

McClatchy Client Success Story

Independent Medical Practice Increases Awareness and Leads

At a glance

Creating a comprehensive healthcare marketing strategy was essential to increasing brand awareness and improving the sense of connection for this medical practice.



We've really enjoyed working with the McClatchy team over the years and love seeing our results get even better over time!

CHALLENGES



An independent medical practice located in Charlotte, NC came to us at the end of 2019 looking for a push to **increase their awareness** in the Charlotte DMA and to help promote new locations in an overall effort to grow market share over time.

SOLUTION



While brand awareness was a primary driver, COVID-19 gave the agency and doctors a **unique opportunity to provide quality content and establish themselves as the leaders and experts** in both COVID and non-COVID related subjects. Being that the strategy was for awareness, we used a mix of roughly 85% O&O display and 15% O&O Native.



O&O Display



O&O Native



Brand Awareness

SUCCESS



After building a strong presence and a thought leader in the medical field, we decided to shift our strategy to focus more on the distribution of information, while continuing our branding, in a native-focused campaign in 2021. Overall, **they saw a 300% increase in leads year over year**. Our partnership continues to grow into 2022!