in Montreal, Quebec. Her goal was to offer specific surgeries that were either not available in the Quebec healthcare system, or access was limited.

Valérie is an ears, nose and throat specialist. She specializes in performing surgical endoscopies—a type of surgery that minimizes invasiveness leading to shorter recovery times for patients. Valérie is also one of the only surgeons in Canada that offers a specific throat endoscopy that is designed to benefit the transgender community. These are surgeries that aren't well known among patients and other doctors but are highly valuable.

Dr. Valérie J. Brousseau didn't stop at offering unique surgeries. She brought the same approach to her waiting rooms; if you can still call them that. Each room at Élie Clinique Privée has a distinct theme and is designed to entertain a large range of guests. There's a playroom for kids, a games room for adolescents, a cigar room for adults (minus the cigars of course) and a few more accommodating spaces. Valérie doesn't want her patients to have to experience the same old sterile and uncomfortable waiting rooms you see in typical healthcare environments. It's her clinic, and she has designed it with her unique vision.

challenge

Performing lesser-know surgeries and opening up a new clinic posed an obvious challenge: how do you make potential clients and physicians aware of your services? The simple answer is that you have to be easy to find. Valérie knew this and started engaging in online marketing on her own. She did some research on best practices and ran some Google ads.

Her marketing efforts brought in clients and were successful at first but eventually became limited in their ability to grow the clientele of Élie Clinique Privée. Running the clinic's marketing was also draining for Valérie, "I was doing a lot of Google Ads myself that I put together with my website. After about, let's say, 10 months or so, I was getting pretty exhausted doing this on my own".



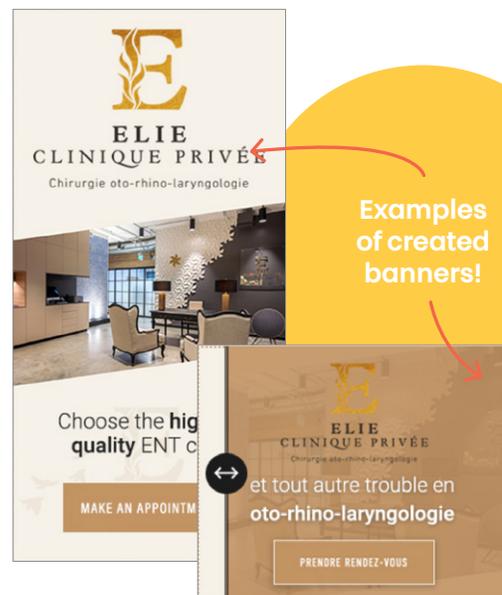
district m steps in

That's about the point in time that Alex—a sales representative from district m—introduced himself to Valérie. They arranged a meeting in the cigar room at the clinic to discuss how district m could help make Élie Clinique Privée easier to find. According to Valérie, the meeting was refreshing, “One of the first things that I loved is when Alex came in and when I told him about my business, he wasn't just able to understand the services I was trying to sell. He also got the spirit of how I wanted to deliver my health care”.

Valérie and Alex agreed to run an optimized Google Ads campaign along with retargeting—advertising to people who have visited your website. The team at district m used their keyword expertise to set up campaigns that put Élie Clinique Privée at the top of search results related to the surgeries Valérie offered. Retargeting ads brought people who visited Elie's website from the Google Ads back with a much higher likelihood of using her services.

After a couple of months, the results from district m run campaigns started to take shape. Not only did Valérie not have to do her marketing, but the results she was getting were tremendous. She was spending half the amount on her Google ad campaigns to get the same results as before. “What I was paying for Google Ads when I was doing them on my own has been more than cut in half with district m's team. They were able to look at how best to market certain keywords and so on”. Valérie was finding her niche clientele online and her clinic is thriving as a result. Currently, 90% of her clients come from online searches.

district m's fee was completely manageable for Valérie, or as she explains, “for me, the monthly rate that they were charging me is like, I need one more patient per month to be able to afford district m”. Even though she doesn't manage a large business or have dozens of employees working under her, district m was still able to run her online advertising in a way that was affordable and brought in a lot of clients.



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— Dr Valérie J. Brousseau, founder of ÉLIE clinique privée