

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.

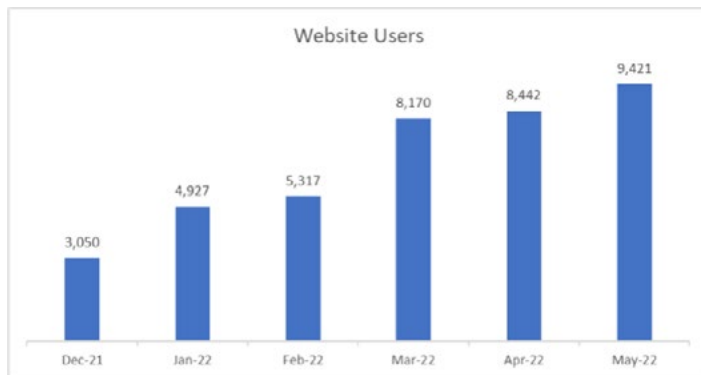
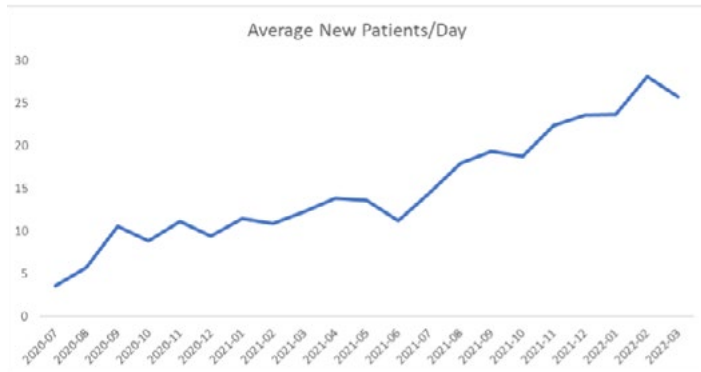
### Ongoing Marketing Leadership & Management

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