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Digital Marketing Case Study

24HrDoc- USA

The logo for 24HR DOC, featuring the text "24HR" in dark grey and "DOC" in a teal color, all within a white rectangular box.

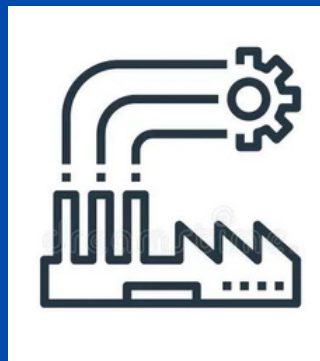
24^{HR}DOC



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Client Background

24hrdoc is a leading healthcare provider offering round-the-clock telemedicine and urgent care services. With a mission to provide accessible and quality healthcare to patients anytime, anywhere, they sought to leverage digital advertising to expand their reach and connect with individuals in need of immediate medical assistance.



Industry- Healthcare Services



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Challenges and Objectives

Targeting the Right Audience: Identifying the right target audience was crucial for maximizing the effectiveness of their advertising campaigns. 24hrdoc needed to focus on individuals seeking convenient and reliable healthcare solutions while ensuring that their marketing efforts reached the right demographics.

Increasing Visibility: 24hrdoc faced the challenge of standing out in a highly competitive telemedicine market. With numerous players vying for attention, it was crucial to devise strategies that would make their brand more visible to potential patients.



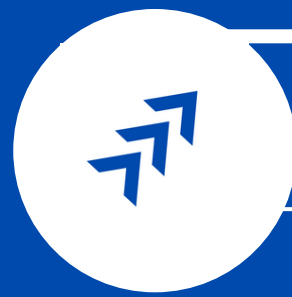
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Challenges and Objectives

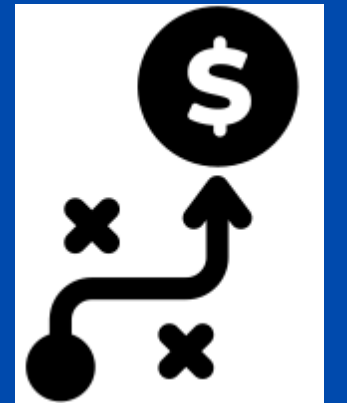
Ad Performance Optimization: Tracking and improving the performance of their Google Ads campaigns was essential for 24hrdoc. They needed to continuously analyze and optimize their ads to ensure they were delivering the desired results in terms of clicks, conversions, and patient acquisition.

Adherence to Regulations: As a healthcare service provider, 24hrdoc had to comply with strict regulations and guidelines while promoting their services through Google Ads. Ensuring that their advertisements followed industry-specific advertising rules added an additional layer of complexity



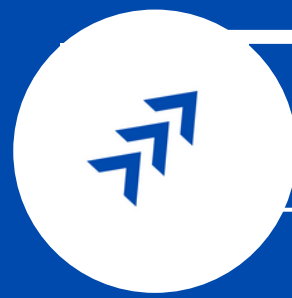
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Our Strategy

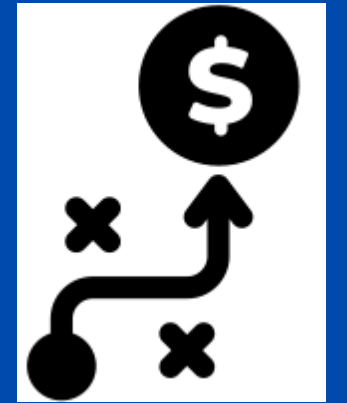


Targeted Campaigns: Our digital marketing agency conducted thorough market research and audience analysis to identify the most relevant keywords and target demographics. By crafting targeted campaigns, they ensured that 24hrdoc's ads reached individuals actively seeking telemedicine solutions.

Keyword Research: Thorough research was conducted to identify relevant keywords and phrases commonly used by individuals seeking telemedicine services for treating different ailments and infections. This helped in optimizing ad campaigns to target specific search queries and attract qualified leads.



Our Strategy



Performance Monitoring and Optimization: Continuous monitoring and optimization of Google Ads campaigns played a pivotal role in improving performance. We regularly analyzed ad performance metrics, including click-through rates, conversion rates, and cost per acquisition, and made data-driven adjustments to maximize campaign effectiveness.

Landing Page Optimization: Our agency focused on optimizing 24hrdoc's landing pages to ensure a seamless user experience and improved conversion rates. By aligning ad messaging with landing page content and optimizing page load times, they significantly enhanced the user journey and conversion funnel.



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Outcomes Attained



Result

Improved Conversion Rates: The compelling ad copy, coupled with optimized landing pages, resulted in improved conversion rates. Visitors who clicked on the ads were more likely to convert into patients, resulting in a higher return on investment for 24hrdoc.

Cost-Effective Advertising: Through continuous campaign monitoring and optimization, the agency was able to reduce the cost-per-click and overall advertising costs for 24hrdoc. This allowed them to allocate their budget efficiently and maximize the impact of their advertising efforts.



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Outcomes Attained



Result

Increased Patient Acquisition: As a result of the successful Google Ads campaigns, 24hrdoc experienced a significant increase in patient acquisition. The telemedicine platform became the go-to choice for individuals seeking immediate medical care outside regular clinic hours, establishing 24hrdoc as a trusted and reliable healthcare provider in the telemedicine industry.

Significant Brand Awareness: Through strategic ad placements and targeted messaging, the campaign significantly improved brand visibility, resulting in greater recognition and trust among the target audience.



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The Results in Numbers



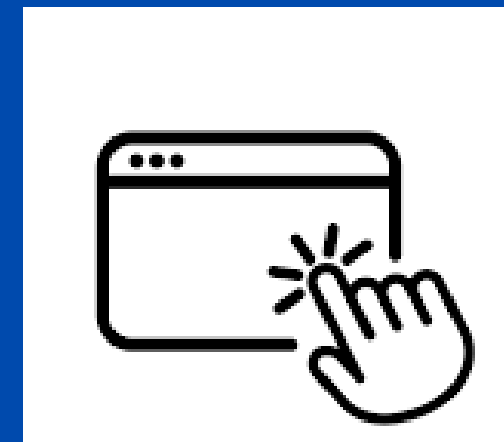
Impressions

4.41 Million+



Conversion Value

\$394k



Number of Clicks

163K +

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