



## What we are seeing at CAKE: effects of Coronavirus on demand for cosmetic medical services

At CAKE, we have a bird's eye view of the cosmetic surgery industry. **While it has arrived suddenly, we are expecting the Coronavirus crisis to pass across the economy like a slow-moving shadow during an eclipse.** We then expect to see rising interest and conversions on the other side, as well as some release of pent up demand from your audience. Throughout these times, we have marketing work to deploy that sets you apart from competitors. We are in it for the long haul.

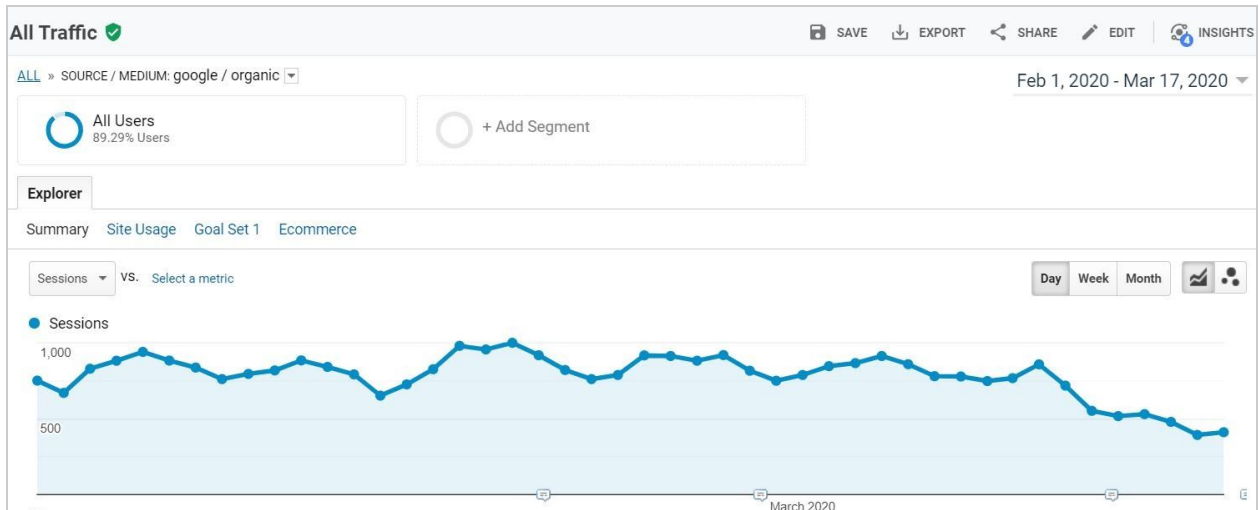
### Here's what we are seeing so far:

- Sessions from organic search are decreasing. **The second week of March saw a ~16% slide in organic traffic for practices compared to the first week of March.** The slide may increase further.
- **Conversion rates are decreasing faster than traffic.** Conversion rates for the remaining traffic have decreased within a range of -17% to -50%, depending on the marketing channel. This is an indication that even where there is interest and someone is on your website, that person is hesitant to convert. **Decreasing conversion rates are a normal pattern in a crisis.**
- **Paid ads are becoming less effective.** For our clients using Google Ads, we are tapering ad spend based on your exact market's response and it is ok for paid ads to decrease or halt if the audience is not converting. CAKE is making changes daily to our campaigns and **we won't run ads that are not effective.**
- **Screen time is increasing and people will have more time to spend with quality content.** We will continue generating content marketing that educates, inspires, entertains, or establishes expertise. From your side, leverage extra staff time to bolster these efforts; we can meet by phone to discuss specifics.
- Link building opportunities are opening up as some other industries grind to a halt, making bloggers hungry for content. This is an example of the opportunities that exist in the midst of the crisis.

