

Growing awareness & revenue of a local, but nationally ranked, eye surgeon's practice



**NORTHEAST OHIO
EYE SURGEONS**

Services Utilized:

Digital Marketing

- Campaign Strategy Development
- Email Marketing
- Social Media Marketing
- Retargeting & Remarketing

Web Design

- Responsive Website Design
- User Interface Design (UI)
- User Experience Design (UX)
- Landing Page Design

Development

- Responsive Website Development

Traditional Advertising

- Print Ad Design
- Print Collateral Design

Industry: Medical

Location: Akron, OH

Project Opportunities

Northeast Ohio Eye Surgeons has made it their mission to provide the highest quality vision and cutting-edge surgical care in a compassionate, friendly environment. Eager to grow their LASIK business, Northeast Ohio Eye Surgeons hired VividFront to launch a local digital marketing campaign.

We determined three challenges:

- Convince new website visitors to place their trust in NEOES for a fairly expensive surgical procedure
- Appeal to a younger target market, that in which LASIK is growing in popularity
- Scale Cost-Effectively in a Competitive Industry

The Strategy

VividFront worked with Northeast Ohio Eye Surgeons to design and develop a new website that answered all of their needs:

- Large and adjustable font size for those with blurry vision
- Selected photography for each market: older people for cataract care and young, more active people for LASIK
- Best UX practices for an easy-to-navigate web experience

Along with an optimized site, VividFront managed digital marketing campaigns through Landing pages, Google AdWords, Automated Review Platforms and Conversion Optimization.

See campaign results on the next page →



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The Results Week of October 13-15, 2020

Conversion Rate

Users that have indicated interest in your company's product or service by converting a call to action

LASIK Goal

2-4

Qualified Leads per Month

LASIK Results

8-12 ↑

Qualified Leads / Month

2%

Conversion Rate

4% ↑

Conversion Rate

Leads Generated

Users that have indicated interest in your company's product or service by converting a call to action

Evaluation Appointments

60% ↑

of Leads Became Evaluation Appts

Successful Surgeries

30% ↑

of Appts Became Surgeries

YoY Growth

Growth of the entire practice in 1 year

Increased

10% ↑

of the entire practice

Avg. Conversion Rates

Users that have indicated interest in your company's product or service by converting a call to action

2017

8.91%

Conversion Rate

2018

16.83%

Conversion Rate

2019

18.06%

Conversion Rate