

Web Development, Marketing & Consulting Case Study

Leading Fertility Center



ABOUT THE CLIENT

Our client, a leader in the fertility field, serves a diverse population of local, out-of-state, and international patients. Boasting a large clinical research program, the center is world renowned for its innovative, personalized, research-based fertility treatments. The reproductive endocrinologists who head the center's medical team take on many difficult infertility cases, giving hope even to women who have had failed fertility treatments elsewhere. The center's service offering includes IUI, IVF, DHEA treatment, egg donation, gender selection, and fertility preservation.

EXECUTIVE SUMMARY

A leading fertility center was looking to better reach its patients, modern women who are likely to research infertility and look for a fertility treatment provider online, using their smartphones. Medical Web Experts worked with the client to come up with a multi-faceted solution:

- A mobile-responsive website with educational materials
- Search engine optimization (SEO)
- Video production and promotion
- A new social media approach
- Strategic email marketing
- A pay-per-click (PPC) ad campaign
- In-depth sales analysis aimed at optimizing communication with prospective patients

The results? Among many, a **187% increase** in organic site traffic, a **47% increase** in Facebook post engagement, and a **four-fold increase** in the patient appointment rate.

THE CHALLENGE



In a new age for healthcare, the fertility center was looking for better ways to reach prospective patients. Today, mobile phone use pervades, patients are increasingly interested in being informed, social media presence is essential, and shopping around for treatment is common. The new strategy needed to take these factors into account.

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The center came to Medical Web Experts with some ideas: They wanted a website that was easily navigable on mobile, they wanted to be able to share their research in a way that would be interesting to patients, and they wanted to establish better communication with current and prospective patients by conducting outreach on multiple channels.

Another challenge was also at play: A negative SEO campaign, likely launched by a competitor, had decreased the client's search engine rankings. This made it difficult for potential patients to find the fertility center's website. The client wanted to ensure that when women researched fertility treatment online, their new website would show up prominently in search results.

THE SOLUTION

Medical Web Experts took on the project as a full-service web development, marketing, and sales consulting partner, working with the client to come up with a multi-faceted, multi-campaign solution:

Web Development

MWE completed a full redesign of fertility center's website, resulting in an 800-page mobile responsive site that featured:



A large patient education section with in-depth information about fertility conditions and infertility treatments.



A video gallery with hundreds of videos and more than 35 topic-specific playlists



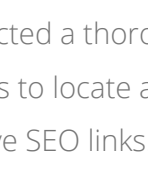
An egg donor selection database.

In addition, MWE designed and developed a tailored, full-feature customer relationship management system (CRM) designed to improve prospective patient conversion and new patient intake.

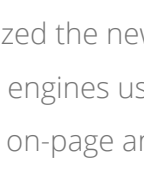
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Marketing

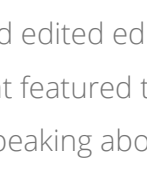
With a multi-pronged strategy, MWE revamped communications with current and prospective patients:



Conducted a thorough SEO analysis to locate and remove negative SEO links.



Optimized the new site for search engines using high quality on-page and off-page link-building.



Filmed and edited educational videos that featured the center's doctors speaking about infertility and innovative fertility treatment approaches.



Implemented a video marketing campaign aimed at promoting the new video gallery



Posted regularly on Facebook and Twitter, sharing educational fertility videos from the center's doctors and external content that potential patients would be excited about.



Created an email marketing campaign based on a thorough analysis of barriers to beginning fertility treatment.

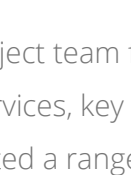


Led the design, optimization, and content creation for over 100 region-specific pay-per-click ad campaigns on Google, Bing, Facebook, Instagram, and YouTube.

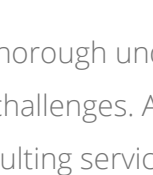
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Consulting

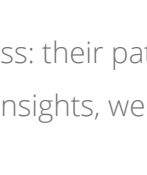
MWE's project team first worked to gain a thorough understanding of client's business: their patients, priority services, key messages, goals, and challenges. Applying these client-specific insights, we were able to implement a range of tailored sales consulting services:



Analyzed contact form response strategy and worked with staff to design custom messages for responding to prospective patients.



Interviewed staff to identify workflow touch points for improving communication with prospective patients.



Conducted in-depth competition analysis and provided marketing strategy recommendations.



Designed, administered, and analyzed a non-closing lead survey, gaining insights from 150 prospective patients.



Created and delivered customized 6-session sales course staff.



Set up a video creation workflow for doctors to easily record short educational videos, then send them to MWE to edit and add to the video gallery and YouTube channel.

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THE RESULT



WEB DEVELOPMENT

71% increase in site visits on mobile devices



MARKETING

47% increase in Facebook post engagement as a result of the 4-month social media campaign

187% increase in organic site traffic over 16 months of the search engine optimization (SEO) campaign

Over 1.13 million minutes of watch time on YouTube and **595,740** views in the 2 years following the launch of the video marketing campaign



CONSULTING

Four-fold increase in contact form appointment rate, from **2.5% to 10%**.

Medical Web Experts is a team of trusted industry leaders that has been providing healthcare professionals with top notch web solutions since 2003. To learn more about what we can do for you, get in touch to start a conversation.



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