



SEO & Content Marketing for Healthcare Firm

PROJECT DETAILS

 Digital Marketing

 Oct. 2019 - Ongoing

 \$10,000 to \$49,999



"They are truly an extension of our marketing team and have been excellent partners for us."

PROJECT SUMMARY

Ignite Visibility leads the SEO and content marketing strategies of a healthcare company. All efforts are geared towards increasing their brand identity impact and expanding their reach.

PROJECT FEEDBACK


With Ignite Visibility's support, the company has tremendously seen amazing results on their goals. The team provides a seamless workflow and communication. The client believes that their ongoing engagement is exceptional.





The Client


Please describe your company and your position there.

I am the Sr. Digital Marketing Manager at a healthcare company headquartered in Illinois. We are a national network of outpatient medical centers specializing in the non-surgical treatment of venous insufficiency, uterine fibroids, and PAD. I oversee digital strategy and marketing.

 Sr. Digital Mktg Manager, Hospital & Healthcare Company

 Healthcare

 51-200 Employees

 Northbrook, Illinois

The Challenge

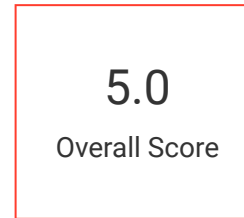
For what projects/services did your company hire Ignite Visibility?

Search Engine Optimization and Content Marketing

What were your goals for this project?

Establish authority and experience that we have as healthcare company. Expand base.

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select Ignite Visibility?

Researched a bunch of agencies and eventually Ignite Visibility
Made to the shortlisted ones. During proposal discussions, we felt Ignite Visibility offered us the capability needed and would be great partner.

Describe the scope of their work in detail.

We kickstarted with discovery phase and site audit. The team took initiative to understand our services in detail and our key drivers-creating awareness (of minimally-invasive techniques), patient focus. We planned SEO strategy to help improve our reach.

What was the team composition?

I work with Digital Strategist, Digital lead, and analytics team. Have also worked with senior team to set certain processes.

The Outcome

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

We have seen improvements in all aspects of project.

How effective was the workflow between your team and theirs?

It took us 3-4 weeks to set the processes. The team has excellent communication to keep us fully updated on projects, take our feedback and ensure deadlines are met.





What did you find most impressive about this company?

They are very organized, collaborative and results focused. They are truly an extension of our marketing team and have been excellent partners for us.

Are there any areas for improvement?

Long term projects tend to get complacent but we have been having great Partnership till now. I am confident that we will continue to innovate.

