



REACHLOCAL'S DIGITAL MARKETING SOLUTIONS MEAN THAT NEW HAIR CLINIC IS IN FRONT OF AS MANY POTENTIAL CUSTOMERS , IN AS MANY PLACES ONLINE, AS POSSIBLE.

NEW HAIR CLINIC

ABOUT

As a leader in new generation transplant techniques, New Hair Clinic is renowned for achieving a thicker and more natural looking head of transplanted hair for their patients.

CHALLENGE

The industry that New Hair Clinic is in has long buying cycles and is driven by testimonials, recommendations and visual demonstrations. The aim for ReachLocal was to make sure that New Hair Clinic is in forefront of as many places online as possible.

SOLUTION

ReachLocal recommended a solution to cover all the main phases of the customer buying journey: awareness, consideration and purchase. The strategy that ReachLocal has implemented for New Hair Clinic consists of our mobile-ads solution GeoFence, our Social Ads solution, multiple Search Engine Marketing campaigns and our Live Chat function to increase engagement on their website.

RESULTS

Over a 12-month period, ReachLocal were able to drive more than 1,200 traceable leads to New Hair Clinic in form of calls, emails or chats. Overall, New Hair Clinic's leads have increased by 200% and the division of the company New Hair, which used to represent 14% of their leads, has gone up to 38% in the past year.

"The partnership with ReachLocal has helped us to enhance our industry visibility. They provide simple, efficient and effective solutions. I definitely recommend ReachLocal's products to other businesses, because it works."

*Paul Gerrard
Hair Loss Educator
New Hair Clinic*