



**SALES GROWTH
FROM 0 TO 100 000 EURO
IN 3 MONTHS**

CASE STUDY



GENETIC LAB
SERVICII MEDICALE DE LABORATOR

Industry: Health - Laboratory Medical Services
Size: 13 employees
Experience: 21 years
Office: Bucharest, Romania

Context

In February 2022, a company providing laboratory medical services decided to digitalize its sales process for its office in Bucharest.

As the company had no online presence, it was necessary to build a new website.

Objectives

Acquiring sales digitalization through online promotion and attaining sales growth for a specific service type based on appointments with no previous client base.

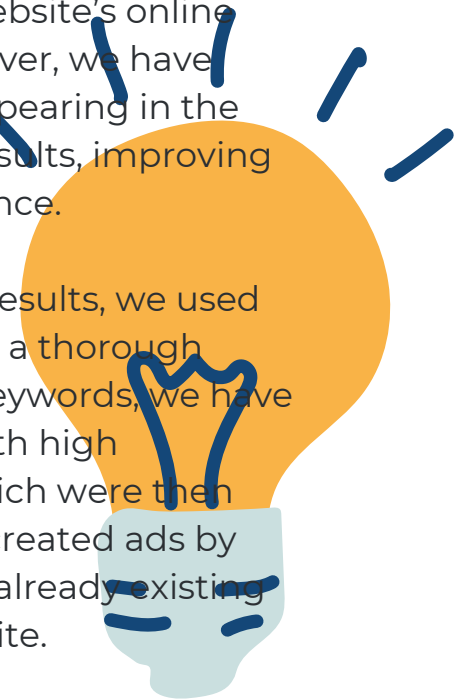
Solutions

The suggested marketing strategy for this client targeted only the Google platform, focusing on understanding

users' intent and needs regarding the products/services advertised on the company's website.

The two pillars of the strategy were: Google paid ads and SEO optimization. By Combining Google Ads with SEO, we have met the criteria by which Google makes the rankings in the result pages, and therefore we have increased the website's online presence. Moreover, we have succeeded in appearing in the most relevant results, improving the user experience.

To increase the results, we used paid traffic. After a thorough analysis of the keywords, we have chosen those with high competition, which were then included in the created ads by considering the already existing content on the site.

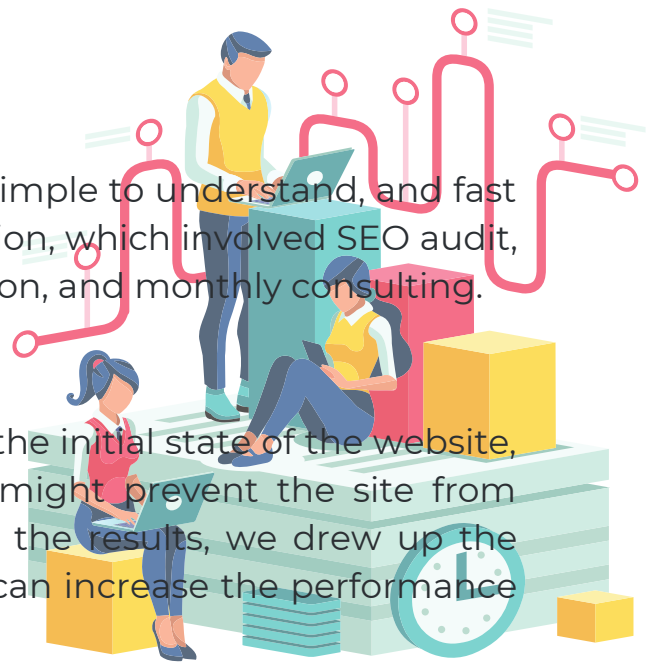


SEO Strategy




To ensure that the website is easy to find, simple to understand, and fast to navigate, we started with SEO optimization, which involved SEO audit, technical optimization, On-Page optimization, and monthly consulting.

