

Creating Aggressive PPC Strategies to Deliver Targeted Leads

OUR CLIENT

Prima Medicine is a state-of-the-art primary care practice that provides exceptional care for adults at its two facilities in Washington, D.C. and Fairfax and South Riding in Virginia. The organization is part of the Privia Medical Group, a national physician-directed, multispecialty medical group known for its commitment to providing superior, coordinated care.

The physicians at Prima Medicine offer a wide range of services to maintain wellness as well as care for chronic and acute medical conditions.



THE CHALLENGE

The marketing team had been tasked with increasing the number of new patient appointment requests. However, a poor account structure, lack of targeted landing pages, the need to promote two locations and poor keywords were seriously undermining the organisation's advertising investment in digital marketing. This was a real problem because the business needed to grow patient numbers to sustain planned investment and expansion. They were also keen to ensure that patient retention strategies were effective. To a large extent this relied on strong brand messages to reinforce patient-doctor relationships.

Keen to redouble their efforts, Prima Medicine got in touch with us to reinvigorate their advertising campaign, with a focus on maintaining their ROI with an increased level of investment. There was also an additional challenge as the marketing team had noticed there was brand confusion between Prima and some of its competitors. As a result, we were also asked to support broader strategies around brand clarity.

"eSign Web Services team is simply amazing! Their experienced team engaged with our staff well and together we were productive, consistent and results focussed. The team is completely committed to meeting our objectives and I would highly recommend them as a leading PPC agency with up-to-date tactics to drive conversions and deliver new business".

- Dr. Chethana Rao

OUR SOLUTION

As brand awareness and recognition was identified as an issue by the client, this was also the basis of our starting point for this project. Our comprehensive brand study helped us understand the business, its objectives, its patients and its other stakeholders.

We then carried out detailed keyword research to identify both the most popular keywords and the highly relevant terms that relate to these so that the subsequent development of on-page and off-page search engine optimization is effective when sites are reviewed and indexed by search engines.

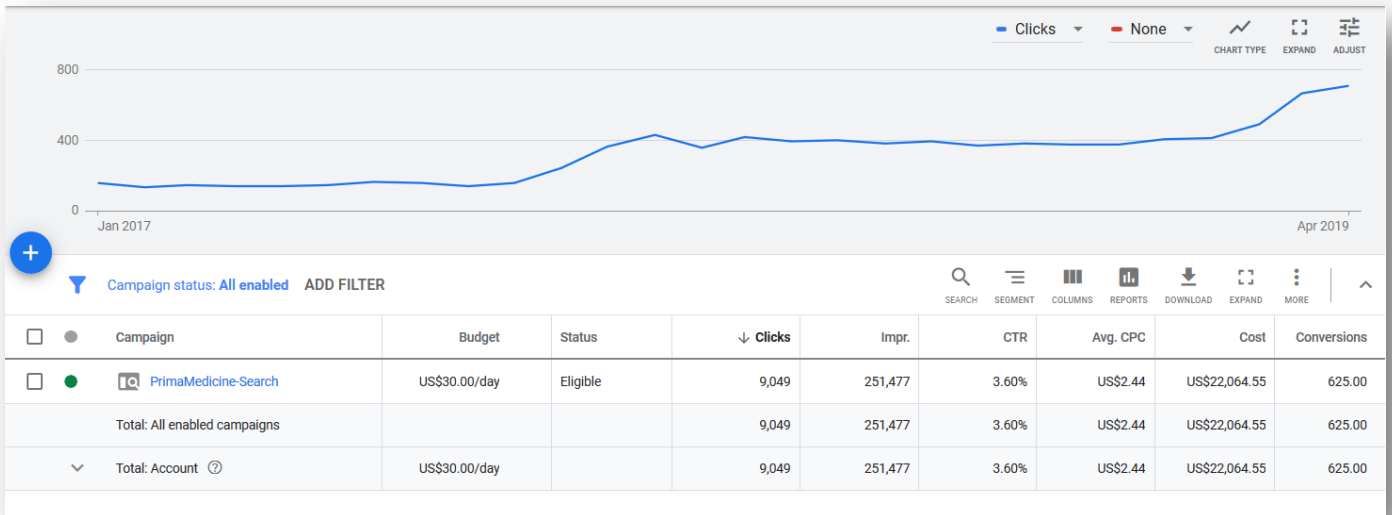
Once this work was complete, we were able to develop a completely restructured pay-per-click campaign supported with individual landing pages for different adverts. These pages were designed to track website traffic and conversions allowing our team and the marketers at Prima Medicine to review each campaign. Each of the campaigns was designed to reach specific audiences in specific locations through sophisticated geo-targeting related to the location of each of the clinics. Specific ad groups were also developed for each of the doctors working for Prima Medicine. The campaign was then delivered with website call tracking systems to allow us to continually monitor results, collate and recontact warm leads and enhance overall conversion activity.



