



VITALUP

MARKETING

CLIENT CASE STUDY: MEDICAL GROUP

ABOUT/OBJECTIVE

The client provides outpatient medical services and surgeries in the South Atlantic region. Their goal was to enter new markets and increase their patient volume by expanding their web presence.

CHALLENGES

Despite having some of the fields most respected and high quality physicians the client struggled to grow at the rate of their top competitors. A digital footprint analysis revealed that they had an outdated and poorly optimized website, little local web presence and little to no social media or web presence.

STRATEGY

1. BUILD AND OPTIMIZE A NEW WEBSITE
2. CREATE A ROBUST SOCIAL MEDIA AND LOCAL WEB PRESENCE
3. CREATE CONTENT TO ESTABLISH CLIENT AS LOCAL EXPERT

CLIENT FEEDBACK

“VitalUp has done an excellent job for our company. They have worked tirelessly to ensure the growth of our company and ensuring we are found on the web. They communicate objectives and goals weekly and monthly. Could not have found a better digital partner! -Bill R

It has been an absolute pleasure to work with you and your company over the last many years. Your professionalism, integrity and diligence to your craft was evident throughout our relationship. We will certainly inform all of our colleagues of your talents and encourage them to reach out, should they require your services. Thank you again for all of your hard work. We are deeply appreciative of how much your efforts improved our social media presence and our overall global branding. -Scott G

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RESULTS

