



MD Connect, Inc.
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CASE STUDY #2 - Leading National Body Sculpting Chain

Background:

One of the largest body contouring (liposuction) centers in the nation (with ten locations in seven states) had been using a professional web marketing firm to manage their online marketing budget. In 2010, they decided to trial MD Connect in their largest market (Los Angeles, CA) and within 2 weeks of program launch they saw enough results to expand out to six (6) of their locations. The remaining locations were (initially) given to another nationally-known online marketing agency in a 'bake-off' scenario.

Execution:

As part of their effort, MD Connect implemented the following online marketing strategies:

- Localized micro-websites created for each of their individual markets (9)
- Paid search campaigns created on all major search engines and segmented for search, display, mobile, placement, content, Spanish and branded terms.
- Multiple landing pages implemented with subsequent multivariate testing and optimization.

Results:

After running these campaigns for over 6 months, practice management concluded that MD Connect performance was significantly better and worthy of an exclusive commitment.

A key executive at the practice summarized the situation: *"Not only has MD Connect significantly outperformed our past online agency, but for six months we compared them head-to-head with a much larger, more well known online marketing firm. Although the other firm sounded great during the sales pitch, in the end, MD Connect provided far greater service, and more importantly generated far better results with a cost per referral lower than anything else we do. As a result, we've consolidated our online spend with MD Connect and actually expanded it by shifting advertising dollars out of other traditional media. The impact on our business is definitely noticeable."*

The following are some of the improvements MD Connect was able to achieve:

- **Improved referral volume by 35%*** while maintaining cost per referral within the targeted range.
* Over first 7 months, compared to previous ad agency
- **Increased referral volume 63% while simultaneously reducing effective cost per referral 29%**.**
** Within 2 months after taking campaigns over from large national online marketing agency

"...MD Connect significantly outperformed our past online agency, ...head-to-head with a much larger [agency]... provided far greater service, ...far better results with a cost per referral lower than anything else we do....The impact on our business is definitely noticeable."