CASE STUDY: CLINIC

How **Digital Marketing** Augmented Growth for a Local **Clinic** & Opened **8 Branches** in **3 Years**

OBJECTIVE & CHALLENGE

When it all started **3 years** ago, it was just **one clinic** in **Secunderabad.** The primary objective was to get more patients to the clinic, followed by;

➤ Building a strong **brand name.**

➤ Improve overall **patient/user** experience by anchoring its **web presence** locally (later, for all of their branches)

➤ Improve search engine **visibility** and **conversions** (for all the branches)

The clinic is specialised in treating diseases which people found very **embarrassing** even to talk to a doctor about it. From a **marketing perspective**, promoting treatment for this was the most challenging aspect of this project.

SOLUTION

After understanding the target market, the first thing we did was to convert the **embarrassment** factor into our advantage by making it the '**attention grabber**' towards the clinic.

Evaluate

➤ Periodic evaluations to ensure selected marketing channels meet the business requirements

Local Search

➤ Created, claimed and updated all clinic listings on Google and Bing

➤ All the branches gained search traction through the new local directory listings and citations

Lead

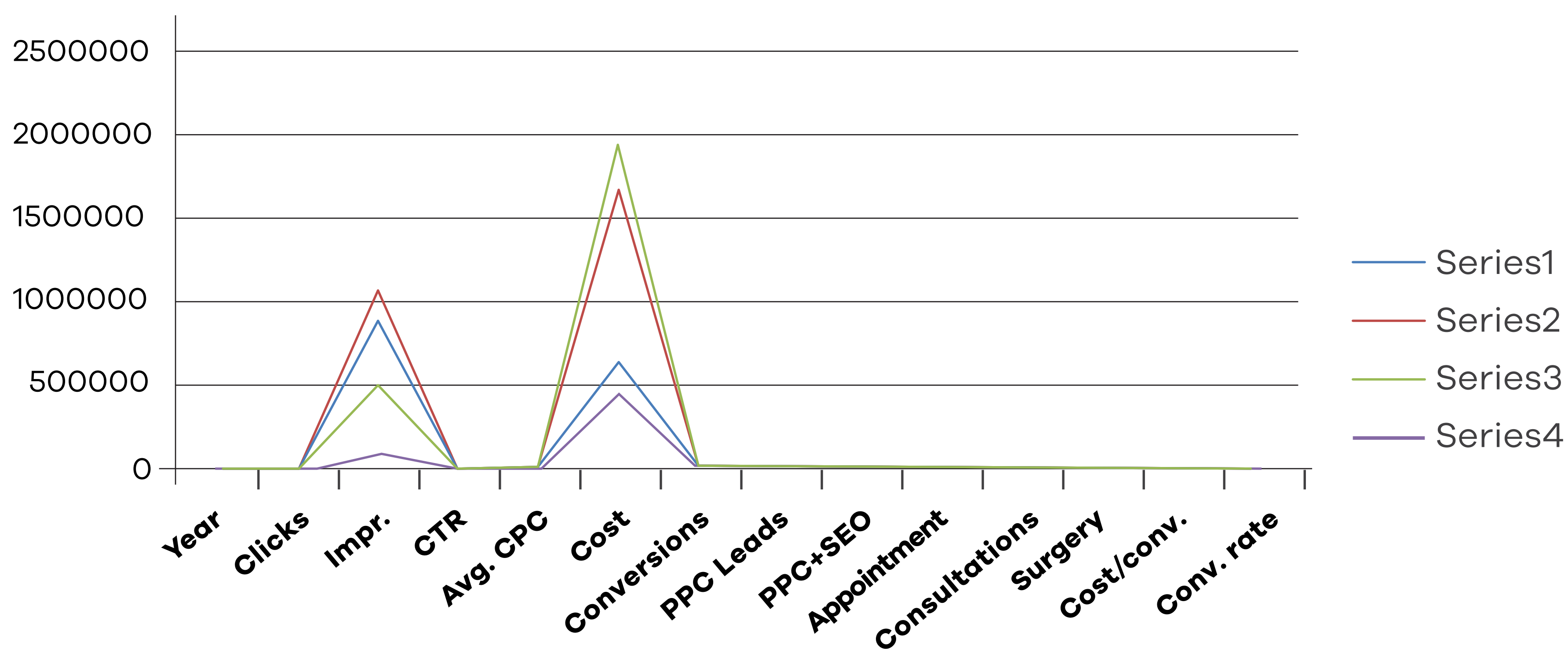➤ Search Engine Marketing
➤ Social Media Marketing
➤ Email Marketing

RESULTS

Campaign Report All Time

Year	Appointment	Consultations	Surgery
Year-1	949	386	117
Year-2	1,177	753	196
Year-3	2,385	1,582	365
Total	**4,511**	**2,721**	**678**

Graph:

Series1
Series2
Series3
Series4

ABOUT US

Established in 2014, Digital Catalyst has been the growth partner for businesses of various categories ranging from multinationals to startups across the globe. We approach our clients as partners and become a part of their growth journey by implementing bespoke marketing strategies.

An experienced team of domain experts from different walks of digital marketing is eagerly waiting to help you best leverage digital mediums.

WOULD YOU LIKE TO AUGMENT BUSINESS GROWTH? TALK TO US!

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