

# CASE STUDY (Sports Medicine Practice)

## INDUSTRY

Health and Medical Organization

## SERVICES

Auxilic DXP



A well-respected Sports Medicine practice needed more demand generation from their website and an improved way to manage new content, appointment setting, and social media all without hiring a fulltime team.

- Corporate Website
- Content Management
- Online appointments
- Social Media



## CASE STUDY

Many doctor's offices and medical practices share a common approach to their digital presence and social activity, build it and they will come. Unfortunately, in today's highly competitive medical environment just being present is not enough and therefore without an SEO optimized website and proactive social engagement many practices are left scratching their heads as to why their practice isn't more recognizable, searchable and appreciated by existing and prospective patients.

## CHALLENGES

- Slow web response times
- Poor results on Google search; crude SEO
- Patients or prospects not able to key search terms on website
- Cumbersome means to update website
- No social strategy
- No lead generation
- No ability to book appointments online
- Lack of responsive design, not mobile or tablet optimized

## SOLUTION

- Auxilic DXP digital experience platform, including:
  - Web & eCommerce build, SEO, hosting, site management and regular backups
  - Online appointment setting tied to CRM
- Lead generation strategy implemented
- Affordable monthly fee for management of their site, content creation, social strategy and execution.



## BENEFITS

- Enabled fast, reliable start up of the organization's digital foundation and content management system
- Client did not take on the burden and risk of needing to search, hire, build, and manage an entire marketing team
- Day-1 team including industry expertise and ongoing advisory
- Social marketing calendar and regular execution cadence driving new client acquisition and nurture
- Automated lead generation driving new business
- Regular reviews equated to Auxilic being thought of as a part of the practice



## COMPLEMENTARY SOLUTIONS

The following are complimentary services the client was considering for future execution at the time of publishing.

- Auxilic Ai Video Storytelling
- Auxilic Decision Calculators
- Client case study development

