

BOOKED BEYOND



— PERFORMANCE MARKETING FOR CLINICS

THE SINGAPORE CLINIC ADS PLAYBOOK

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Introduction

Why Singapore Clinics Bleed Ad Budget

- They optimise for low CPL instead of consultations
- They run Google Ads without knowing which treatments drive actual cash flow
- They prematurely expand to Meta and Tiktok
- They rely on WhatsApp without proper tracking
- They assume compliance is just about removing before-and-after photos



The Lead Volume Trap

Most agencies report:

- Cost per lead
- Click-through rate
- Impressions
- Total form fills

None of these pay your rent.

What matters is:

- Cost per consultation
- Show-up rate
- Closing rate
- Average treatment value

Intent and conversion are strategy.



The Show-Up Engine

Profitable clinics operate a 5 layer system:

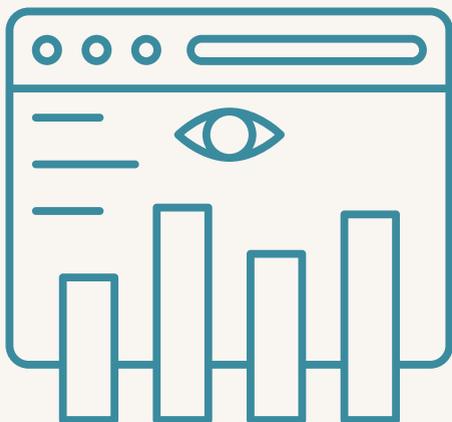
- Traffic Layer
- Conversion Layer
- Qualification Layer
- Tracking Layer
- Revenue Layer

Most clinics only operate the traffic layer. Let us explore all the layers.



Traffic Layer

- Separate campaigns by treatment intent
- Protect high-intent search terms
- Control match types
- Build negative keyword architecture



Conversion Layer

- Treatment-specific landing pages
- Message-to-market alignment
- Clear medical positioning
- Compliance-first copy



Qualification Layer

- Structured WhatsApp flows
- Pre-consult filtering questions
- Treatment suitability checks
- Appointment confirmation automation



Tracking Layer

- GCLID capture
- GA4 + GTM configuration
- Meta Custom Events
- WhatsApp event tracking
- CRM stage mapping



Revenue Layer

- Show-up rate tracking by treatment
- Closing rate analysis
- Pipeline value monitoring
- Revenue per ad dollar



Google Ads vs Meta Ads for SG Clinics

Google Ads:

- Captures active demand
- High intent
- Best for plastic surgery, ptosis correction, liposuction, gynecomastia
- Requires strict search term control
- Performance heavily dependent on landing page alignment

Google Ads (Search) has a ceiling.



Google Ads vs Meta Ads for SG Clinics

Meta Ads:

- Captures latent demand
- Warmer audience nurturing
- Works well for aesthetic treatments
- Needs strong creative positioning
- Requires proper lead quality filtering

In theory, Meta Ads has no ceiling.



WhatsApp Tracking Blind Spot

- In Singapore, serious enquiries rarely happen in form fields.
- They happen in WhatsApp
- Google Ads sees the click.
- It does not see what happens inside WhatsApp.
- Use tools like GTM, Make and a CRM to tie it all together.
- If you are not tracking this, you are training Google on incomplete revenue data.
- Contact us to explore more solutions:
hello@bookedbeyondmedia.com



WhatsApp Tracking Blind Spot

Without proper tracking:

- You do not know which keyword generated a serious enquiry
- You cannot optimise for quality
- You train the algorithm on incomplete data
- You overpay for low-intent traffic



PHMC Compliance Is Not a Risk

Serious clinics treat PHMC as positioning:

- No before-and-after exaggeration
- No misleading claims
- No false urgency
- No price baiting

**Compliance builds authority.
Restraint elevates perceived value.**



Case Study Snapshot

Plastic Surgery Funnel Economics

- Monthly Ad Spend: \$8,800
- Channel: Google Search
- Treatment Focus: Breast Augmentation, Liposuction, Ptosis

Results

- 146 qualified leads
- 82 booked consultations
- 61 show-ups
- 19 confirmed surgeries
- Estimated pipeline value above \$170,000



Case Study Snapshot

What changed performance:

- Treatment-specific landing pages restructured for conversions
- Removal of broad match waste
- Custom WhatsApp tracking integration
- Negative keyword architecture
- Appointment confirmation tightening



The 6-Point Clinic Ads Audit

If you cannot answer these clearly, your system has leaks.

- Do you know your show-up rate by treatment type?
- Do you separate treatment campaigns structurally?
- Does your WhatsApp data feed back into optimisation?
- Are your landing pages segmented by intent?
- Are you monitoring search term quality weekly?



Why Most Agencies Struggle With Clinics

Clinics are not e-commerce. They require:

- Medical positioning
- Regulatory awareness
- Intent-based segmentation
- Long sales cycles
- High ticket psychology



Request a Free Clinic Ads Audit

If you want a direct review of your clinic's ad system:

- We analyse your campaign structure
- We review your landing pages
- We assess WhatsApp tracking
- We highlight compliance risks
- We map optimisation opportunities

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