

Prescribing digital strategies for medical practice gain quantitative results

Local medical practice transforms a growing digital community into high quality leads & revenue.

Uniting the latest medical research and surgical techniques, the Ob/GYN practice offers personalized care in a warm, friendly environment. The physicians and staff provide the highest quality of medical care to women of all ages with compassion and integrity and understand their patients are entrusting their health and well-being to the practice.

CHALLENGES

- In a densely populated area for healthcare, the practice found themselves falling behind in rankings for several their top procedures and services, losing potential patients to competitors in the process. With very little content and a very underwhelming social media presence, they found themselves with little traction in the online space, relying mostly on internal marketing and word of mouth.

OBJECTIVES

- Create a unified single-branded online community to grow digital presence through online engagement, content development, and brand recognition.
- Develop a strategy and digital campaign to convert online traffic and engagement into high quality leads that lead to more class and membership sign ups.



In 2021 healthcare digital advertising spend accounted for 46% of all healthcare ad spend.



SOLUTION DGTL Agency and DGTLsuite's proprietary SaaS platform provided a streamlined process to manage content, engagement and develop strong backlinking opportunities through off site listings and cleaning up the NAP listings for the practice & saw an immediate increase in website traffic. Next, the focus was to make Four Season Ob/GYN a thought leader in their medical community with keyword rich content & engaging social posts. Pairing this with healthy internal linking and ample patient education material, the practice saw amazing success in conversions and patient acquisition.



Create

The Create tool allowed content development, creation, approval, publication, and paid social amplification together in one place to build brand awareness & identity across all social platforms. Each piece of media was created specifically for each social channel .



Engage

Engage managed all inbound and outbound digital engagements from a centralized hub and bridged the gap between the digital, marketing, and customer service to ensure that every message was carefully tailored to each patients question and the practice's unique voice.



Analyze

With increased responses and overall volume on each digital platform came increased visibility and insight to data. Analyze allowed reporting to become simplified and streamlined and provided reporting on keywords, trending topics, and hyper-local insights.

BUSINESS IMPACT

FIRST MONTH OF SOCIAL & AD SPEND

