

CASE STUDY

Multi-channel Digital Marketing Campaign

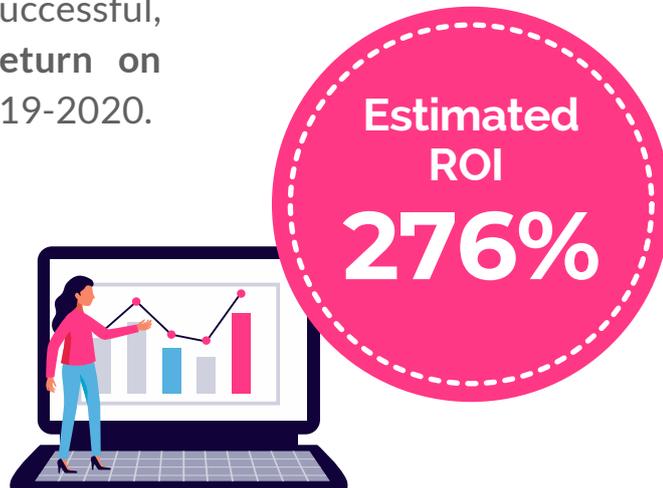
Psychiatry Practice in New York City



About the Project

Medical Web Experts launched a marketing campaign for a New York City-based psychiatry practice that specializes in transcranial magnetic stimulation (TMS). TMS is an FDA-approved treatment for depression that's covered by insurance.

The campaign has been extremely successful, having generated an **estimated return on investment ("ROI")** of 276% from 2019-2020.



Challenges

Challenge #1: Starting from Square One

When the practice first approached Medical Web Experts, they had no logo, no website, and had never done any type of marketing. We were starting from square one.

Medical Web Experts laid the foundation for a marketing campaign by:

- Designing a **logo and branding package**, including business cards, brochures, postcards, and presentation folders.
- Designing a **custom website**, which included a **blog**, HIPAA-compliant contact forms, and **online quiz** that tells the user whether they're a candidate for TMS.
- Writing **custom content** from scratch for the entire website and blog.
- Creating a multi-phase marketing plan designed to **increase the website's visibility in SERPs** and generate qualified leads for the practice.

Challenge #2: Low Awareness of TMS as a Treatment Option

TMS is a relatively new treatment for depression. A considerable challenge in the campaign was that **many patients who qualify for TMS are simply not aware that this treatment option exists**, or that it's very affordable with insurance. Therefore, the campaign was designed with two phases:



Phase 1: Lead generation: Focus on immediately generating quality leads by targeting users who are actively seeking a TMS provider.

Phase 2: Awareness campaign: Once initial growth and a solid base of leads is established through the lead generation campaign, add an awareness campaign that would target users in the NYC area who have depression, but aren't necessarily aware of TMS.

Phase 1: Highly-targeted Lead Generation Campaign to Generate Immediate Results

In launching the campaign, the first priority was to capture the users who were actively looking for a provider who offered TMS. We started with careful keyword research, and designed Google search Pay Per Click (“PPC”) and organic Search Engine Optimization (“SEO”) campaigns that were highly-targeted to reach specifically this audience.

The Google search PPC campaign averaged a click-through rate of between 5.2% and 10.7% between 2019 and 2020. When compared to the industry average of 2%, this demonstrates how well-targeted the keywords were to the intended audience.

Long-tail keywords for SEO were limited to “nyc,” “new york city,” or “new york” in order to prioritize the users most likely to convert.



Search Advertising

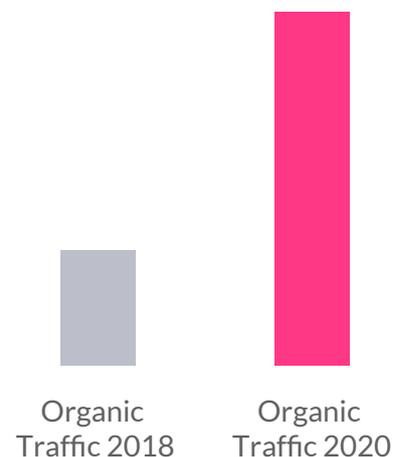
The search campaign provided an immediate increase in leads and traffic whilst the initial SEO optimizations were taking effect. The campaign is tightly focused on keywords likely to be searched by users interested in TMS.

Click-through rates are extremely high, ranging between 5.18% and 10.65% over the last 12 months. This is thanks to careful targeting and ad message testing. The campaign consistently generates a high number of conversions and phone calls each month, and has been responsible for **44.9% of conversions** over the life of the campaign.

SEO

Monthly traffic from organic search has increased steadily, and though the site took a hit during the worst of the Covid-19 pandemic, organic traffic numbers have **increased by more than 3 times.**

The site has attained first-page rankings for many high-value keywords. Proper use of rich snippets has increased real estate on Google SERPs.



Blogging & Content Creation

Medical Web Experts creates content for the practice's blog, which is a valuable resource for both patients and providers interested in TMS. The blog has been a strong source of traffic to the website, and provides a way to add fresh content to the site twice per month, which is valuable for the SEO campaign.

It's also been a method of expanding the range of potential search queries that could bring traffic to the website.



Phase 2: Expand Audience with an Awareness Campaign

TMS has only been FDA-approved since 2008, and both depression patients and providers who treat depression patients are often unfamiliar with this treatment option. The next objective was to add display advertising intended to target individuals who have depression, but may not be familiar with TMS.

Display Advertising: Google Display Network, Facebook, and Reddit

Ads are run on the Google Display, Facebook, and Reddit ad platforms. The campaigns on these three channels are responsible for 15% of site traffic since they were launched.



Video and YouTube Advertising

Video was a great way to add visual aids to the website that enhance written content and aid in the user's understanding of how TMS works. Video also helps establish trust and create a connection between the viewer and the physician, which is something especially valuable given the "unknown" element of a new treatment like TMS.

In addition to producing 6 videos, including an animated explainer video on how TMS works, a YouTube ad campaign was launched to help increase the visibility of the videos.



Reacting to the Covid-19 Pandemic: Telehealth Campaign

When Covid-19 hit New York, the practice was forced to temporarily shift to a telehealth model. Medical Web Experts responded by launching a telehealth campaign.



We created:

- A landing page designed to optimize conversions while being launched as quickly as possible.
- A Google search campaign targeting keywords related to telemedicine, telehealth, telepsychiatry, and other related terms.

CTRs were very high, ranging between 4.8% and 6.3%. The client reported new leads immediately once the PPC campaign began.

Campaign ROI

- The campaign was extremely effective at attracting new patients and led to a 276% ROI.
- For every \$1,000 that the practice invested in digital marketing, they generated \$3,760 in revenue.

ROI was calculated using the following formula: $(\text{Sales Growth} - \text{Average Organic Sales Growth} - \text{Marketing Cost}) / \text{Marketing Cost} = \text{ROI}$.

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