

SCALE Case Study

Direct to Patient Marketing

Client Profile

Size

9 Providers

Location

PA

Specialty

Dermatology

Services Deployed



Strategic Marketing Assessment



Interim Leadership



Website & Online Store Development



Digital Marketing Management

Overview

Our Client was adding a new provider to their existing practice and had plans open a third location. They needed to grow patient traffic to fill the resulting increase in capacity. The Client's website was on a proprietary platform and in need of a redesign. There was no regular content creation or social media engagement and there was little paid digital advertising.

SCALE was engaged to create a targeted marketing plan to drive short-term incremental growth to support onboarding of new provider, identify and prioritize marketing programs and infrastructure opportunities to drive reliable and cost-effective growth, and develop a market entry strategy and execution plan to support new practice opening.

Execution

Strategic Marketing Assessment

SCALE Marketing conducted a 30-day strategic marketing assessment to:

- + Assess market conditions and identify effective marketing tactics to increase new patient foot traffic
- + Evaluate existing marketing systems and infrastructure to identify gaps and investment opportunities to strengthen sustainable growth
- + Create a marketing framework to manage new patient growth needs to support increase in capacity and new store opening

Website Development

As a result of the assessment, SCALE Marketing was engaged to build a complete new website including design, development, hosting, conversion tracking setup, and on-page SEO.

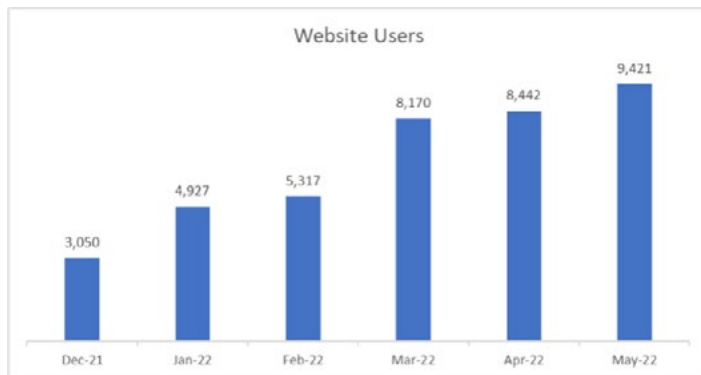
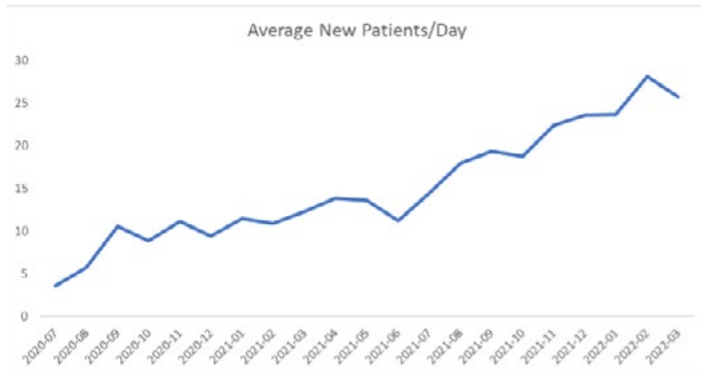
Ongoing Marketing Leadership & Management

Following development of the new website, SCALE Marketing was engaged to provide ongoing strategic leadership, platform development, and marketing execution including:

- + **Strategic Marketing Planning** - develop detailed execution plans, track progress to goals, and provide subject matter experts as needed
- + **Optimize Web Traffic and Conversions** - local SEO tracking and optimization, on-going keyword analysis, backlink development, A/B conversion testing, and monthly KPI reports
- + **Manage Content, Social Media & On-Line Reputation** - planning, bi-weekly blog and social posting, and reputation monitoring (including notification, response, and review building).
- + **Build New eCommerce Site** - redesign of Shopify store, monthly promotional campaigns, sales optimization, and reporting

The SCALE team consists of 3 regular members and subject matter experts as needed using a data and goal driven process with close collaboration and communication with Client. The development of the website, online store, content & social media campaigns, and ad copy are designed with sensibility aligned with client's unique brand identity and business requirements.

Key Metrics



Results

SCALE was able to achieve the following on behalf of our Client:

- + 2x increase in monthly new patient foot traffic
- + 4x increase in organic website traffic
- + 20x increase in eCommerce sales revenue
- + 5x ROI from digital marketing ad spend
- + Our marketing assessment process identified quick wins for immediate implementation
- + New KPIs were established to clearly track progress of marketing initiatives
- + Technology platforms were reconfigured to facilitate management and improve performance
- + New website and online store have been a big hit with staff and patients
- + CEO and physician/founder are delighted with SCALE Marketing Relationship