

Case Study

Healthcare and Wellness Brand in Canada - Achieving Remarkable Growth through Performance Marketing





Client Background:

Our client, a leading Healthcare and Wellness brand based in Canada, aimed to establish a stronger online presence, attract a larger audience, and drive significant sales growth within the highly competitive industry. The company offers a wide range of health and wellness products, including supplements, vitamins, fitness equipment, and personalized wellness plans, catering to health-conscious consumers across the country



Client Objectives

The Healthcare and Wellness brand approached us with several key objectives:

- 1. Increase Website Traffic:** The client wanted to drive higher volumes of relevant traffic to their website, thereby expanding their reach and attracting potential customers.
- 2. Boost Sales Revenue:** The primary goal was to significantly increase sales revenue and conversion rates through the website.
- 3. Improve Online Visibility:** The brand aimed to enhance its online visibility and brand awareness across various digital platforms.
- 4. Diversify Marketing Channels:** The client sought to explore multiple marketing channels to maximize their online presence and reach a broader audience.



Our Approach

To achieve the client's objectives, our digital marketing team devised a comprehensive strategy, leveraging a wide array of performance marketing tactics.

1. Performance Marketing Campaigns:

- **Google Ads:** We implemented targeted and optimized Google Ads campaigns to capture potential customers actively searching for healthcare and wellness products.
- **Facebook Ads and Instagram Ads:** We designed visually appealing ad creatives and precise audience targeting to reach users interested in health, fitness, and wellness-related content on both platforms.
- **LinkedIn Ads:** To target professionals in the healthcare industry and health-conscious individuals, we employed LinkedIn Ads for B2B and B2C outreach.
- **TikTok Ads:** Leveraging the platform's rising popularity, we crafted engaging TikTok Ads to appeal to younger audiences and build brand awareness among them.
- **Quora Ads and Reddit Ads:** By strategically participating in discussions related to health and wellness, we boosted brand authority and visibility on Quora and Reddit.

2. Search Engine Optimization (SEO):

- We conducted comprehensive keyword research to identify high-traffic, relevant keywords, and implemented on-page and technical SEO improvements to optimize the website's organic search rankings.

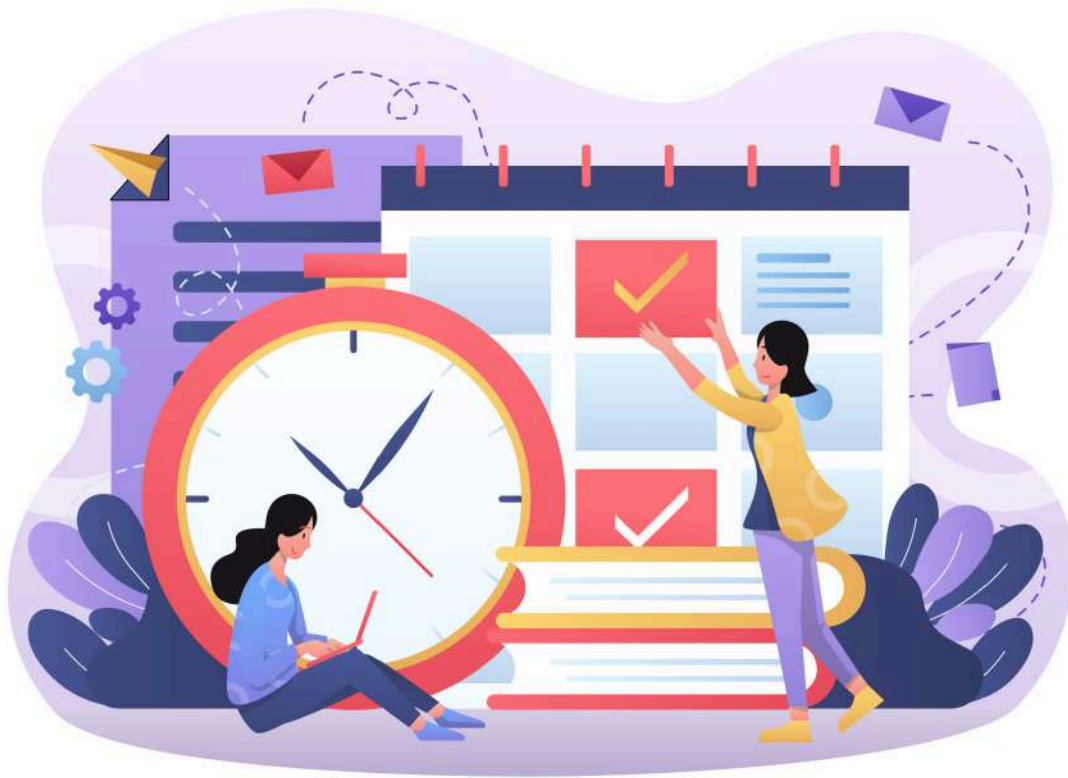
3. Email Marketing:

- We designed and executed personalized email campaigns to nurture leads, promote new products, and encourage repeat purchases.

4. Enhanced Blogs and Website Maintenance:

- Regularly updating the brand's blog with high-quality content related to health, wellness, and industry trends helped establish them as a reliable source of information.
- We also focused on website maintenance, ensuring a seamless user experience and quick loading times.





Results Achieved

Over the course of one year, our digital marketing efforts yielded remarkable results for the Healthcare and Wellness brand:

- 1. Traffic Increase:** We successfully boosted website traffic by an impressive 400%. The combination of SEO, performance marketing, and engaging content significantly expanded the brand's online visibility.
- 2. Sales Growth:** The brand experienced a substantial increase of 220% in sales revenue. Our targeted performance marketing campaigns and optimized website led to a higher conversion rate and increased customer acquisitions.
- 3. Diversified Reach:** By exploring various marketing channels such as TikTok, Quora, Reddit, and LinkedIn, we helped the brand tap into diverse audiences, widening their customer base.
- 4. Enhanced Brand Authority:** Consistent and informative blog posts established the brand as an authority in the healthcare and wellness industry, further reinforcing consumer trust.



Conclusion

Through a comprehensive and data-driven performance marketing approach, our digital marketing expert company successfully elevated the Healthcare and Wellness brand's online presence, resulting in a remarkable 400% increase in website traffic and a significant 220% boost in sales revenue within a year. By strategically utilizing platforms like Google, Facebook, Instagram, LinkedIn, TikTok, Quora, Reddit, MSFT ads, as well as search engine optimization and email marketing, we helped the brand secure a prominent position in the Canadian market and drive its overall business growth.

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