

Lifestyle Case Study

Abstract

Owning a website for the expansion of his business was Dr. Verma's aim. To accomplish this goal, the first step we took was to analyze his target market and audience. We conducted primary and secondary market research using online surveys and found that 72% of consumers prefer to visit local clinics rather than going to another city and 46% of all Google searches are local. Based on these studies and Dr. Verma's requirements, we initiated a strategy in which local patients within 15 miles of distance from the clinic were targeted because it was easy for them to reach the clinic.

About The Client

Lifestyle Physicians is one of the well known weight loss and fitness centers that focus and support the development of a healthy lifestyle. It has its offices in Warrenton and Culpeper, in Virginia, and comprises of medical and naturopathic experts. These professionals combine traditional and natural medications in a friendly and relaxed manner for their patients. Their clients are Fairfax, Gainesville, Manassas, Charlottesville, Richmond and many more.

Objective



Patient Appointments &
Lead Generation



Patient Lead Management
Tracking System



Patient Retention &
Relationship Management



Brand Building &
Reputation Management

Situation

Dr. Verma has several years of expertise in medical science. He wanted to open a self-owned clinic and spread the news of its establishment. But he needed more help to accomplish this task, and therefore approached us to promote his new journey and spread this message to numerous people.



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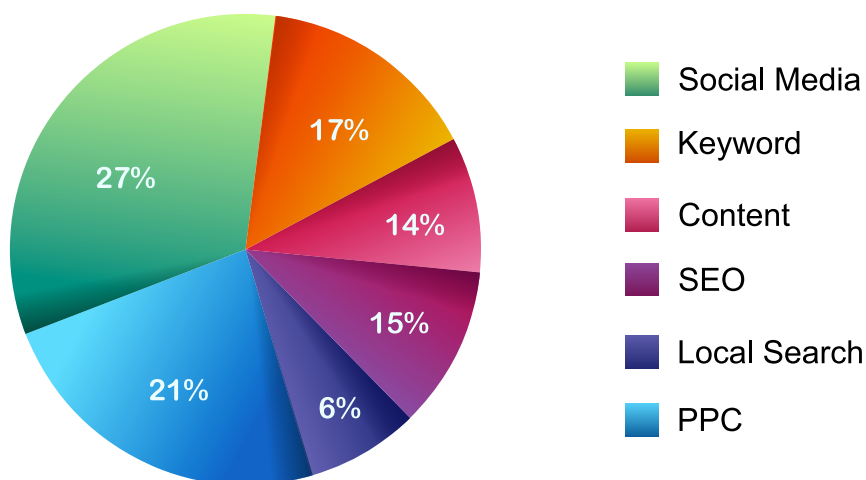
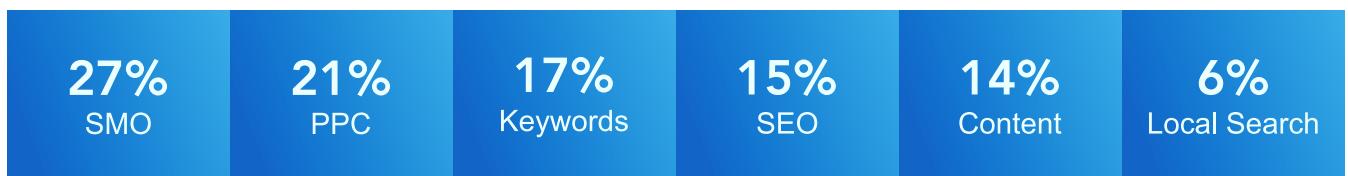
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Solution

Before beginning to working on the project, we needed an approachable and effective strategy. We looked at stats and the results were not surprising. 93% of all online experiences begin with a search engine and 58% of searches come from mobile. If the first search result is not mobile friendly, 40% of visitors skip to a different one. Therefore, we began our work with SEO campaign. We studied the latest trends in search engines and identified the keywords and pages that needed to be focused. We also targeted mobile marketing. AMPs were implemented to boost organic traffic through the medium of mobile phones. We began organizing 'Weight Loss Challenge Event' every year that focused on specific age groups to enhance the reach of this project.