SEO Audit

The SEO audit helps us get an overview of the initial state of the website, outlining the main technical issues that might prevent the site from operating at full capacity. Then, based on the results, we drew up the SEO plan and analyzed ways in which we can increase the performance of the site in terms of search engines.



1,846 issues found

 Errors: 75 |  Warnings: 99 |  Info: 1,672 | Pages: 48 | Date: Feb 3, 2022

Technical Optimization

Based on the audit, we prioritized the technical issues according to their importance, complexity, and the time required to solve them. Next, we focused on solving the site's architecture, keeping only the valuable pages that provide high-quality information to users. Furthermore, we created a Robots.txt file, and we updated the website map to keep the architecture as organized as possible. This made browsing the site easier for both Google robots that scan pages regularly and users.

After completing these steps, we updated the SEO analysis to collect the new data and continued the optimization by solving the remaining technical errors. The main technical issues we faced were: indexing and scanning errors, broken links, dynamic URLs, and a few pages that were too large.





On-Page Optimization

We have invested time and effort in content optimization techniques to reach the target group. First, starting with Google positioning factors, we worked on adjusting the keyword density for each page. Next, we have created catchy and descriptive headlines and captions with the main keywords. We also introduced keywords organically in meta descriptions, first paragraphs, and other text images. Finally, we used synonyms and alternatives for the main keywords to cover a wider part of the chosen topic.

We also optimized the site for rich snippets to provide search engines with more comprehensive information about the context of pages in the architecture. Their purpose was to highlight the client's pages by displaying the price and reviews. These elements increased customer interaction and helped them find the information they were looking for quickly and easily.

At the same time, we used an internal link integration strategy to direct users to conversion pages or pages with complementary information. In addition, we have included 3-4 external links to high-authority websites that Google already trusts.

Monitoring and maintenance

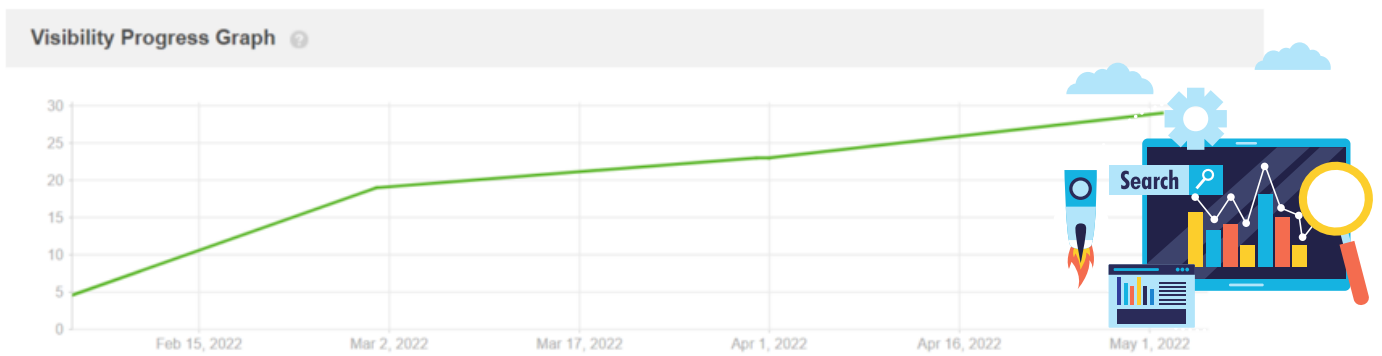
This step is as important as the optimal implementation of the SEO strategy. Thus, monitoring involved updating the analyses with each significant change and interpreting the results compared to the previous period. Here, we also took the time to monitor online marketing actions from the competition not to risk losing positions in search engines. The indicators that particularly interested us were:

- Position in Google rankings
- Keyword progress (history)
- Search engine visibility
- Domain Authority Score
- Organic Traffic
- Conversions



In the maintenance process, we intervened in solving any technical problems that arose along the way and also with minor improvements in content optimization, depending on the tactics approached by the competition.

