



Sweeney Foot & Ankle CASE STUDY



Stepping Up Marketing

FOR INCREASED ORGANIC SEARCH RESULTS AND NEW LEADS

COMPANY PROFILE

Sweeney Foot & Ankle Specialists opened in The Woodlands, TX, in 2009 and have since expanded to a second location in the north Houston area. They specialize in all aspects of podiatric medicine as well as treating peripheral neuropathy and other nerve disorders. Both practicing doctors are certified by the American Board of Foot & Ankle Surgery.

www.sweeneyfootankle.com

CHALLENGES

Despite having a good website with decent SEO, Sweeney Foot & Ankle had no way of tracking leads. Their lack of a consistent social media presence and the increasing presence of local competition found them searching for help with content creation, lead generation and a way to capture information about potential patients.

SOLUTION

adWhite launched their new, responsive Sweeney Foot & Ankle website in mid-2016 and we shifted them to an inbound marketing strategy in May 2017. Instead of focusing on local print ads, we moved their marketing dollars toward a HubSpot subscription and an inbound marketing plan. Utilizing the HubSpot platform allowed us to analyze keywords their ideal buyers searched for, keep track of increasing site traffic, plan effective social media posts, create landing pages for core services and publish helpful content that informed and educated current and prospective patients. These efforts, along with targeted digital ads on both Google and Facebook, allowed us to track new lead generation and saturate the market with their name and services.

THE RESULTS

By the close of 2017, Sweeney Foot & Ankle had 8 months of inbound marketing and already their social media presence was vastly improved. They went from not knowing what difference their marketing efforts were making to seeing tangible data each month on increasing site visits, leads that converted into appointment requests and social clicks. Some important stats through 8 months, include:

127
new leads
in 8 months

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**83 from
organic
search**
(a 3.2% conversion rate)

74%
increase in
Facebook followers

180+
average new
monthly site visitors
from organic search

