



# **BARKER** **BARIATRIC CENTER**

## Case Study

**74% of all leads are generated through PPC.**

### Category:

Healthcare/Bariatric

### Situation:

The Barker Bariatric Center is one of the first and most well-established bariatric practices in the Dallas area. Recently, though, the market has become saturated with numerous new competitors challenging for share of business.

Our agency knows the industry well. Matter of fact, we've generated incredible results for another bariatric surgeon in the area. Dr. Barker saw these results and asked us to help to continue to build his brand. Of course, we had the blessing of our other client.

### Challenge:

Dr. Barker's share of voice in the market was declining in accordance with the increase in competition. He needed to identify a unique point of difference to maintain his category leadership and to regain a competitive edge in the marketplace.

### Solution:

Research showed patients wanted more face time with their bariatric surgeon before making such an important decision. So we created a new brand position touting a personal consultation offered by Dr. Barker. This new positioning and identity was executed through an integrated advertising campaign focused on driving new patients online to request a one-on-one consultation. Components of our media plan included paid search (PPC), search engine optimization (SEO), collateral, outdoor and TV.

### Results:

In just six months we experienced a dramatic increase in all key measures (even against an increase in competition and decline in media share of voice).

- Total website traffic – 56% of total traffic is generated through PPC.
- Total leads – 74% of all leads are generated through PPC.
- Number of new patients seen.
- Total monthly procedures performed.
- Leads to consultation conversion rate.
- Consultation to surgery conversion rate.