



# SEO & Digital Marketing for Healthcare Training Company

## PROJECT DETAILS

 Digital Marketing

 Jan. 2013 - Ongoing

 Confidential



*"Their company values are strong and we continue to work with them every year."*

## PROJECT SUMMARY

Ignite Visibility managed digital marketing and SEO for a healthcare training company. They worked with digital strategy, PPC, and social media marketing.

## PROJECT FEEDBACK

Ignite Visibility has consistently performed well in taking care of deliverables. Sales and brand awareness have increased significantly. The workflow has been simple and communication was consistent.



## The Client

Please describe your company and your position there.

I'm the founder of a healthcare training company in Orange County California. I'm responsible for the growth and overall direction of the company.


## The Challenge


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


We hired Ignite Visibility to take care of our digital marketing and SEO.


What were your goals for this project?

To bring in more customers, secure ourselves as a thought leader in the industry, and ensure our content was available to people looking for life saving training.

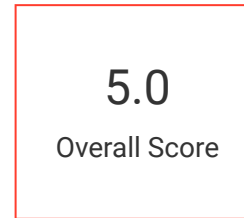
 Founder, Large Healthcare Training Company

 Education

 51-200 Employees

 Orange County, California

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

### How did you select this vendor?

I have known John (Co-Founder, Ignite Visibility) since very early on in his SEO career. His knowledge and drive was apparent from the start and we were a great fit because both of our company values were in line.

### Describe the scope of their work in detail.

Ignite Visibility manages all of our digital strategy, PPC, and also assists with social media.

### What was the team composition?

I've worked closely with many different members of their team over the years. Eric (Account Manager, Ignite Visibility) is currently the pointman on our account and he has been fantastic. Since the beginning we've been able to experience a wide variety of their team members and each has had a unique perspective on digital marketing which has helped our business grow.

## The Outcome

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

Since the beginning, Ignite Visibility has come through on all of their deliverables. Our sales have increased along with our brand awareness. They are a huge asset to our team.

### How effective was the workflow between your team and theirs?

The workflow has been simple and we manage the process through a Basecamp account and weekly calls.





What did you find most impressive about this company?

John Lincoln and his team provide a great service with integrity. Their company values are strong and we continue to work with them every year.

Are there any areas for improvement?

No, they've continued to impress us.

