

A laptop screen shows a design tool interface with a sidebar on the left containing options like "All your designs", "Templates", "Photos", "Apps", "Brand Kit", and "Design School". The main workspace displays a design with the text "Design any" and "Stop the spread. High quality information about Covid-19".

CASE STUDY:

Orthopedic Practice

How Sound Moves Marketing helps Coastal Orthopedics optimize and grow its online presence and attract new patients with powerful SEO and digital marketing strategy

Coastal Orthopedic Associates: Overview

Coastal Orthopedic Associates is a thriving Orthopedic Practice on the North Shore of Massachusetts. With 7 Board-Certified Orthopedic Surgeons and a 49-year history, they take pride in serving the communities' needs and providing high-quality orthopedic care.

After partnering with Sound Moves Marketing on a successful website redesign, Coastal Orthopedics put their trust in the healthcare marketing experts at SMM to create a customized digital marketing strategy that included a variety of projects ranging from SEO, print + digital advertising, branding & collateral, email marketing, patient newsletters and more.

Sound Moves Marketing recommended a new digital strategy with monthly search engine optimization (SEO) efforts to generate more impactful results. In an effort to attain their goals of increasing online visibility, patient conversions and online reviews, Sound Moves Marketing identified several digital opportunities to capitalize on conversions and other service line goals.

“Our favorite part of working with this team is their 100% focus on making sure the patient experience is always positive. One of their main goals was increasing patient reviews, and after a series of digital campaigns, we were able to increase Google Reviews from just a handful to 1200+ 5-star reviews for all 3 practice locations!” - Wendy Durham, Owner of Sound Moves Marketing

Client Goals:

The team at Coastal Orthopedics are awarded experts and leaders in orthopedic care for bone, joint and muscle injuries and conditions of the body. They came to us with 3 main goals: Increase online visibility, patient conversions and online reviews.

Opportunity:

Sound Moves Marketing created an integrated marketing plan focused on online visibility, patient retention and paid campaigns. The carefully executed strategy included paid search campaigns, email marketing, monthly blog posts, quarterly patient newsletters, reputation management and social media management. In their PPC campaign, keyword research drove the direction for ad copy, landing page copy, and campaign budgeting. New landing pages were created to promote their services by supporting multiple locations on a single page with clear conversion points added throughout.

Outcome:

SMM's digital marketing team created a full digital strategy beginning with new accounts, campaign structure and assets, as well as continuous suggestions for optimization, leading to significant growth in digital performance. Using new digital channels has opened new doors for Coastal Orthopedics to reach a massive audience while promoting the practice as a visible leader in orthopedics on the North Shore of Massachusetts. [View the work and more results here>](#)

12-MONTH IMPACT

↑ 78% website traffic

Website traffic increased from 900 visitors to an average of 1600 visitors each month

↑ 174% organic search

Organic search grew 174% to 900+ organic visitors per month

LEAD GENERATION: PHONE CALLS, CHAT AND FORM SUBMISSIONS

↑ 400% leads

Ad campaigns generated 50-60 phone calls and chat/form submissions per month

ONLINE REVIEWS: GOOGLE, YELP, FACEBOOK

↑ 600+ reviews

Online reviews increased from 20 reviews to 600+ reviews and increased from a 3-star average to a 4.9-star average!

24-MONTH IMPACT

↑ 256% website traffic

Website traffic has increased to an average of 3,200 visitors each month

↑ 311% organic search

Organic search grew 311% to 1350+ organic visitors per month

↑ 1300% leads

Ad campaigns generated 140-145 phone calls and chat/form submissions per month

↑ 1200+ reviews

Online reviews are now tracking over 1200 (and counting) for 3 locations with a 5-star average! (Note: The practice can confidently promote the fact that they are the highest patient-rated practice in the region!)

Client Goals:
Increase online visibility, patient conversions and online reviews.

Projects:
logo design
website design
social media
digital advertising
collateral design
print advertising
email marketing
patient newsletters

➔ [View more projects>](#)



PPC AND EMAIL MARKETING RESULTS

33% CVR

PPC campaign conversion rates averaged 33%



35% CVR

PPC Campaign conversion rates average 35%

30% open rate

Email marketing open rates average 30%



54% open rate

Email open rates average 54%. Industry average is 35% as of Feb. 2023.

“Sound Moves Marketing continues to impress us with their knowledge of optimization, and their ability to create digital advertising campaigns that leverage tactics focused on results.”

- Kristen Cutler, Chief Operating Officer

To learn more about how Sound Moves Marketing can help attract, convert and retain more patients for your practice, [click here.](#)