



CASE STUDY:

Boosting Patient Acquisition and Generating \$245,000 Revenue

Digital Advertising vs. Directory Listings ROI Analysis for a Large Orthopaedic Practice

CASE STUDY:

Insight Marketing Group conducted a detailed analysis for a large orthopaedic practice to compare the return on investment (ROI) from digital advertising versus directory listings. The practice faced uncertainty about the comparative ROI from digital advertising (specifically Google AdWords) and Google My Business directory listings.

Insight Marketing Group implemented a multifaceted approach:

- Call Tracking: A call tracking system was installed to monitor calls generated from digital ads and Google My Business listings.
- Google My Business Optimization: Updated and optimized listings to ensure accuracy and relevance.
- Data Analysis: Mapped call data against patient records to establish the direct impact of marketing strategies on new patient acquisition and revenue generation.



Google My Business Listings:

Generated 6,100 calls, resulting in 700 new patients and \$245,000 in revenue.

RESULTS



Digital Advertising:

Also contributed to new patient acquisition, with detailed data on conversion rates and revenue generated.

We Simplify Your Marketing, So You Can Run Your Practice.

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