



Digital Marketing Services for Plastic Surgery Practice

PROJECT DETAILS

 Digital Marketing

 May. 2019 - Ongoing

 \$10,000 to \$49,999



"Ignite Visibility has a master plan and a big picture that drives the daily details of work."

PROJECT SUMMARY

Ignite Visibility was hired by a plastic surgery practice for a range of digital marketing services. The team focused on SEO campaigns, social media marketing, Google Ads, content creation, and other strategies.

PROJECT FEEDBACK

Since the implementation of Ignite Visibility's campaigns, stakeholders have seen a 100% increase in traffic as well as an improvement in qualified leads by over 60%. Along the way, the team was highly adaptive, versatile, and organized. Customers can expect an effective partnership.



The Client

Please describe your company and your position there.

Our company is a private, elective plastic surgery practice with an on-site surgical facility. We have one plastic surgeon and one anesthesiologist who are the owners of the practice.

I am the anesthesiologist, the practice administrator and VP. I am responsible for all of our marketing.

The Challenge

For what projects/services did your company hire Ignite Visibility?

We hired Ignite Visibility (IV) for comprehensive digital marketing including SEO, earned media, content,, social media marketing, link building, on-site and off-site optimization, blog creation/content, Adwords on Google and Bing and email marketing.

Are business is established and has enjoyed a consistent level of success in a very competitive vertical and market space. However, we are in a very large metropolitan area with increasing competition and a lot of residential turnover requiring a strong digital presence to maintain our position and foster growth.

What were your goals for this project?

Our goals were two fold. First, to find a single solution and work with an ethical company who would do our online presence no-harm but would also have the intellectual capacity and credible workforce to produce measurable improvements in a reasonable time frame.

We wanted a company who was transparent and accountable for our budget/spend and who allowed us access, control and







ownership of the work product. Second, we wanted a full-court press approach. We are looking at being in our business full time for the next 10-15 years and these should be the most financially productive years.

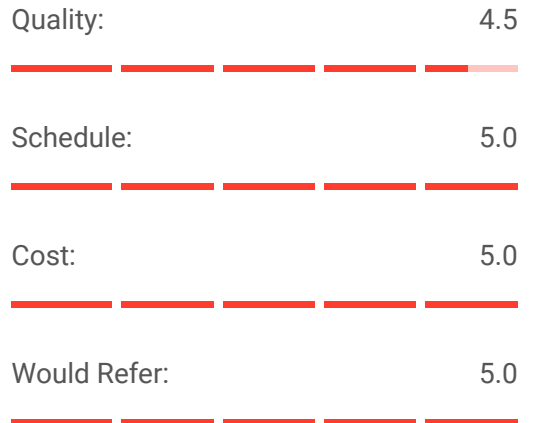
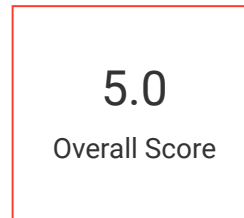
Additionally, we need to increase the value of our business such that we have an asset with transferable value, to offer a buyer or associate as we transition from the day-to-day ownership of our business.

Given our time line, we needed a company who is on the cutting edge of digital marketing and not only knows what should be done but knows how to do it and has the man power and know-how to execute a master plan.

We needed a company who could make a big impact in a relatively short time period without harming our online presence. Our "short" time period is 1-2 years to realize significant changes in our online presence and ROI for online marketing.

-  **Brittney Lapuerta**
Vice President, Leo Lapuerta
Plastic Surgery
-  **Healthcare**
-  **1-10 Employees**
-  **Houston, Texas**

CLIENT RATING





The Approach

How did you select this vendor?

Research. Interviews. We have been thru at least 9 different SEO/digital marketing firms over the past 14 years.

The problems we encountered were:

I did a lot of research on line, used sites like Clutch and depended on their reviews and read comments from owners like myself, spent time talking with and reviewing proposals from potential digital marketing firms.

