



DRIVING DIGITAL GROWTH FOR A MULTI-LOCATION COMPANY

Client: A leading multi-location medical provider

Objective: Our client aimed to expand their digital presence and drive more appointment requests through their website. Their primary goals included:

- Increasing website traffic through targeted digital strategies.
- Boosting conversions via the website to maximize appointment bookings.

Solution: Our team implemented a comprehensive paid search strategy to support the client's objectives. Key initiatives included:

Keyword Research & Ad Copy Development: We identified high-performing keywords and crafted compelling ad copy tailored to the client's target audience.

Landing Page Optimization: We collaborated with the client to create a dedicated landing page designed for improved user experience and higher conversion rates.

A/B Testing: We continuously tested ad variations, landing pages, and calls-to-action to maximize performance and efficiency.

Conclusion: Through a data-driven paid search strategy, continuous testing, and strategic budget allocation, we successfully helped our client exceed their digital marketing goals. The program's success has not only driven significant growth in conversions but has also ensured cost efficiency, allowing for ongoing expansion.

RESULTS

Significant Conversion Growth:

Since the program's launch in August 2019, paid search conversions have increased by **16,000%** over two years, far outpacing budget growth.

Efficient Budget Scaling: While the paid search budget increased by **1,267%**, cost per conversion has continued to decline.

Cost Per Conversion Optimization:

Our client's initial goal was a \$50 cost per conversion; we successfully reduced it to under \$40.

Looking to amplify your digital presence and drive measurable results?
Let's craft a strategy that delivers real growth!

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