

THE PAIN CLINIC

A multi-city, multi-doctor clinic specializing in the treatment of
pain.

THE CLIENT

- The Pain Clinic
 - This clinic has multiple offices in 5 cities. Some more rural and some in bigger city areas.
 - The clinic employs a Director of Public Relations and Marketing who does a great job coordinating and executing various types of marketing including radio, television, local events, billboards and more.
 - The Clinic has some very innovative and revolutionary treatments for pain and helps many people who struggle with chronic pain.

THE CHALLENGE

- Although very successful with outbound marketing techniques, the clinic sought to strengthen its online presence both by increasing traffic to its website and Facebook page.
- The Director of Public Relations had article and video resources, but did not have time to embark on and execute inbound content marketing campaigns.
- The clinic's desired for their website to become even more of a patient resource thus driving more traffic to the site and keeping them there.
- The clinic desired to reach not only potential patients, but also reach decision-makers in area factories when helping employees with on-the-job injuries.
- The clinic desired to highlight the expertise of various doctors in their different clinics.

THE PURPOSE LAUNCH STRATEGY HIGHLIGHTS

- In this situation, the role of Purpose Launch was simply to come along side and partner with the marketing staff to help execute a short term effort to increase the size and scope of the clinic's digital foot print.
- We helped them build out a blog page and a video resource page on their current website.
- Through several conversations regarding specific goals for increasing awareness, appreciation and authority via content marketing, we helped the Clinic establish various target market groups based on location, job sectors and other factors.
- We were able to repurpose previously created content to post, promote and attract potential patients via social media.
- Upon approval from the Director of Marketing, we executed multiple campaigns over a 4 month period.



RESULTS

The Four Month Strategy Resulted in The Following:

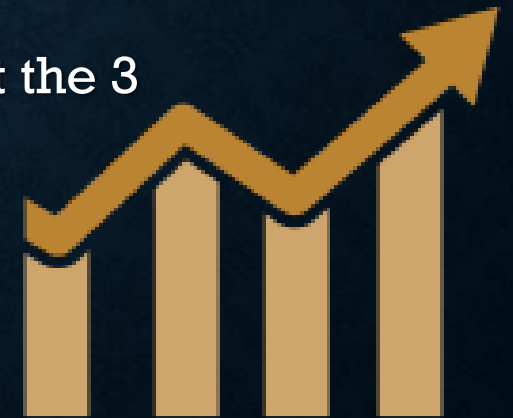
- **19% Increase** in website traffic.
- **28% increase** in the time user spent on the website
- 13% increase in the number of page views
- **100+% increase** in traffic from **targeted locations**.
- **24% increase** in visitors to the **Contact Us** page.
- 26% increase to the Bio Page of the Doctor we highlighted in video promotions.
- **37% of the total web traffic** during the strategy period **came directly from the targeted market content campaigns**.



RESULTS

The Four Month Strategy Resulted in The Following Facebook Results:

- 113,389 unique people reached with content
- 2,568 unique people engaged with the content by clicking the link the website, sharing with friends, commenting, liking etc.
- Over 85% of those reached were in our target market
- Over 5500 video views (this is the longer watched video view count, not the 3 second count)



WHAT DOES THIS MEAN FOR YOUR BUSINESS?

- Do you need to reach a specific market in a certain income bracket, geographical location, age group, interest area and are tired of spending so much money reaching outside your target?
- Do you need to increase your credibility in your market space but desire to do so by helping people with content and not just promoting your business as “the best in town?”
- Do you need to increase qualified leads?
- Do you want your website and online footprint to be larger creating a greater awareness of your business in a positive helpful way to the population you serve?
- Do you want to rank on the first page of search engines for your key word phrases?
- Do you want experienced, friendly help with accomplishing your business' purpose?

WE WOULD LIKE AN OPPORTUNITY TO HELP YOU.

LET'S TALK SOON.



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