

Case Study

Measured Digital

Client:

Private Winnipeg-Based Clinic

Industry:

Health Care

Service:

Digital Marketing Strategy

Problem

The client had numerous social media accounts, a dated website, and minimal content. Years of experimentation had led to a bloated digital ecosystem. This resulted in an inefficient and ineffective use of time as activities were spread thin.

Insight

Many health care concerns begin with very specific and high-intent searches (who hasn't found themselves on WebMD?). As a private health care clinic, the client needed to take advantage of this intent.

Solution

The digital strategy provided recommendations on how to best scale back the digital ecosystem, and focus resources on improving search performance (both paid and organic). We dramatically cut back the use of social media, and focused content, landing page, paid search and SEO activities on a select list of their services that could capitalize on search opportunities. The plan laid out three service areas of focus that presented the best digital marketing opportunity (high volume of searches, low competition, and highly lucrative return). We then built conversion-optimized landing pages with content that supported the highest intent search terms. Finally we deployed targeted paid search ads to ensure we were able to quickly capitalize on those targeted search terms.

Outcome

The efforts resulted in a 45% increase in leads in the first quarter after being implemented.