

CASE STUDY

How We Grew Website Traffic by 400% for a Medical Imaging CRO

OVERVIEW

In 2018, one of our clients, a leading international CRO with 20+ years of experience, was looking for help competing with multinational organizations, generating new leads, and driving consistent business.

Increase Your Visibility

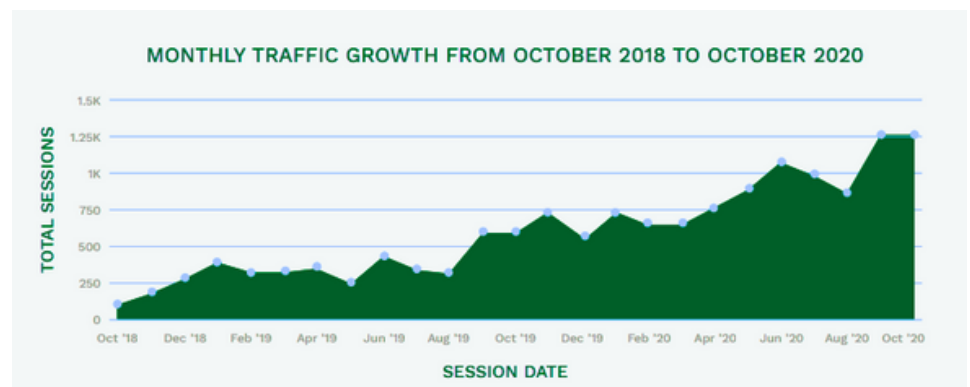
At Bracken, we consistently deliver digital marketing strategies backed by data-informed decisions.

By utilizing the most efficient keyword index softwares, we're able to isolate the highest-performing terms to imbue in your content strategy, enabling increased domain size while optimizing your performance in keyword ranking.

Don't strive to keep up with your competitor's content; exceed it.

HIGHLIGHTS

- Grew website traffic by 400% in two years.
- Increased domain size from 28 pages to more than 130.
- Ranked #1 in the US with their goal term in less than 9 months.
- Achieved a site wide conversion rate of over 1.5% every month since October 2018.
- Reduced cost per lead from \$300 to less than \$100.
- Engaged with 30–180 leads every month via an email newsletter.



TOOLS AND TECHNIQUES



Focused content creation



SEO and optimization



Lead generation and management



Email marketing program



E-books



Social media marketing program



Targeted ad campaigns




Marketing and sales reporting



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CHALLENGE #1 COMPETE WITH MULTINATIONAL ORGANIZATIONS

When we first started working with the CRO, they wanted to stand out from the crowd in a dense, scientific communications space. As their competitors are multinational organizations, they needed a smart strategy to gain visibility and position themselves as leaders in a highly-competitive industry.

The company's goal was to show up in search results for terms related to imaging CRO and imaging services, but their competitors had vastly larger domains. We started producing content related to these terms to increase their domain size and index hundreds of keywords on the topic. The content also needed to be engaging and shareable — both on social media and in their newsletter.

Instead of putting out the same content as their competitors, we decided to create blog posts and e-books around emerging science topics. The goal was to position the company as thought leaders in the space. This led to the production of an e-book

THE RESULT RANKING NUMBER 1 IN RELEVANT SEARCHES



1

Domain size of over 130 pages

When we started working with them, they had a domain size of 28 pages.

2

Ranked #1 in the USA for their goal search term

Completed this goal in under 9 months. They appeared in vendor research processes and were included on RFPs with their much larger competitors.

3

Site-wide conversion rate >1.5%

This conversion rate is high for a services company.



THE RESULT REDUCED LEAD GENERATION COSTS

At the start of the process, we were spending \$300 per lead generated. Using our ad optimization process, we reduced this to less than \$100 per lead in just three months

CHALLENGE #2 GENERATING TARGETED LEADS

The CRO wanted to be able to identify anonymous website traffic in order to generate more leads. They also needed to encourage website visitors who came from social media and search engines to submit their email addresses.

