

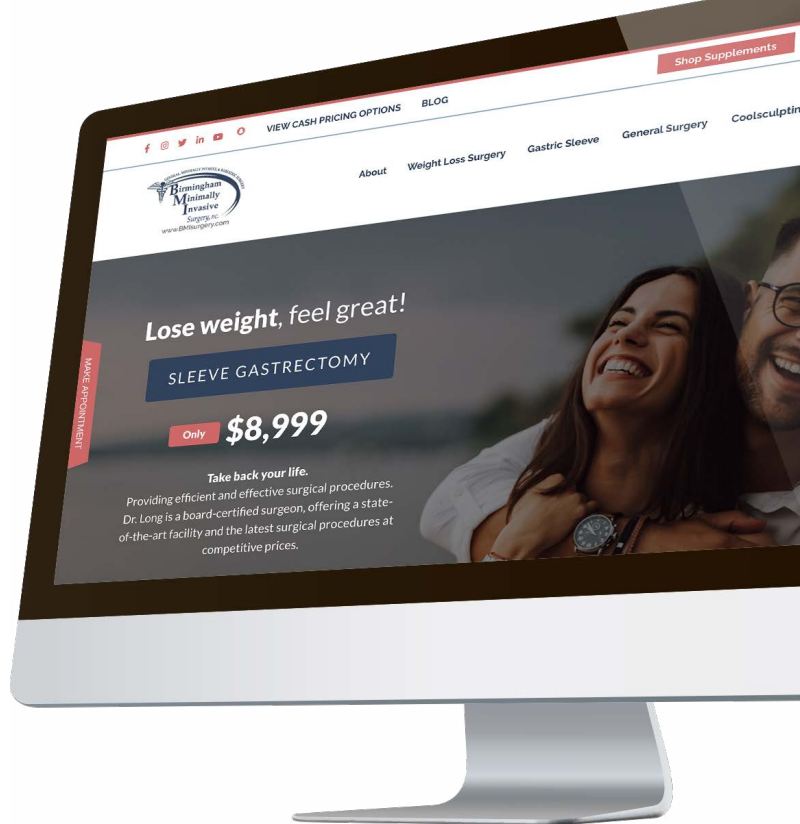
CASE STUDY

Birmingham Minimally Invasive Surgery

Solidifying their future with HLM: the power of a long-term partnership

"We've trusted HLM with our marketing for over five years and couldn't be happier. They continue to provide new strategies and ideas to grow our weight loss surgeries every year."

— Dr. Long, Birmingham Minimally Invasive Surgery



"The power of a long-term partnership."

In 2017 BMI reached out to HLM to boost its digital presence and bring in more new patients. Over the past six years, HLM and Dr. Long have worked closely and collaboratively to define his target clients, focus his website, and build a multi-channel strategy that continues to attract new weight loss patients from across his region.

KEY METRICS

408%
More Conversions
Year-Over-Year

78.37%
Reduced Ave
Cost-per-Conversion
(CPC)

300%
More Weight
Loss Surgeries



INDUSTRY
Healthcare



BUSINESS TYPE
Single Location



LOCATION
Birmingham, AL



HLM SERVICES

- HLM Performance
- SEO Custom
- Core70
- PPC

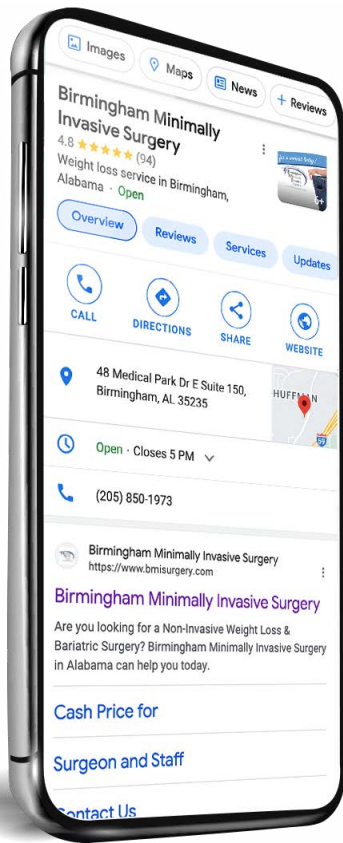
Before they partnered with HLM, BMI never imagined how much stronger and more profitable he could be using **PPC** as part of a robust long-term digital marketing strategy.

Unleash Online Potential!

Nobody knows your business better than you and not many agencies know the healthcare industry better than HLM.

Join the over 2,000 local businesses accelerating their growth with the strategies, tools, and technology, only available from HLM





Defining Target Patients for Optimal Results

For a variety of reasons, BMI's number one goal (and measure of our success) was to increase weight loss surgeries. Within the first year, we were able to triple weight loss surgeries and double bariatric surgeries. Then the market shifted. People were researching differently and using a variety of channels to choose their doctors. Through research and analytics, and regular meetings with Dr. Long we were able to redefine the target patient and refocus our strategy and campaigns to reach this more informed, goal-oriented patient. With due diligence, data analytics, and the trust of Dr. Long we continue to deliver the ideal weight loss patients to BMI.

Building and Reinforcing a Digital Foundation for Growth

It's no secret that people start their weight loss surgery search online. It's also true that people choose to trust your practice based on your reviews, website, and online visibility. In 2017 we built BMI a professionally branded website with a streamlined UX, and pages filled with original content to increase visibility, authority, and trust in the market. When the market shifted, it meant revisiting the website with a new lens. To reinforce what was already built and attract this new, more informed audience, we updated the website with more specific information about procedures and prices, but also featured lifestyle images and outcomes, balancing logic and emotion to attract more patients. We also added several location-based pages that now rank on page one in most markets.

Expanding Reach and Dominating SERPs with Paid Ads

It's a fact that people travel long distances for weight loss surgery from trusted practices. Dr. Long had an excellent reputation in his local market. By following data and trends, our paid experts were able to proactively target markets across Alabama with the most weight loss searches by people ready to take action. Simultaneously, by refining their audience, location, time of day, and other criteria, we were able to increase conversions 408% and reduce cost per conversion 78.37%.

Unlock your potential. Gain your competitive edge.

In today's ultra-competitive digital marketing landscape, the difference between gaining a customer and losing one to a competitor is razor-thin. That's why you need a digital agency that's experienced in your industry, builds its own technology, and specializes in multi-channel digital marketing strategies that strengthen your brand position to dominate search results and gain maximum business impact.

Competitive Insights

Real-time competitor insights to get ahead and stay ahead.

- Understand your market & competitive landscape
- Identify your online weaknesses
- See competitor strategies
- Set benchmarks for success

Unmatched Transparency

Alignment, communication, and transparency you need to grow.

- One login access to critical metrics, leads, support, and account info
- Real-time HLM activity tracker
- Built-in feedback loops to rate leads & performance

Leading Technology

Reach your best customers, stay relevant, and operate leaner.

- Industry's best website speed, security, & stability
- Real-time lead tracking & management
- Customer feedback & reviews generator
- Intuitive, mistake-proof website CMS