

## Pediatric Practice Marketing

# CASESTUDY ON DIGITAL MARKETING AND PRACTICE GROWTH

Traditionally, growing your pediatric practice relied on word-of-mouth and referrals. The challenge with both of those is they are often out of your control as a practice manager.

But there are other opportunities to drive awareness with the right audiences. At BARQAR, we help pediatric practices build more visibility, engage with existing patients, and drive more inbound traffic to build their practice.



# BARQAR

DON'T BE PART OF THE HERD. **BE HEARD.**

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## CASE STUDY: 80% Growth Year Over Year

We work closely with a pediatric practice in Buffalo, NY. They serve a very diverse patient population with a wide range of socio-economic and cultural demographics. Here's how we help:

### Practice Goals:

- Increase visibility of their practice with families within a 15 miles radius
- Drive more engagement with existing patient families
- Increase awareness and visibility of pediatricians
- Increase utilization of the patient portal
- Drive more inbound "new patient" requests
- Improve their social media presence

## OUR APPROACH:

To help connect with the diverse audience the practice serves, we had to create content that appealed to a wide range of patients, families, and referring practitioners. We found a high rate of social media usage within the patient population and paired an aggressive content strategy with social media outreach.

### ➔ Pediatric Practice Website Resource Center

We launched a pediatric patient resource center on the website. In the past, the website provided links to outside resources for patients. But in analyzing traffic trends, we found that when people clicked on those links, they rarely returned to the practice's website. Even worse, many of the outside resources that pediatric practices point to, direct potential new patients to OTHER PEDIATRIC PRACTICES!

By adding the BARQAR Pediatric Resource Center to their website, patients can access helpful information and articles right on the practice's website (without driving that traffic to a different website).



### ➔ Increase Patient Portal Usage

On every page of the Patient Resource Center, we include strong calls to action directing more people to the patient portal. We also use this to highlight special announcements, practice news, and encourage new families to schedule an appointment.

### ➔ Social Media Posting

In the past, the practice's social media accounts were difficult to manage. Now, their social media management is almost on autopilot. Each article in the resource center is paired with a strong social sharing image and provides a one-click share feature. Additionally, engaging infographics are used to capture attention online and throughout social media. By sharing this great content on the practice's social media accounts and in local parenting groups, traffic is driven back to the practice's website, and the results have been amazing.

## THE RESULTS The results from this program speak for themselves!



### INCREASED PRACTICE VISIBILITY

By pairing great content with social media engagement, we dramatically expanded the practice's digital footprint and reached more families and referring physicians. As a result, unique monthly visitors to their website increased by over 78%!



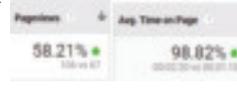
### MORE ENGAGEMENT WITH FAMILIES

In addition to driving more people to their website, the total number of page views increased dramatically. People coming to the website visited 80% more pages on the website each month!



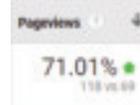
### INCREASED VISIBILITY OF PEDIATRICIANS

By directing families and referring practitioners to learn more about the practice's pediatricians, we were able to build more visibility and trust. Traffic to the "Physicians Bios" increased nearly 56%!



### NEW PATIENT REQUESTS

The aggressive content and social media strategy allowed the practice to reach a lot of new local families. Monthly page views grew by over 55%, and those new potential patients are staying on that page twice as long!



### APPOINTMENT REQUESTS

The practice's contact/appointment page saw a huge spike as well. Monthly pageviews increased 71%.



### ONLINE VISIBILITY SKYROCKETED

Their website, which now includes a great collection of content, gained a lot more online visibility. Monthly organic traffic from search engines increased 96%, direct traffic increased over 50%, and traffic from social media is up nearly 117%!



## Looking to Grow Your Practice?

Contact the pediatric practice marketing experts at BARQAR. We would love to help increase your online visibility, fuel your social media accounts with engaging content, drive more traffic to your website, and encourage more new families to connect with your practice.

Contact us today at **888-576-6100**.