

HEALTHCARE MARKETING: RADIOLOGY CASE STUDY

SERVICES UTILIZED

Content Development / Website / Digital Marketing / Social Management / Search Engine Optimization / Local Search / Branding

GOAL OF PROJECT

This client is a private radiology group that serves 80+ locations, but their previous website's user experience and design was simply not up to par. Our team redesigned their website to ensure a simple, pleasant user experience and added form functionality while completely rebranding their overall look. These rebranding efforts were also spread across their social media channels.

POSITIVE OUTCOMES

Between the completely rebranded website, revised social media content (following updated brand guidelines) and a revised SEO strategy - this group has seen a significant upward trend in their website traffic both from an organic perspective but also from social media. These two combined efforts, over the last 6 months, have contributed to the following metrics:



Users	+ 150.44%
Sessions	+ 122.61%
Organic Traffic	+ 189.33%
Social Media Traffic	+ 268.69%

CORE CAPABILITIES

Brand Strategy /
Brand Positioning /
Design /
Copy /
Concepting /
Content Development /
Website /
Digital Marketing /
Social Management /
SEO /
Social Advertising /
Website Hosting /
Reputation Mgmt /
Local Search /



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HEALTHCARE MARKETING: STARTUP CASE STUDY

SERVICES UTILIZED

Content Development / PR / Digital Marketing / Search Engine Optimization /

GOAL OF PROJECT

This national startup was initially trying to take a national approach to their paid search strategy but they were running into problems because they were wasting their ad spend on areas of the country where they didn't have active providers, getting in the way of completed conversion counts. We focused on the top 3 states based on provider presence while focusing on national PR efforts.

POSITIVE OUTCOMES

Tailoring down the search campaigns to Florida, Illinois and Texas enabled us to have better conversion tracking and truly get an understanding of the cost it would take to scale in new markets. We successfully launched ads in Adwords and were also able to duplicate the same success at half the cost utilizing Bing campaigns. Our Brand campaign, which had the lowest daily budget of \$15/day converted at a rate of 21.69% with a cost/conversion of just \$1.43 (average value of a conversion was \$375). Our best performing state campaign was Florida (\$100/day) with a cost per conversion of \$17.34 (conversion rate of 5.59%).

Our original goal was to get the cost per conversion to around \$30 since our initial numbers skewed closer to \$75/conversion so getting all campaigns below \$20 was a big win for the client and for Atlantic.

In addition to the state-level success of our paid search campaigns, our national PR efforts were also wildly successful. After securing a local TV spot for a Houston NBC affiliate, we saw a huge uptick in Direct traffic and patient calls. Due to that local segment's success we received the opportunity to do the same segment for NBC Nightly News with Lester Holt. When this national segment aired the site blew up, contributing to the site's overall organic success longterm due to search volume, direct traffic and referral links from other national sites including Forbes, NBC, CBS, LA Times, The Boston Globe etc.

CORE CAPABILITIES

Brand Strategy /
Brand Positioning /
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HEALTHCARE MARKETING: PRACTICE CASE STUDY

SERVICES UTILIZED

Content Development / Website / Digital Marketing / Paid Search / Search Engine Optimization / Local Search / Marketing Materials

GOAL OF PROJECT

When we first onboarded a plastic surgery client they were allocating \$3,039.93 to their “Plastic Surgery” paid search campaign that targeted users searching for a qualified plastic surgeon in the Orlando area. After taking over, their campaigns had a 2.81% conversion rate and needed to cut their budget in half. Our marketing team expected to see a substantial drop in their conversions, but we knew if we spent the time optimizing their account that these conversions wouldn’t be gone for long.

POSITIVE OUTCOMES

Fortunately, our hard work and optimizations truly paid off. Two months after the client cut their AdWords budget in half, we saw a 37.5% spike in their conversions. In March 2016, our client allocated \$1,519.98 to their “Plastic Surgery” campaign and received 22 conversions, resulting in a 7.10% conversion rate.

In addition to the paid search success - we used a heat map tool on our landing pages to determine where users were clicking. It was apparent that our CTAs were not garnering the attention we hoped, so we were able to test out new copy in hopes of pushing conversions. Combined with our SEO efforts, we saw the following improvement in website performance over a 6 month period of time.

Sessions	+ 24.56%
Organic Traffic	+ 292.57%
Conversion Rate	+ 41.67%
Cost per Conversion	\$63.09

* Average Value of a Patient: \$1,500 - \$3,500

CORE CAPABILITIES

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HEALTHCARE MARKETING: DENTAL CASE STUDY

SERVICES UTILIZED

Brand Strategy / Design / Content Development / Website / Website Hosting / Social Management / Search Engine Optimization / Local Search

GOAL OF PROJECT

The dental group we worked with on this project had been in their community for over 30 years with a strong patient population. However, they were opening two new pediatric dentistry locations and needed a way to create a kid-friendly brand that still was tied to their original brand.

POSITIVE OUTCOMES

The pediatric dentist at the new kids locations knew they wanted their logo to match the original brand but incorporate a dog-theme. We went through a number of different iterations until we finally landed on the following corresponding logos.



SOLOMON KIDS
PEDIATRIC DENTISTRY



Once we developed the brand guidelines, we got started with a website design for the kids locations that incorporated the dog theme but also utilized bright photos of kids of all ages. Our goal was to create a website that made it easy for parents to navigate and request appointments while also gaining access to any necessary forms before they came in for appointments.

The website migration went very smoothly and we haven't seen any loss in traffic - in fact we've seen a big spike in organic traffic right away which isn't always the case with brand new site migrations. We've also launched a local Click to Call campaign to drive more appointment requests to the newest location which has run for two weeks with pretty impressive results. After just two weeks we've seen a 47.06% conversion rate with a cost per conversion of \$16.79. The value of a single patient visit is \$127 - bringing the lifetime value to approximately \$4,000.

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HEALTHCARE MARKETING: PRACTICE CASE STUDY

SERVICES UTILIZED

Content Development / Website / Social Management / Search Engine Optimization / Local Search

GOAL OF PROJECT

Approximately a year ago we completely redesigned this client's website; combining two websites into one that would better lead patients into the funnel. The goal was to streamline patient requests and communication with potential and existing patients because that was a big complaint from patients.

POSITIVE OUTCOMES

Between landing page optimization, an SEO-focused blog strategy and improved social media engagement tactics; we have seen significant organic and social media traffic growth. Most importantly, with the addition of improved web forms on highest traffic pages - we've been able to take a website that did not collect a single online patient request to a site that converts an average of 26.2 patients per month.

Users	+ 168.10%
Organic Traffic	+ 214.4%
Social Media Traffic	+ 25.81%

In addition to our unpaid digital approaches, we also performed a three-week test of a Click to Call campaign in an effort to improve call volume and give the practice manager a way to review call recordings. We utilized Call Rail to implement the campaign, seeing a whopping 103 calls that the practice would have otherwise not captured.

In order to really throw some gas on the fire and increase patient requests and calls we have put together a plan to grow the business with three paid search campaigns focused on driving brand search query conversions and sleep medicine terms which is their best performing landing pages.

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