



SEO & PPC for Surrogacy, Egg Donor Agency

PROJECT DETAILS

 SEO & PPC

 May. 2016 - Ongoing

 Confidential



"They have always been able to meet our needs in a very unique business."

PROJECT SUMMARY

Ignite Visibility provides ongoing digital marketing services, including SEO, Google Ads, web development, infographic creation, and outreach.

PROJECT FEEDBACK

The stakeholders' client base has grown each year, earning a top position in the industry. The vendor has been eager to learn, taking on the challenge of learning about the industry. Their consistent communication ensures stakeholders are kept informed.



The Client

Please describe your company and your position there.

Extraordinary Conceptions is an International Surrogacy and Egg Donations Agency. We match egg donors and/or surrogates with Intended Parents from all over the world and run the cycles from start to finish. My name is Erica Renkke - I am the Marketing Director for EC.



Erica Renkke
Director of Marketing,
Extraordinary Conceptions



Healthcare



11-50 Employees



Carlsbad, California

The Challenge

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

We have been working with Ignite for almost 4 years on our SEO, Google and paid media, blogs, press releases, landing pages, infographics, outreach and more.

What were your goals for this project?

To gain more exposure in the US and Canada in order to be number one in our field.

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select this vendor?

An EC employee took a class at UCSD and got to know the teacher who happened to work for Ignite.

Describe the project in detail.

It's not just one project. It has been an ongoing growth of opportunities for our agency to grow.

What was the team composition?

We have a whole team from Ignite including the Account Manager, SEO specialists, social media, blog writers, etc Anytime our needs change, we are accommodated with a new team member who has the knowledge and experience we need.

The Outcome

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

Our clientele base has grown exponentially each year, along with being in a number one position in our industry.

How effective was the workflow between your team and theirs?

Communication through email and Basecamp is very effective. Weekly and biweekly meetings are very helpful.

What did you find most impressive about this company?

They have always been able to meet our needs in a very unique business. There has been a huge learning curve for our team from Ignite and they have always accepted the challenge.





Are there any areas for improvement?

We always want to continue to grow and are now looking to do so in the UK and EU. So we will be looking to Ignite for their expertise on this new venture.

