

HEALTH / MEDICAL CASE STUDY

New Physician's Office



Overview

Campaign Focus

Looking to increase phone calls, site traffic, and booked surgeries using a website our team created.

Campaign Length

2 Years

Products Utilized

Programmatic Video
Streaming TV
Search Engine Marketing
Organic SEO
Local SEO



Objectives

The client, a new physician entering a competitive market, sought to enhance their visibility and attract more patients. Their goals included increasing phone inquiries and driving more traffic to their website. Additionally, they aimed to boost the number of surgeries scheduled through the site. To support these objectives, our team developed a comprehensive website tailored to their needs.

Solutions

◆ Targeted Audience Engagement: By utilizing Programmatic Video and Streaming TV, the client was able to reach specific demographics and interests, leading to increased brand awareness and engagement. This targeted approach allowed for personalized ad placements that resonated with potential patients, resulting in higher click-through rates and more inquiries.

◆ Enhanced Local Visibility: Implementing Local SEO strategies improved the client's visibility in local search results. This included optimizing their Google My Business profile and leveraging local keywords, which drove more foot traffic to their practice and increased calls from nearby patients looking for services.

◆ Increased Online Conversions: Through a combination of Search Engine Marketing and Organic SEO, the client saw a significant rise in website traffic and conversions. By optimizing their content and utilizing paid search ads effectively, they attracted more qualified leads, ultimately leading to a higher number of surgeries booked through the site.