

Growing London Plastic Surgery's Online Reach



London Plastic Surgery & Advanced Aesthetics (LPS), led by Dr. Matic, is one of London, Ontario's premier providers of surgical and non-surgical aesthetic treatments – serving patients who expect both clinical excellence and a trusted, personal experience.

THE CHALLENGE

London Plastic Surgery & Advanced Aesthetics needed a stronger digital presence. One that reflected their clinical reputation, reached the right patients locally, and created a consistent brand experience across every touchpoint.

OUR SOLUTION

Iceberg Digital became an extension of the LPS marketing team, delivering across four key areas:

- ▶ **Website & E-Commerce:** Migrated to Shopify, improved performance, and launched a catalogue of 200+ medical-grade skincare products
- ▶ **SEO & Local Visibility:** Optimized for local, high-intent searches to drive qualified patient inquiries
- ▶ **Social Media & Content:** Created consistent, on-brand content aligned with LPS's standards
- ▶ **Print & Brand Support:** Developed collateral that carried the brand seamlessly from digital to in-clinic

RESULTS

- ✔ Significant growth in local search visibility and discoverability
- ✔ Clear increase in new patient inquiries and long-term client acquisition
- ✔ Seamless e-commerce experience, online and in-clinic
- ✔ A cohesive, professional brand presence across all touchpoints

CONCLUSION

Over the course of the year, Iceberg Digital became a reliable extension of the LPS team – aligned with their goals and committed to their growth.

Over the past year, our team at London Plastic Surgery & Advanced Aesthetics has had the pleasure of working with Iceberg Digital Marketing, and the results have been exceptional. **From the very beginning, their team took the time to understand our goals and challenges, helping us strengthen our online presence and connect with more of the right clients.**

They completely revitalized our website, improving both its design and performance, and implemented a focused SEO strategy that significantly increased our visibility in local searches. As a result, we've seen a clear rise in new patient inquiries and, more importantly, an increase in valuable, long-term clients who align with our services. We're truly grateful for their partnership, professionalism, and genuine care for our success. **Iceberg Digital Marketing has been an integral part of our growth.**

— Sandra Verhoeven, Public Relations & Marketing Coordinator
London Plastic Surgery & Advanced Aesthetics

