

We have Proved \$800 Campaign Can Change The Game

170 Calls | 1 SMS | 34 Form Submissions | 1016 Clicks | 21,915 Impressions

Northwestern Women's Health Associates S.C.

1st – 31st December, 2017 (1 Months)

800\$ Per Month

Chicago, IL

An affiliate of the prestigious Northwestern Memorial/Prentice Women's Hospital in Chicago, Northwestern Women's Health Associates was looking to grow its online leads. Dr. Friedell wanted the specialty provider's online presence to stand out in a fiercely competitive, major metro market. But, he didn't have a fortune to spend. After attempting SEO and digital marketing strategies, Dr. Friedell sought Doneformeads.com's PPC campaign expertise. Thirteen months later, Dr. Friedell's online patient submissions and calls have grown as a direct result of these strategic efforts.

Approach

Personalized research identified the following characteristics, vital to getting traffic online and through Dr. Friedell's door:

- **Client requirements**
- **Medical practice location behaviors**
- **Competitor behaviors**
- **Keywords**

Analysis resulted in a key client requirement takeaway: Dr. Friedell's clinic has significant competition. An understanding of competitor behaviors was particularly important in this scenario. Taking these market and competitor factors into account, unique and creative Google AdWords campaigns were designed to reach the maximum, relevant health consumer audience. Certified professionals oversaw every aspect of these campaigns, and a well-optimized landing page increased form submissions, while containing costs.

Success

Ad group	Clicks	Impressions	CTR	Phone calls	Form submissions	SMS	Avg. CPC	Cost
OBGYN Chicago	550	11,734	4.69%				\$0.79	\$435.52
Gynecologists	421	8,665	4.86%				\$0.77	\$326.19
Northwestern Womens Health Assoc	27	965	2.80%				\$0.84	\$22.65
Obstetrics	18	551	3.27%				\$0.82	\$14.78
TOTAL	1016	21,915	4.64%	170	34	1	\$0.79	\$799.14



With a fully-personalized PPC strategy on his side, Dr. Friedell averaged more than 25 online form submissions and more than 150 calls. One month alone resulted in 34 submissions and 170 calls. Dr. Friedell has enjoyed maximum results, driving new clients to his door and away from keen competition. Doneformeads.com has demonstrated the power of targeted campaigns, even for those providers with modest \$800 budgets for PPC spend.