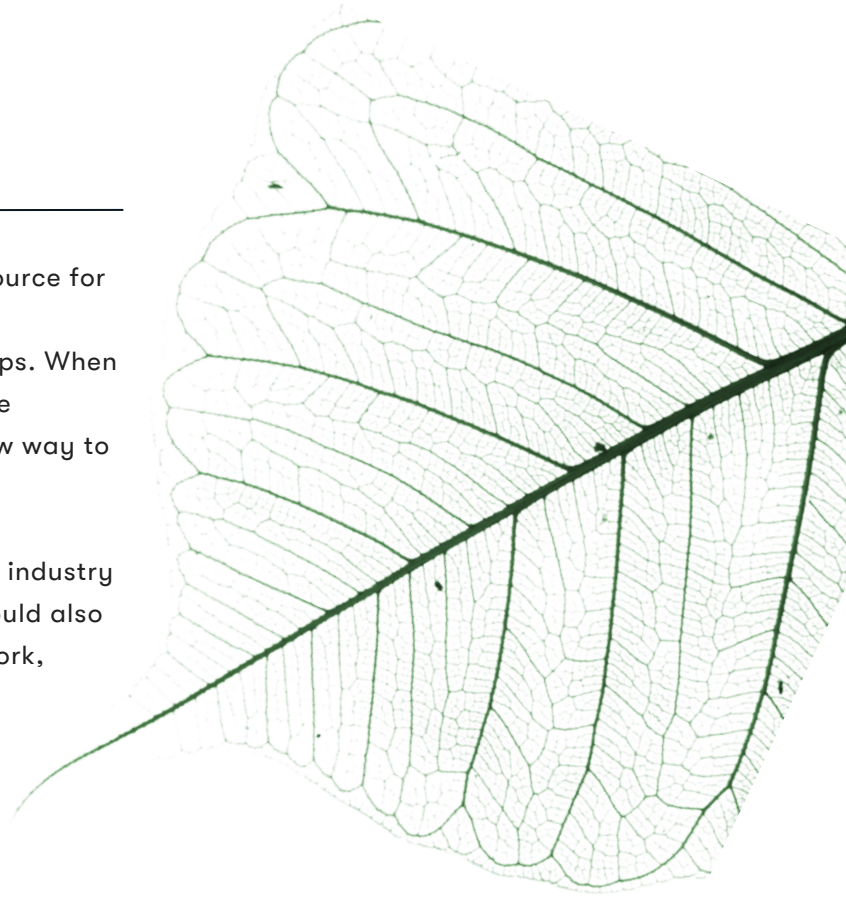
We created e-books on imaging in clinical trials and newsletter sign-ups on their website to generate leads online.

We also developed focused LinkedIn ad campaigns that specifically targeted job titles such as CMOs and ClinOps leaders to get the most out of ad spend.

CHALLENGE #3 DRIVING NEW BUSINESS DURING THE COVID-19 PANDEMIC

In-person conferences were traditionally the best source for the company when it came to driving new business development and establishing important relationships. When the Covid-19 pandemic hit, and all conferences were canceled or became virtual, we needed to find a new way to continue to drive growth.

We created an online interview series, which invited industry leaders to share their expertise. Interview guests would also be encouraged to share the content with their network, furthering the reach of the blog posts.



THE RESULT BUILDING SUCCESSFUL RELATIONSHIPS VIRTUALLY

The CRO was able to **build new relationships and cultivate existing ones** in a more effective way than via email and sales phone calls. By giving industry leaders a platform to cement their reputation as thought leaders, they were able to build a rapport with interview guests in a similar way to in-person events.

LOOKING TO THE FUTURE

We've already increased website traffic by 400% for this leading CRO, and that figure just keeps on growing. We continue to find new ways we can add value in every aspect of their marketing process, whether it's content creation, ad campaigns, or email marketing programs