CASE STUDY

GOOGLE ADS

Boosting Patient Leads for a Medical Imaging Center with Google Ads



Medical Imaging Center

OVERVIEW



OVERVIEW

This case study explores how a targeted Google Ads campaign successfully generated high-quality phone calls and leads for a local outpatient diagnostic imaging center. The campaign focused on specific income classes and interests to reach potential patients in Bergen County, NJ, and Passaic County, NJ.



ABOUT THE CLIENT

The client is an outpatient diagnostic imaging center offering various high-quality imaging services, including MRIs, CT scans, ultrasounds, echocardiograms, and X-rays.

The primary goal was to attract new patients and enhance the center's reputation through effective online marketing.



PROBLEM STATEMENT

The primary challenges included attracting new patients in a competitive local market and optimizing ad spend to generate valuable leads.

GOALS

The goals were to generate high-quality phone calls and leads for the medical practice, increase the number of new patients, and showcase the center's expertise and high-quality services online.





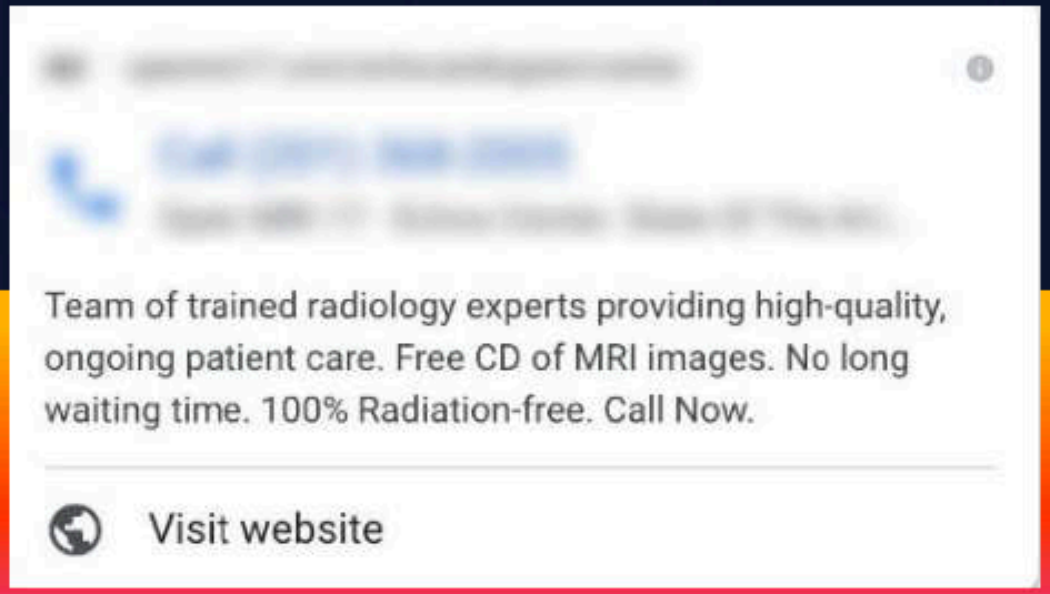
STRATEGY

The strategy involved custom audience targeting based on specific income classes, interests in health-related services and diagnostics, and age groups from 25 to 65+. The campaign was conducted in English.

The campaign types included search ads focused on users intentionally looking for imaging services and click-to-call ads designed to generate direct phone calls to the business.

BEST PERFORMING ADS

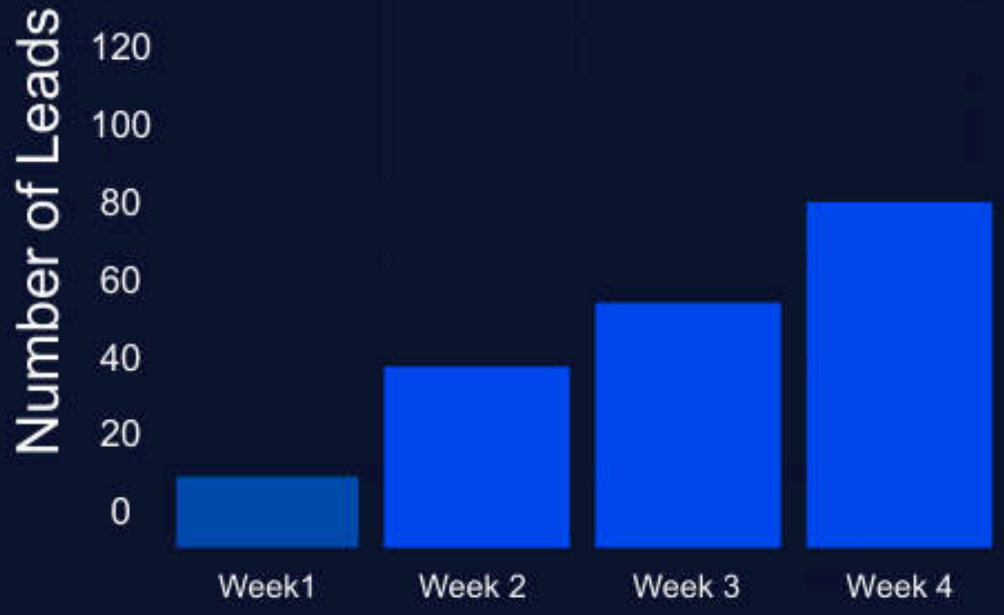
The best-performing ad in the campaign generated 76 high-quality phone calls and achieved a 3.45% click-through rate (CTR).



DETAILED RESULTS

The campaign achieved a significant 76% increase in high-quality phone call leads, effectively enhancing the center's local visibility and reputation.

This surge in patient inquiries and appointments underscored the success of the cost-efficient campaign, which operated effectively within a modest budget.



Budget: $1,000 per month
Location: Bergen County, NJ
and Passaic County, NJ

FINAL OUTCOME

The Google Ads campaign resulted in a 76% increase in high-quality phone call leads for the outpatient diagnostic imaging center, strengthening its local market presence and reputation.

CONCLUSION

Through a well-targeted Google Ads campaign, the outpatient diagnostic imaging center successfully attracted new patients, increased phone call leads by 76%, and improved its local market presence. The strategic focus on custom audience targeting and campaign optimization played a crucial role in achieving these impressive results.

