

HEALTH / MEDICAL CASE STUDY

Healthcare Provider



Overview

Campaign Focus

Increase Foot Traffic.

Geography

Western US

Campaign Length

9 months

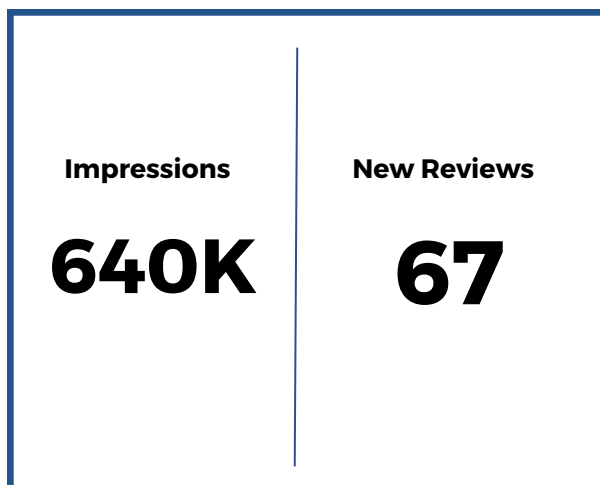
Investment

\$11,112

Products Utilized

Local SEO

Display



Objectives

Increasing foot traffic was essential to the client to enhance patient engagement and build a loyal client base. More visitors often translate to higher appointment bookings and increased revenue, which can support the growth of the practice. Ultimately, boosting foot traffic would help the client establish their presence in the community and meet the healthcare needs of local residents.

Solutions

Our team set up Local SEO as it provided customers EXACTLY what they need before heading into the business: phone number, address, appealing photos, popular times, and reviews! This client was looking to drive more foot traffic into their location, so Local SEO was a no-brainer!



We recommended Display and Local SEO to run five unique campaigns, each with individual targeting and messaging.



Our close collaboration with the client's team has resulted in highly effective and targeted campaigns that prioritize foot traffic and reviews.