

CASE STUDY 01 · PAID MEDIA & CRM · LONDON

£100,000 in.
Up to £1m out.
Every month.

How a new Knightsbridge clinic went from opening day to a seven figure monthly run rate, on a customer journey built end to end by one team.

5-10x

MONTHLY RETURN ON AD SPEND

100+

SURGERIES BOOKED PER MONTH

£1M

PEAK MONTHLY REVENUE

THE CLIENT

EuroEyes Laser Eye Clinic London is the Knightsbridge branch of the EuroEyes Clinic Group, an international award winning group with flagship clinics from Berlin and Copenhagen to Hong Kong and Shanghai. A brand new opening in one of the most contested premium healthcare markets in Europe.

THE BRIEF

A newly established clinic needed everything at once. A fresh identity. A multilingual website. A journey that felt effortless for patients and for staff. And a client base that did not yet exist. The mandate was to build the machine, then fill it.

WHAT WE BUILT

The complete acquisition system. A new logo and multilingual website. A complete CRM with a defined sales process. Google and Meta campaigns to create demand. And a WhatsApp first patient journey: consultation booking on the clinic calendar, automated WhatsApp and email reminders that cut no shows, nurture sequences that recover the ones who slip, and live chat alerts routed to senior staff in real time.

WHY IT WORKED

Nothing leaks. Every enquiry the media budget creates lands in a system designed to keep it: reminded before the appointment, recovered after a no show, answered in seconds on the channel patients actually use. That is how £100,000 of monthly spend holds a seven figure output.

From a standing start to more than a hundred booked surgeries a month, with revenue running at five to ten times the media spend.

BRAND · WEBSITE · CRM · WHATSAPP AUTOMATION · PAID MEDIA

THE NUMBERS

£500k-£1m

Revenue generated per month at run rate

£100,000

Managed media spend per month

100+

Surgeries booked on average per month

5-10x

Monthly return on ad spend

End to end

Logo, multilingual website, CRM, sales process and automation, delivered as one build

No shows down

Automated WhatsApp and email reminders, with nurture sequences recovering missed appointments

A new clinic does not need ten vendors. It needs one system where demand, booking and follow up behave as a single machine.

Figures are drawn from client reporting across the engagement. Client named with permission. Results reflect this engagement and are not a guarantee of future performance.