Ignite stood out from the others by a long mile--they actually listened to what I needed, did a ton of real, meaningful research into my site, addressed the problems specific to our website and market in the digital space and produced a master plan with options to address what we wanted to achieve.

They spent a lot of time going thru the proposal and gave me options of how to get where I wanted to go with sensitivity to my budget. However, I really appreciated that they were honest about what was needed to achieve what I wanted with a timeframe and realistic budgets associated together.

They didn't sell me to a number they thought they could get me "signed up for"--they told me what I wanted to know and let me make the decision regarding the budget, time frame and scope of work I was comfortable pursuing.





Describe the scope of their work in detail.

Ignite provides comprehensive digital marketing with the exception of video asset creation/promotion. They create and optimize new content for our website, they created a blog and provide ongoing content for the blog, they provide analysis and updates on an ongoing basis for on and off site optimization of our website in order to keep the site up to date with Google's best practices.

They utilize A/B testing and CRO analysis to make updates and changes to the site with particular attention to the mobile user experience. They create meaningful content in order to garner high quality, high value links to our site.

They also create and optimize digital PR in the form of guest blog posts, infographics and press releases. Additionally, they seek out key influencers as part of digital PR.

They also provide service for the creation, optimization and management of paid media campaigns on Google, Bing and Facebook. They create content and manage our social media on Facebook, Instagram and Twitter.

They provide creation and management of ongoing email campaigns to foster new leads and maintain relationships with our current client base.

What was the team composition?

I have a head/team manager SEO poc, a content team poc, an email poc, paid adwords poc, social media poc and at times an out source contant brought in when we need to address development or site issues.

We meet weekly in addition to communicating via email and Basecamp. I find them to be very responsive and the most organized, professional company in this space I have ever worked with.





The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Our organic traffic has increased 100% over what it was in the prior 6 months. Additionally, our conversion rate and quality of new leads has greatly improved. This has translated to a 62% increase in qualified new leads attributable to Ignite's management of our digital marketing.

The increase in traffic and leads has directly impacted our profit in a positive manner. We have experienced the most profitable 3rd and 4th quarter in 15 years and the first quarter of 2020 has already exceeded our best first quarter ever by 18%.

How effective was the workflow between your team and theirs?

We have been working together for a few months and anyone who transitions to a new company understands that the transition is just like moving into a new office or house.

It is a process that requires good communication, a plan and involves clean up as well as handling some bumps in the road and managing unexpected hiccoughs. I have found the transition to be the best I have ever experienced.

In the past I have signed on to work with a company that I selected after much due diligence and excitement only to begin to have buyer's remorse, misgivings and disappointments from the beginning of the transition.

This was NOT the case with Ignite. Instead, the transition process has affirmed my decision and I have been relieved and delighted not only at the process but it is only time when I have moved to work with a new company for digital marketing that my SEO/digital marketing has actually shown significant improvement in rankings and ROI within the first 90 days rather than showing a loss of traffic or rankings or ROI.





What did you find most impressive about this company?

The people. Highly focused, organized, capable and professional. Ignite Visibility has a master plan and big picture that drives the daily details of work. They plan, measure, adjust and communicate.

They do what they say they are going to do and they have developed a strategic approach to digital marketing based on the cutting edge of the digital marketing space and what they know is both ethical and will produce results.

They don't approach the process by trial and error but rather equipped with a plan based on current, best and proven practices that are employed strategically, measured and adjusted for maximum benefit. They never rest. Always with an eye toward improvement.

The digital marketing world is a living, constantly involving space and your digital footprint through your website, mobile site, social media, email and paid ads is never "finished".

There are always improvements to be made and they are always aware of that and planning for the next phase. Assuring that their clients results will be sustained and grow because they don't rest on their laurels.

Are there any areas for improvement?

Currently, they partner with some others for development and site creation. It would be great if they added that in house as their approach and culture paired with that element would be a great addition to their direct services.

