

## INCREASE BRAND AWARENESS AND PATIENT COUNT

Tailored display and paid search increased new patients.

### OBJECTIVE

The client wanted to run highly targeted campaigns to gain awareness and increase new patients for their departments.

### CHALLENGE

Providing the client the ability to leverage high-end targeting strategies in addition to a custom conversion based tracking method to measure growth.



### SOLUTION

Our team recommended targeted display and paid search along with unique messaging for each department. For example, Vascular messaging spoke of Varicose Veins. We refined targeting for each department and crafted messaging to reach new movers, increase elective surgery and Occupational Medicine care.

### RESULTS

The three-month campaign drove over 6,400 clicks between display and paid search and tracked over 3,000 conversions as indicated in our reporting. During this campaign period, the client was able to attribute several new multi-state businesses as Occupational Medicine Partners to the campaign. The advertising spend (\$15,000) for this department resulted in the client successfully scheduling three major surgeries valued at \$120,000. Additionally, the client booked over 250 appointments for doctor visits attributed directly to our campaign run.

### KEY FINDINGS

Working closely with the client's team enabled us to create very targeted and successful campaigns focused on conversions. With these successes, they are looking to move more of their digital campaigns over to us.

## 3,000 CONVERSIONS WITH 8X RETURN