Science of Industry + Art of Culture = Xcite Tenacity

the xcite group

LOCATION-BASED PPC ADVERTISING

INCREASE IMPRESSION SHARE
&
CONVERSION RATE

OUR CLIENT

Leading asthma and allergy practice in Colorado came to Xcite in 2015 to expand its client base and online presence. Using traditional PPC strategies, Xcite was able to meet its goals and provide the practice with the tools it needed to thrive online.

In order to build on an already strong digital strategy, our internal optimizing teams dove into the available data in early 2020 to uncover opportunities to better meet potential patients where they were in the physician selection process.

Updating local preferences, decentralizing the ad campaigns, and a new website have proved to improve important metrics like Impression Share Percentage and Cost Per Click.

What is Impression Share?

Impression share (IS) is a good way to understand whether your ads might reach more people if you increase your bid, budget, or relevancy. It is the percentage of impressions that your ads receive compared to the total number of impressions that your ads could get.

The Results

12% Monthly Average Impression Share Increase

5% Average Decrease in Cost Per Conversion

20% Monthly Average Conversion Rates

See our workbook below for details!

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LOCAL OPTIMIZATION

Instead of using a single, cookie-cutter approach to represent your varied locations and branches, it is time to start considering how to use each subsidiary's unique qualities to your advantage.

Start by assembling a list of all the unique locations in which your practice operates.

Next, brainstorm what makes each iteration different. These nuances will allow you to target your campaigns while communicating a clearer message to prospective patients. Fill out the worksheet below to start generating ideas for your localized PPC campaign.

LOCALIZED PPC WORKSHEET

Answer the questions below for each clinic in your practice.

Where specifically is the clinic located?

_____

Who is your most common type of client? What are their age, income, and demographics?

_____

_____

_____

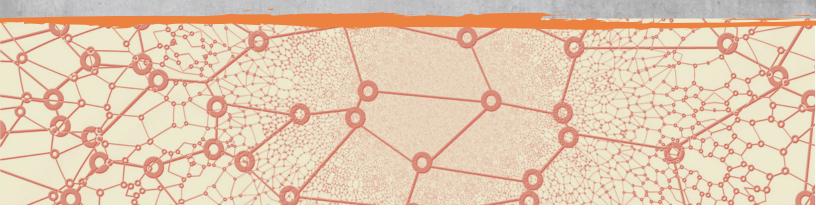Who is your ideal client and what services are they looking for?

_____

_____

Does the clinic have any specialty or signature treatment?

_____

Is the clinic known for any specific providers?

_____

AD DECENTRALIZATION

How can decentralizing your ads help you grow and understand the marketing dollars attributed to growing your practice?

Let's start off with an example of controlling your ad budget for the whole practice under one campaign. You have clinics surrounding the metro area and within the city itself. Because of this, we often see that the clinics in the larger cities will spend most of the budget because that is what is being searched for more.

However, let's say your clinics surrounding the city are in more need of that advertising budget. Maybe one clinic is struggling more than the others, there isn't a way to understand the data necessary to help support that particular clinic.

The key to solving this issue is to decentralize your campaigns. Instead of having one ad campaign targeting a large area that covers all your clinics, break them down by location to be within their own campaign. This will enable you to control the ad budgets of the individual campaigns, meaning when one clinic needs a boost, you have the control to add more to that budget without impacting the other locations.

Expert Tip: Be sure to organize the ad groups in each campaign with similar keywords and services and be sure to run three variations of ads in each ad group.

Once you have broken down your clinics by location and you have separated your ad campaigns, you can begin to explore the ad content that would be most valuable for your target audience in that area. Here are a couple of ideas to help you through the content creation process.

THINGS TO KEEP IN MIND

Weather and Environment

Whether you're treating fall asthma flare-ups or addressing summer allergies, your local weather and environmental conditions determine what patients are needing. Google Trends can be a great resource for identifying seasonal ailments. Try it by searching for "Allergies" in your region.
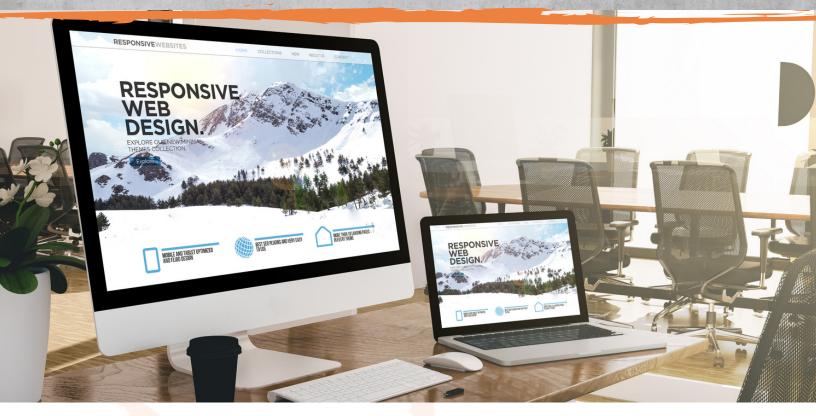
School Schedule

From new inhalers to peanut immunotherapy, summer through the start of the school year can dramatically increase the demand for allergy and asthma consultations. For existing clients, using school breaks as opportunities for checkups can also be a successful seasonal campaign.

WEBSITE OPTIMIZATION

How do PPC and Website Optimization work together?

You can spend thousands of dollars on ads but if your website is slow and clunky, there is a good chance you are losing many potential patients. A recent Google study reported that a website loses 30% in conversion rates for every second it takes to load. Make sure that once someone clicks on your ad, they end up on an informative and easy-to-navigate landing page.

Every year, clients' expectations for speed and ease of use continue to grow. While building a new website is not always necessary, we have seen that combined with a robust marketing strategy, a new website can greatly increase conversion rates.

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OUR FAVORITE WEB TOOLS

We have a number of tools that we use at Xcite to help clients optimize their websites and handle the increased traffic from successful PPC campaigns.

Xcite's SEO Audit

We are proud to offer our very own SEO report. By analyzing the structure and format of your website our algorithm can make practical and reliable suggestions to increase your search ranking and website speed.

Google Speed Test

The industry standard in website speed tests, this will allow you to identify which elements of your website are contributing most to loading speeds and response times. We recommend our clients aim for a score of at least 90 on desktop.

JotForm

We use JotForm to create and track all form submissions coming from our PPC campaigns. JotForms are HIPAA compliant and easy to use.

ARE YOU READY TO TAKE THE NEXT STEP?

It is important to note that there is not a single strategy that will work for every business. At Xcite, we pride ourselves in helping each of our clients find a digital marketing strategy that works for their growing business.

Through the process, Xcite is always happy to see our clients' success, but that doesn't mean that we aren't constantly innovating! We have been in business since 2011 and put a heavy emphasis on transparent reporting and educating our clients.

If you are ready to increase your impression share and conversions rate, or your need help starting your PPC campaign from scratch, contact Xcite today and set up a time to chat with us about your business.

SCHEDULE A FREE CONSULTATION

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