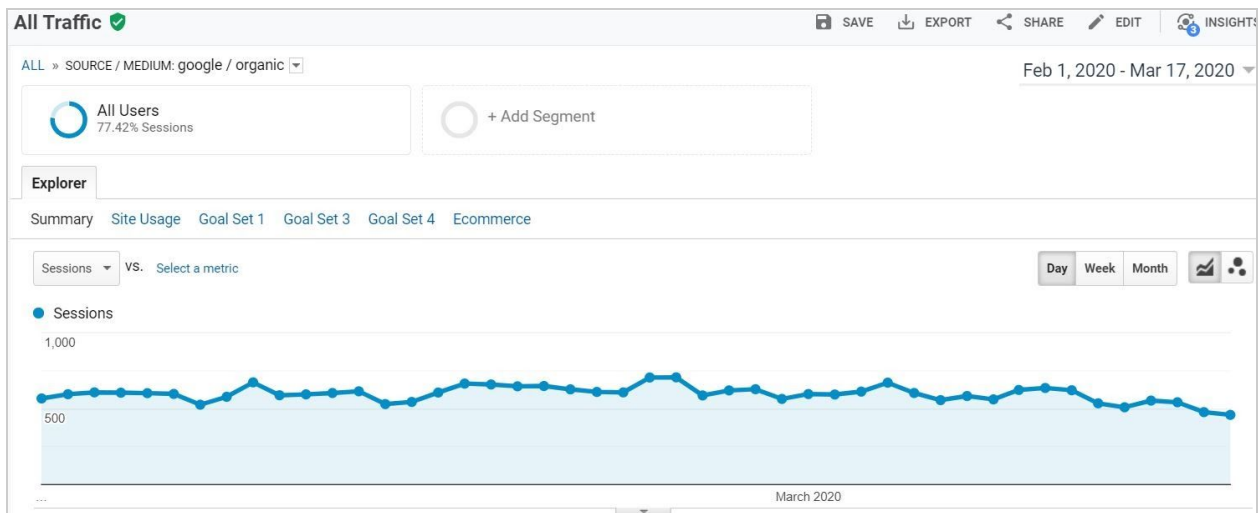


- **Cosmetic surgery is not following the same path as some industries you are reading about in the news;** both audience interest and some level of services are continuing in many markets showing the importance consumers place on cosmetic medical services.

Example anonymous practice with high search visibility, in a major market experiencing significant coronavirus interruptions to daily life. This chart shows all traffic sources:

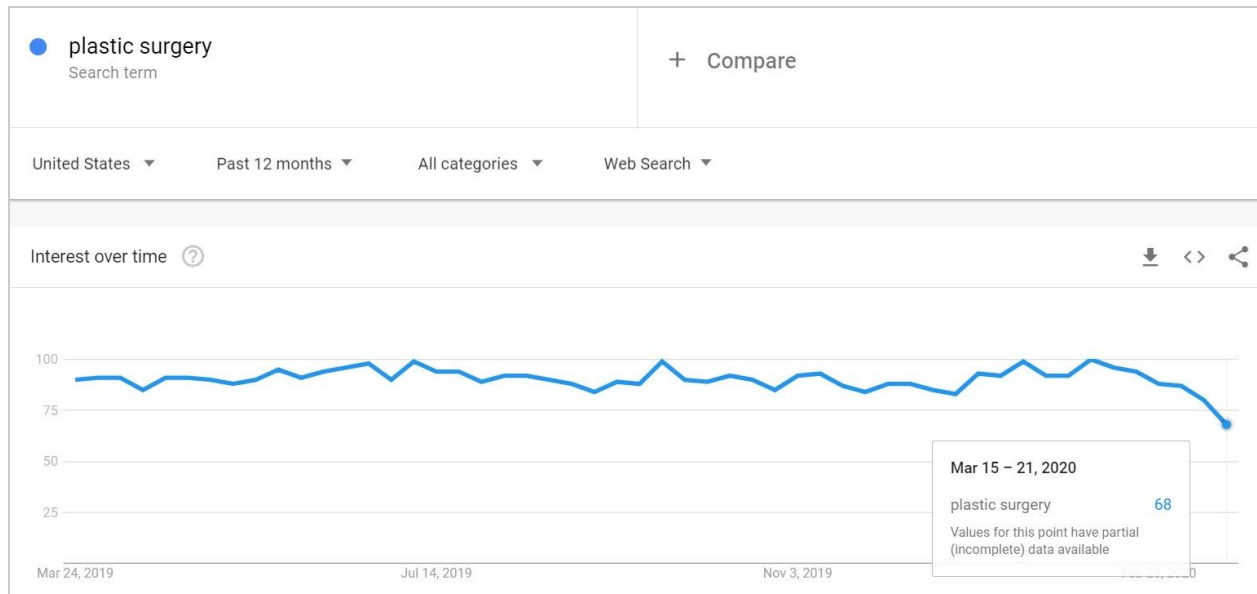


Example anonymous practice with high search visibility, regional market, milder effects from social distancing. This chart also shows all traffic sources:





Both of these practices have conversions occurring in the last seven days - demand is not zero. We have access to a large number of sites that mimic one of those two graphs. You are not alone. And here is the effect in Google Trends, for the broad group of searches grouped there as “plastic surgery”:



## What we are now investigating:

1. Are practices which clearly offer virtual consults seeing a higher conversion rate and maintaining revenue better than others?
2. Are backlinks and mentions more available because some content producers have lost other advertisers and industry relationships? (Yes, so far, and we will leverage this fact.)
3. Are people willing to use the new found time away from work to heal from a cosmetic procedure? In this case, we want to help you tactfully engage with this audience.

Please let us know if you have additional items you would like us to be investigating.

[Want more help? Read all our COVID-19 client updates here.](#)