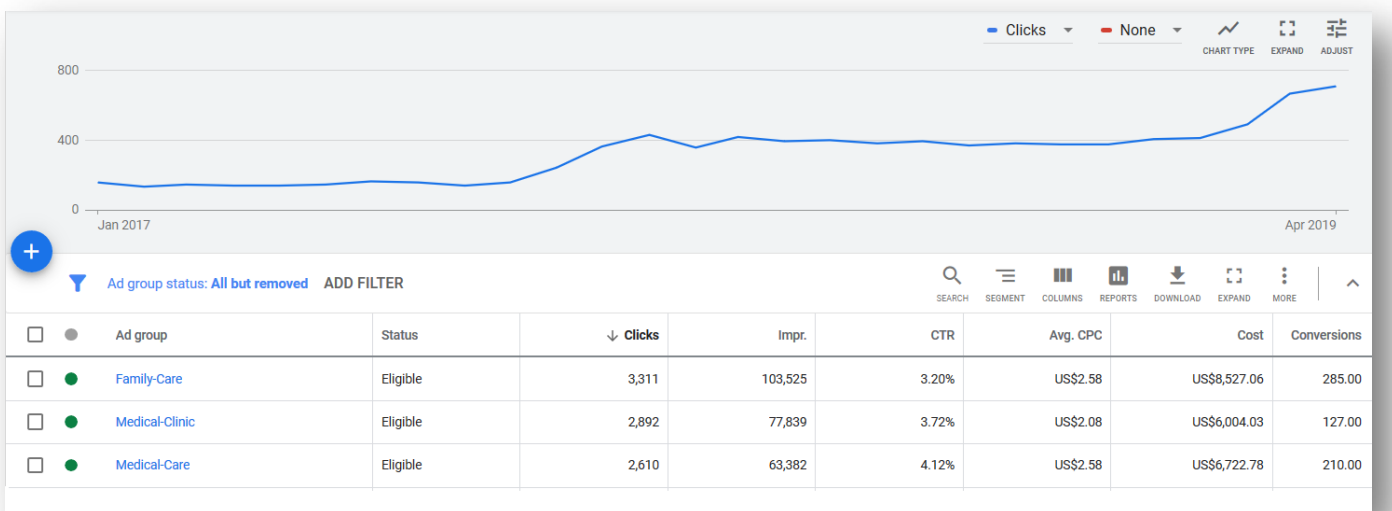
THE RESULTS

These campaigns were very successful, achieving some great results and impressive performance achievements, with improved return on investment through lower costs per click (CPC)!

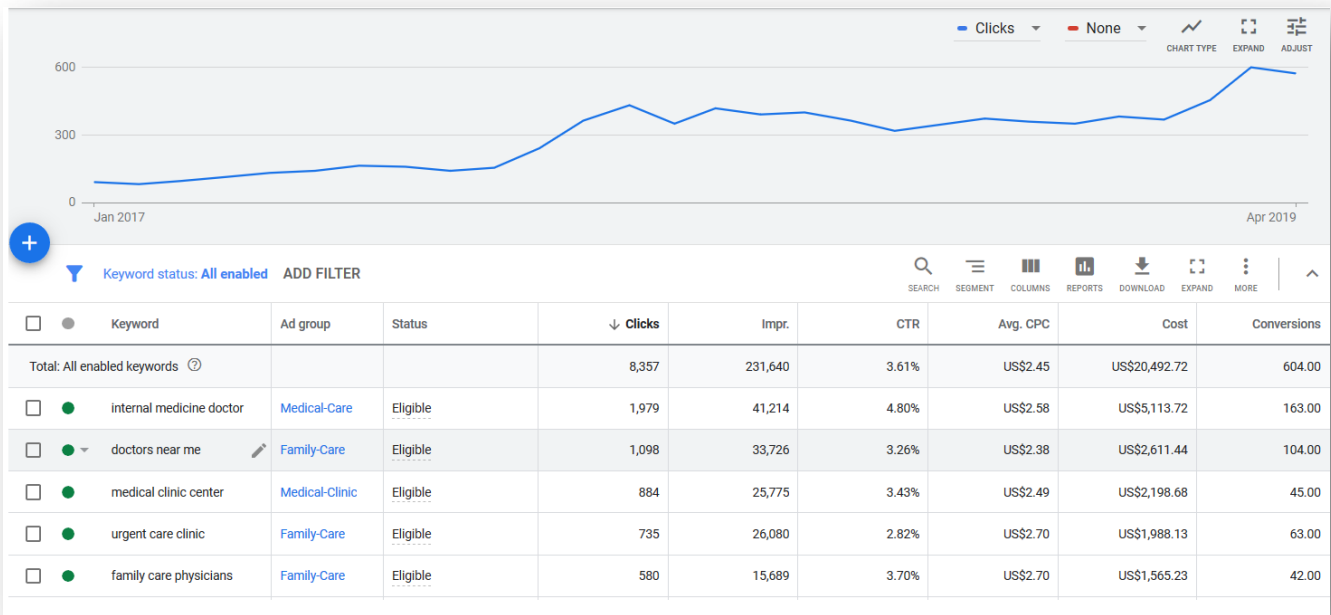
- 550% Increase in Clicks
- 425% Increase in Conversion
- 290% Increase in Conversion Rate
- 400% Increase in ROAS
- 50% Increase Click Through Rate (CTR)
- 70% Decrease Average CPC
- 65% Decrease Cost Per Conversion



Our work has delivered impressive conversion rates for this Prima Medicine



Our carefully selected keywords helped achieve results quickly and effectively



These charts illustrate the effectiveness of our PPC campaign, both in terms of increased business and also reduced CPC



ABOUT US

eSign Web Services is the leading full-service digital marketing and PPC advertising team for over a decade now, helping new and existing business owners grow and expand their business online. Our agency is a Google Partner, which means Google has officially certified our knowledge and expertise.

We've already helped more than 2000 companies to climb and dominate search results. We work with companies of all sizes and shapes, from the world's leading brands to small or medium-sized businesses. We help ambitious businesses like yours generate more profits by generating top search engine rankings, driving web traffic, building brand awareness, connecting with customers, and growing overall sales.

CONTACT US

eSign Web Services Pvt Ltd
Third Floor, Plot No. 24, Block-2
Sector-11, Dwarka
New Delhi
India - 110075

✉ support@esignwebsiteservices.in

☎ +91 – 97180 99999

🌐 www.esignwebsiteservices.in

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