

Major US Healthcare Practice utilizes Digital Marketing to boost website traffic by 125%



125%

Increased local organic website traffic by 125 %

#1

ranking in Michigan for oncierge Keywords

140%

growth in local patient social following

75%

increase in concierge memberships

CLIENT

Established in 2001, the client is a premier internal medicine practice in Michigan that delivers a revolutionary form of healthcare and provides patients with personalized, attentive quality medical care with personal physician access 24 hours a day, 7 days a week.

CHALLENGES

- A platform to re-brand their well-established practice in order to add aesthetics services and expand their offerings
- Strategy to maximize search engine optimization and reach new concierge patients

SOLUTION

- Lake B2B's marketing experts created a modern, elegant website that brought a high-end, luxury feel to the concierge medicine and aesthetics
- Third party listing citations were claimed, verified, updated and unified to reflect the client's name and the team also completed over 50+ listings that the client was not a part of
- A comprehensive social media strategy was implemented to connect with new local patients for concierge memberships and to promote new aesthetic treatments
- The Lake B2B team also developed a highly local social media advertising strategy to reach new patients and convert them for aesthetic procedures and concierge memberships

RESULTS

- Increased local organic website traffic by 125 %
- #1 ranking in Michigan for Concierge Keywords
- 140% growth in local patient social following
- 75% increase in concierge memberships



"The Lake B2B team has proven to be extremely effective in expanding our offerings. Their expertise in search engine optimization, social media, and online advertising continue to generate a high volume of new patients for us. I highly recommend them."

Rachel Moore, Marketing Head

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