We just helped a multi-location orthopedics practice gain an average of **16 new patients** per month for under **$20 each**.

**The Company**
Our client is one of the top orthopedic surgery and physical therapy offices in the tri-state area. The practice has grown from the ground up and now has multiple locations throughout New Jersey and Manhattan.

**The Challenge**
After achieving rapid growth in recent years via word of mouth, and an influx of referrals from previous patients, the practice was looking to get to the next level of revenue. An analysis of the practice’s sales cycle led them to one specific conclusion: **their existing website looked nice, but was not generating new patients**.

**The Diagnosis**
Their website was aesthetically pleasing, but a much deeper analysis was needed. Online appointment requests were being handled through a free Zoc Doc plug-in, and the site was segmented into many different sub-pages. The section which allows a potential patient to make an appointment was not easy to find, and the layout of the site did not easily answer the questions that most patients have. There was a lack of any backend tracking and analytics, leaving the practice unsure of the traffic that was visiting their website, and what users were actually doing once there.

See actual data from this high-conversion ad campaign on the next page!
The Solution
In the practice’s search, they discovered that traditional "cookie cutter" marketing companies had made various empty promises of overnight success and more business than they could handle. In addition, the practice ownership thought that because the website looked great, they didn't need to make any changes. Unleash Marketing, with 10 years of experience, and a specialization in working with doctors, hospitals and medical practices, was able to quickly assess the issues. We implemented the following solutions within 14 days:

While keeping the branding, colors and "feel" of the website intact, we rearranged the website so that the content potential patients care about is in one cohesive place.

- We eliminated the Zoc Doc appointment request tool, which requires visitors wishing to make an appointment to go through several steps, including creating a Zoc Doc account.
- We arranged the homepage so that visitors will naturally arrive at a prompt to schedule their appointment, after learning about the practice, its' doctors and which insurance plans are accepted.

The Results
Unleash Marketing Created a highly targeted Google Adwords Campaign to help drive potential patients to their website. The campaign displayed custom-build ads to potential patients within an 8 mile radius of the practice offices, and who had interest in strenuous activities such as running and weight lifting.

The Statistics of this campaign from May 13 – June 13 are below:

- The ads were seen 53,200 times over a 30 day period, increasing brand awareness for the practice at no cost (because the campaign was a Pay per Click campaign)
- The ads were clicked on 199 times, or an average of 46 times per week.
- Thanks to our decade of experience in creating and managing Pay per Click accounts for the medical industry, the average Cost per Click was just $1.29.
- The total cost of the ad campaign was $256.87.
- The ad campaign generated 40 tracked and recorded phone calls to the practice, at an average cost per phone call of $6.42
- An additional 3 appointments were requested from the practice website.

Conclusion
The ad campaign and website changes that Unleash Marketing implemented are generating **approximately 4 new in-office appointments per week for an average cost of under $17 each**. In addition, the in-depth analysis tools that Unleash Marketing installed are collecting valuable insights about what types of website visitors are most likely to become patients, which parts of the website visitors interact with the most, and how the practice can continue to develop and scale its online marketing campaign.
**HOW IT WORKS**

**Facebook Ads**
Ads appear on the Facebook timeline of users who live within 10 miles of the office and are running or cycling enthusiasts.

**Google Ads**
Ads appear next to Google search results when a person within 10 miles of the office searches for a phrase like "Shoulder Pain" or "Orthopedic Doctors".

**Landing Page**

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