



Driving Growth and Engagement in Healthcare

Woosper's strategic marketing campaigns Drives 70% Increase in Qualified Leads





Company Bio

DrFirst is a pioneering healthcare technology company dedicated to uniting the Healthiverse™ by connecting people and information for improved patient care. Established in 2000, they offer innovative solutions for care collaboration, medication management, price transparency, and adherence challenges.

DrFirst's technology is used by over 300,000 healthcare providers across the U.S. and Canada. Their commitment to innovation and connecting stakeholders sets them apart in the industry.

BIO

Major Challenges

- Their website struggled to rank in search engine results, making it difficult for potential patients to find them online.
- Previous attempts at paid advertising campaigns yielded minimal results, resulting in wasted resources and missed opportunities.
- Their online content needed to resonate with their target audience and capture attention or drive conversions.
- DrFirst had limited ability to track the effectiveness of their marketing efforts, making it difficult to identify areas for improvement.





Strategy

Woosper provided a range of digital marketing services tailored to DrFirst's needs:

- **SEO Audit and Optimization:** Conducted a meticulous technical SEO audit, pinpointing issues hindering performance and implementing a robust strategy to enhance on-page elements, build authoritative backlinks, and maximize organic search rankings.
- **Keyword Research and Targeting:** Researched and identified relevant keywords to target in both organic and paid campaigns.
- **PPC Campaign Management:** Managed and optimized PPC campaigns across Google Ads and social media platforms.
- **Content Creation and Distribution:** Developed high-quality content and distributed it across various channels to reach a wider audience.

➤ **Overcoming Visibility Hurdles**

Dr. First was struggling to attract new patients due to limited online visibility. Their website wasn't ranking well in search engine results, making it difficult for potential patients to find them organically. Woosper addressed this challenge by conducting a thorough SEO audit and implementing strategic optimization techniques. This included keyword research and targeting to ensure Dr. First's website appeared for relevant searches. Additionally, Woosper built high-quality content that addressed patients' needs and interests, further enhancing organic reach.

Optimizing Paid Advertising Strategies

Dr. First's previous attempts at paid advertising could have been more successful, leading to squandered resources. Woosper revamped the paid marketing approach by developing targeted PPC campaigns across relevant platforms like Google Ads and social media. This ensured their ads reached the right audience, maximizing return on investment. Woosper also implemented meticulous campaign management and optimization to continuously improve performance and generate qualified leads.

Engaging Patients with Compelling Content

Dr. First's existing content failed to connect with their target audience. Woosper recognized the need for informative and engaging content that addressed patients' concerns and built trust. They developed a content strategy that included blog posts, articles, and social media updates, all tailored to educate and empower potential patients. This not only fostered meaningful interactions but also established Dr. First as a credible healthcare provider in the competitive market.

OPTIMIZATION

➤ Organic Marketing

We conducted an in-depth SEO audit of Dr. First's website, identifying technical issues and areas for improvement. This included optimizing page titles, meta descriptions, and header tags for relevant keywords. We also focused on building high-quality backlinks to increase domain authority and improve organic search rankings. Additionally, we implemented a content strategy that focused on creating informative and engaging blog posts and articles that resonated with their target audience.

Paid Marketing

We developed a comprehensive paid marketing strategy that included targeted PPC campaigns across various platforms such as Google Ads and social media. This involved meticulous keyword research, ad copy creation, and bid management to ensure maximum return on investment. We also utilized retargeting campaigns to re-engage potential patients who had previously shown interest in Dr. First's services.

Content Marketing

We created a variety of engaging content formats, including blog posts, articles, social media updates, and informative videos. This content was designed to educate patients about various health conditions, treatment options, and the benefits of choosing Dr. First as their healthcare provider. We ensured that all content was optimized for search engines and distributed across relevant channels to reach a wider audience.

OPTIMIZATION

Results

- DrFirst experienced a 154% surge in organic website traffic within the past few months, demonstrating the effectiveness of the SEO and content marketing strategies implemented by Woospers.
- The marketing efforts resulted in an increase in qualified leads, 70% showcasing the ability to attract and engage potential customers who are genuinely interested in DrFirst's solutions.
- DrFirst consistently ranks on the first page of Google for key search terms, positioning the company as a prominent player in the healthcare technology landscape.
- 85% increase in website conversions, such as demo requests or whitepaper downloads, signifying a higher level of user engagement and interest in DrFirst's offerings.
- The marketing campaigns generated a 125% return on investment, proving the effectiveness of the strategies in driving tangible business results.

154%

Organic Traffic

85%

Website Conversion

125%

Return On Investment

RESULTS

Woosper's comprehensive digital marketing approach has been a game-changer for DrFirst. In a short timeframe, we've seen a remarkable increase in organic traffic, a surge in qualified leads, and consistently high search rankings. Their expertise in SEO, paid advertising, and content marketing has not only elevated our brand visibility but has also directly impacted our bottom line with a better ROI. We're thrilled with the results and consider Woosper a valued partner in our continued growth

-Anonymous @Dr First



Significant Impact

DrFirst has solidified its position as a thought leader in healthcare technology, driving greater adoption of its innovative solutions and contributing to tangible improvements in patient care. The increased brand awareness and visibility have not only attracted new customers but also strengthened relationships with existing clients.

Woospers has demonstrated its expertise in digital marketing for the healthcare sector, solidifying its reputation as a trusted partner capable of delivering measurable results. This successful collaboration serves as a testament to the power of strategic marketing in driving business growth and achieving meaningful impact within the healthcare industry.

IMPACT

Thank You

We build your online presence, and give your brand a voice.



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