

Case Study: **Optometry Practice**



— EST. 1961 —
PEARLE OOVISION™



Rotation Direct®

(512)-580-9043

Overview

In our collaboration with Pearle Vision, a local optometry practice, we addressed the distinct challenges of healthcare marketing, and brought tangible improvements to our client's position within the highly competitive eye care space.

The eye care industry, as part of the healthcare field, is characterized by its policy challenges on digital ad platforms, and is subject to stringent local and federal regulations, such as HIPAA laws. This demands a tailored approach to digital marketing by an agency familiar with proper policy and procedure in healthcare. Our strategic focus encompassed various facets, with our priority being adherence to regulations and industry standards, and our brand message centered around fostering the perception of the brand as reliable, customer-focused, classy, efficient, and trustworthy.

In recognizing the paramount significance of online visibility for local businesses, we strategically harnessed Search Engine Optimization (SEO) to augment our client's digital footprint. By meticulously optimizing website content, meta tags, and implementing localized SEO strategies, we propelled the practice to the forefront of search engine results and Google / Apple Maps search results, ensuring enhanced visibility among local individuals actively seeking their services. We also implemented advanced audience definition techniques on Facebook and Instagram ads in order to target users that recently moved to the area within 6 months, and therefore would be in the market for a new provider. Lastly, we designed, printed, and distributed a direct mail marketing campaign to bring local residents into the practice, and direct them to the website with trackable QR codes..



Rotation Direct[®]

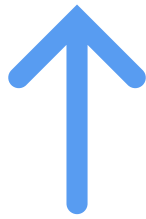
(512)-580-9043

Objectives

- Elevate the practice's online presence through targeted SEO strategies, ensuring increased visibility on search engines and attracting prospective patients actively seeking eye care services.
- Deploy a vertically integrated marketing campaign: direct mail post cards with trackable QR codes, Google Search ads, Facebook and Instagram ads, all fully integrated with proper tracking and attribution.
- Enhance the website's user interface design, loading speed, ADA compliance, SEO, and aesthetics.

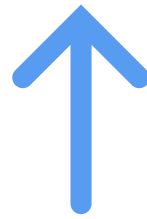


Key Results



70%

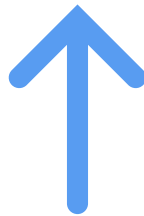
Website content views increased by 70%, average user retention increased by 42%



33%



Increased direct mail offer acceptance by 33%



80%



+80% Increase in front-page search presence on niche keywords such as "optometrist near me"



Rotation Direct®

(512)-580-9043

Conclusion

In conclusion, our collaboration with Pearle Vision exemplifies Rotation Direct's commitment to tailoring digital marketing strategies to the specific needs of each industry. By prioritizing online visibility, engagement, and conversion optimization, we not only met but exceeded the objectives set forth. The enhanced key metrics underscore the success of our approach, showcasing tangible and measurable results that positively impacted the client's bottom line. This case study serves as a testament to Rotation Direct's proficiency in navigating diverse industries and delivering exceptional value through strategic digital marketing initiatives.



Rotation Direct[®]

(512)-580-9043