



CASE STUDY

JVI Provides Successful Pay Per Click and SEO Solutions for Hearing Center

JV Innovations' (JVI) custom pay-per-click (PPC) and Search Engine Optimization (SEO) solutions are paying off for a growing hearing center. Not only is the hearing center receiving an increased number of phone calls from potential patients after implementing its new PPC campaign and SEO processes developed by JVI, but it is doing so while spending much less on its online marketing campaigns than it was previously. In addition, the hearing center is also getting a record number of quality visitors to its web site as a result of its newly implemented marketing campaigns.

Situation

The hearing center had been working with personnel at a local newspaper to create and manage its PPC and Google AdWords campaigns. It was spending approximately \$11 per click (which is considered high in the industry), and the clickthrough rate (CTR) was less than .01%. Even though the hearing center was not very aware if these marketing campaigns were working or not, or what the expectations should be, it did believe something was not right based on the lack of returns it was receiving – the hearing center was not seeing an increase in quality traffic on its web site, nor was the hearing center seeing an increase in phone calls from potential patients. Except for some basic reports provided to the hearing center from the newspaper, there was also a lack of communication between the two parties.

The hearing center needed a solution where they could see more of a return on their investment, specifically attracting and connecting with more potential patients.

Solution

The hearing center had already been working with JVI on improving its SEO processes, including adding a blog to its web site and optimizing its web site content. After learning more about the custom PPC and Google AdWords solutions that JVI offers, JVI reviewed the hearing center's marketing data for the PPC and Google AdWords campaigns that the newspaper was managing.

JVI discovered the following:

- Ads were being targeted to consumers that did not live within geographical proximity to the hearing center – ads were displaying for consumers who live up to 400 miles away.
- The ads were designed with no input from the hearing center in regards to content, and the ads were not being adjusted based on ad performance.
- The hearing center was spending approximately \$3,000/month on its PPC and Google AdWords marketing campaigns.

JVI then developed a PPC and Google AdWords marketing campaign designed specifically for the hearing center. The monthly ad spend would begin at \$2,000, and the ads would be effectively placed on Google and other search engines over time. JVI also took into account the hearing center's targeted demographic and population. Consequently, JVI was able to refine the hearing center's core market for its marketing campaign.

JVI also worked with the hearing center to develop effective calls-to-action that would serve as the basis for the ads. JVI's Google-certified professionals developed both text and banner ads for the

hearing center – the ads were refined based upon the time of year, and adjustments were made as necessary based on various data.

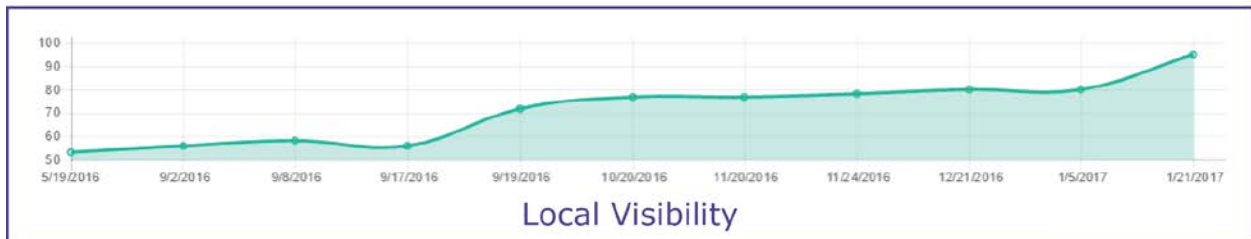
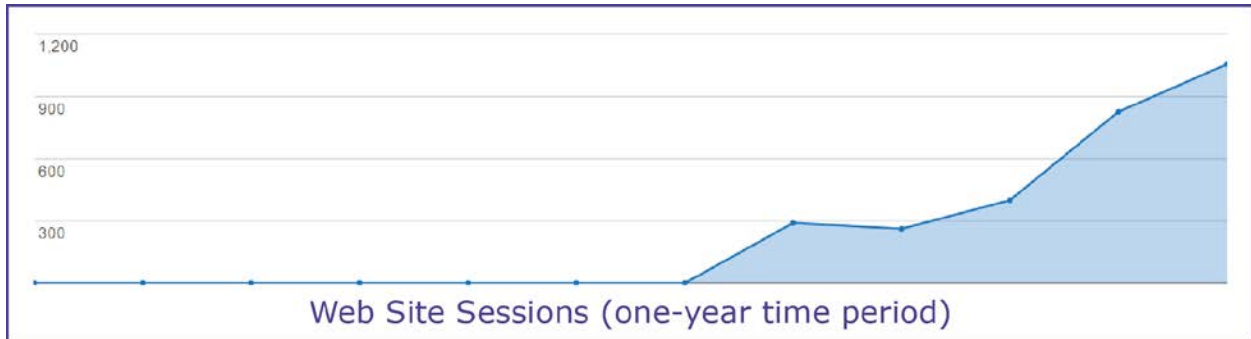
Within two months of rolling out the new marketing campaign developed by JVI, the cost-per-click (CPC) decreased to under \$3/click, which translated to nearly 70 clicks/day for the budget. In addition, the number of web site sessions improved – the previous monthly average was approximately 200 sessions, but then increased to a monthly average of over 500 sessions after the new marketing campaign was implemented. The one-month high is 1055.

JVI also provided the hearing center with monthly reports, which included data related to its PPC, search engine optimization (SEO), and local visibility.

Impact

The custom PPC, Google AdWords, and SEO solutions that JVI created for the hearing center has resulted in a much greater ROI for its marketing budget –the cost of the hearing center’s marketing campaigns has decreased, while the number of potential new patients contacting the hearing center has increased.

In addition, the hearing center’s web site is getting more quality traffic than it was previously, and the hearing center can view its analytics at any time through its custom web site dashboard.



“We are really seeing positive changes on our end. The phone is ringing more and we’re much busier. When we ask patients where they found us, it’s been mostly online from Google searches,” states the owner of the hearing center.

Furthermore, the hearing center is working with JVI on implementing other types of digital marketing campaigns due to the positive results it is now seeing from its PPC and Google AdWords campaigns, and the new SEO processes.