

 bakerlabs

CASE STUDY

The Client:

A vein clinic and vascular surgery group practice

Client

A vein clinic and vascular surgery group practice.

Challenge

The client came to us because their cost of maintaining their market share via traditional advertising was increasing and they needed to find another way to continue patient growth while maintaining costs. They had been consistently investing in traditional marketing, but the

costs were increasing 10-15% each year

without equal returns in patient growth.

Solution

Our team shifted their approach to marketing efforts

from 80% in traditional channels

such as direct mail and print ads,

to 80% in a digital approach.

We showed them that the way people buy anything, even medical care, has changed because of the internet. The majority of people will do an online search for a symptom or solution before taking any further actions.



Process

Our goal was to increase search engine ranking for symptom related search terms and increase their online appointment bookings.

We showed them that the way people buy anything, even medical care, has changed because of the internet. The majority of people will do an online search for a symptom or solution before taking any further actions.

Our approach was content driven

8 blog posts, a monthly email newsletter, plus offers to increase potential patient engagement and conversation.

Tools such as eBooks, checklists, and interactive symptom quizzes were utilized to attract leads. All content was promoted on social media to keep the brand in front of potential and previous clients.

Results

Over the last 2 years,
content creation has grown
website visits by approximately

1,500 per month to more than 8,000.

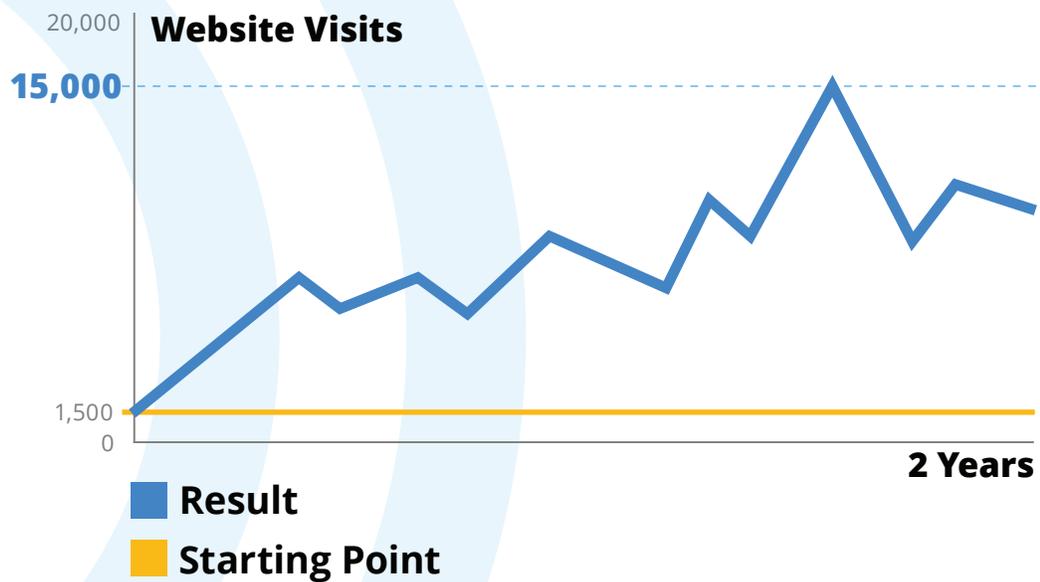
This brought cumulative traffic and total contacts
to over **180,000 visits** and **795 leads**.

The client now consistently ranks
on the first page of Google
for targeted symptom-centric
keywords, and in some cases have
four or more of the first page
positions for their content.

A steady increase in online appointment bookings grew
their patient base well beyond their expectations.



Targeted Content Driven Growth



Do you want to see results like these?