Strategy

A strong base is essential to aid the growth of a business and so we began this project in January 2015. To expand the reach of Dr. Verma's clinic, we focused on various promotional channels for the drive. The data for these is given below:

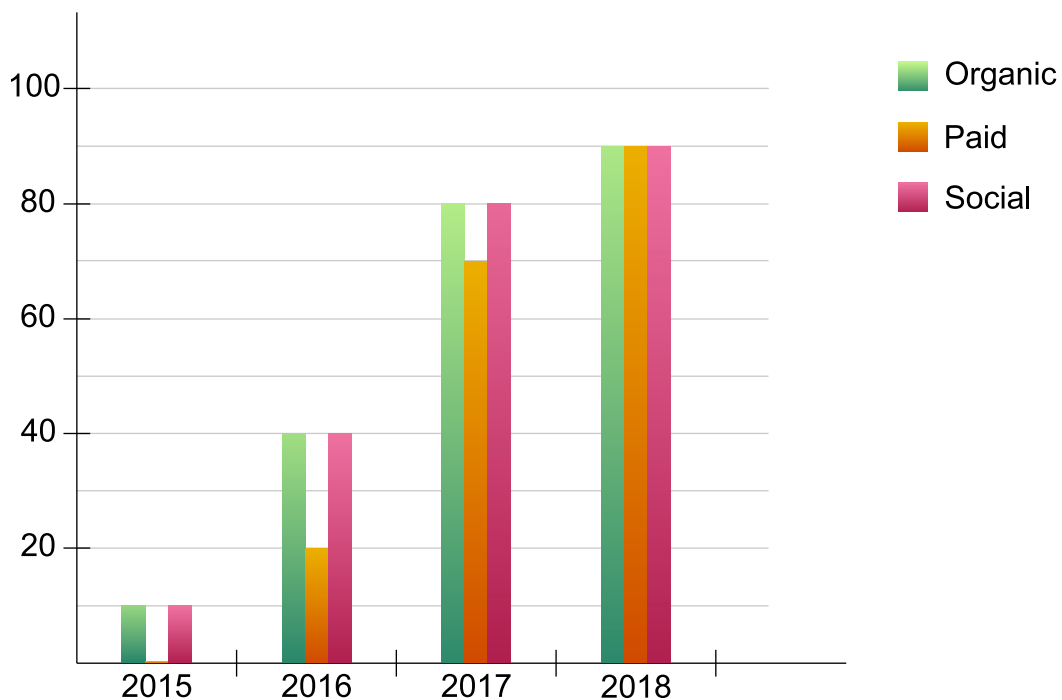


Apart from this, we categorized the traffic on the website into three, namely organic, paid, and, social. For the further promotion of business, we began conducting "Weight Loss Challenge" every year in December and have been declaring the results in April. The winners are later rewarded. Besides SEO and SMO, we implemented tactics of digital marketing.

Social media captures over 30% of online time and 86% of consumers prefer more authentic and honest brand personality. Hence, our team launched several events and created promotional tools like e-newsletters, e-banners, etc to increase the reach of the brand.

Result

We began working on the project in 2015. Then, the website's organic and social traffics were around 10% each, while paid traffic was nearly zero. As the years passed by, we triumphed in attracting a huge traffic towards the brand. By the end of 2018, the traffic reached 90%. This was a considerable increase of 80% in organic and social traffics each and 90% in paid traffic.



Business Revenue

The current ranking of Lifestyle Physicians is comparatively much higher than when we began working on it. There has been an increase in the revenues and a lot of positive reviews have been received from the patients. With our continuous efforts, the traffic on the website has increased by around 30% - 40% each year and numerous visitors have shown their interests towards the clinic.

The Business is now a million dollar company.