Technical and content optimization directly impacts the visibility and positioning of the site in the Google results pages, increasing the traffic by bringing the site to a higher level in the results ranking.



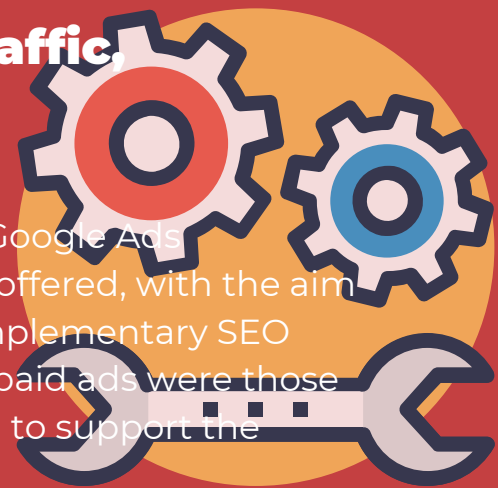
29% visibility in all search engines

↑ 25%

Keywords: 566 | Search engines: 3 | Compare to: 3 months ago | May 2, 2022

Google Ads Strategy - Visibility, Traffic, Performance

Given the objectives, we suggested the creation of Google Ads campaigns for the online promotion of the services offered, with the aim of increasing the sales volume. Considering the complementary SEO strategy that was applied, the keywords chosen for paid ads were those with increased competition. This tactic was selected to support the website's presence in the first positions of Google



We chose to build Search campaigns that support niche searches while exploring the user's search intent. These campaigns, backed by extensions, increased the site's visibility in the search engine, attracted new users, and increased the chances of conversion.

For an extra brand image, Display campaigns support Search campaigns, promoting the brand and services offered on various websites and mobile applications.

Together, the two types of campaigns increase performance and urge users to convert.

PROMOTE



Account Structure

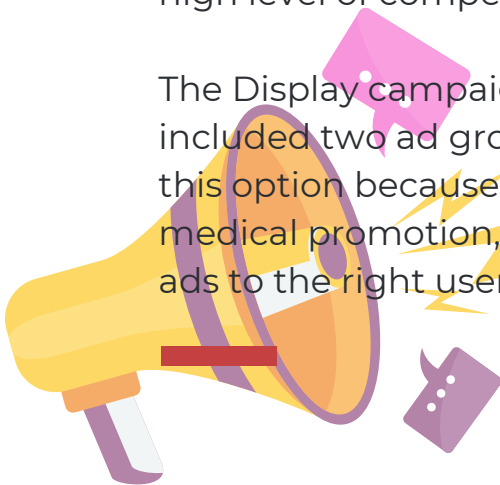
There were two types of campaigns created: Search and Display.

Search Campaigns - work on keywords relevant to the promoted business and display text ads to those who search on Google for products or services relevant to the added keywords.

Display Campaigns - display image ads on sites that are part of the Google Display Network. This type of campaign works very well as an extension of the Search campaign, reaching the public outside of the searches performed.

In the first month of promotion, a Search campaign structured on two Ad groups targeted on relevant keywords to the service provided was set up. These had a high number of Google searches, but they also had a high level of competition, which indicates the likelihood of higher costs.

The Display campaign was also set up during that time. This, in turn, included two ad groups with two different types of banners. We went for this option because Google's policies may be restrictive regarding medical promotion, so we wanted to increase the chances of displaying ads to the right users.



In the second month, we focused on optimizing and maintaining the campaigns. Finally, in the third month, we set a targeted campaign on keywords that name the competitors, given the fact that we noticed an increase in competition in the market. Also, because we had a limited budget during this time, a large portion of our Display budget was redistributed for this campaign.



Optimization and Monitoring

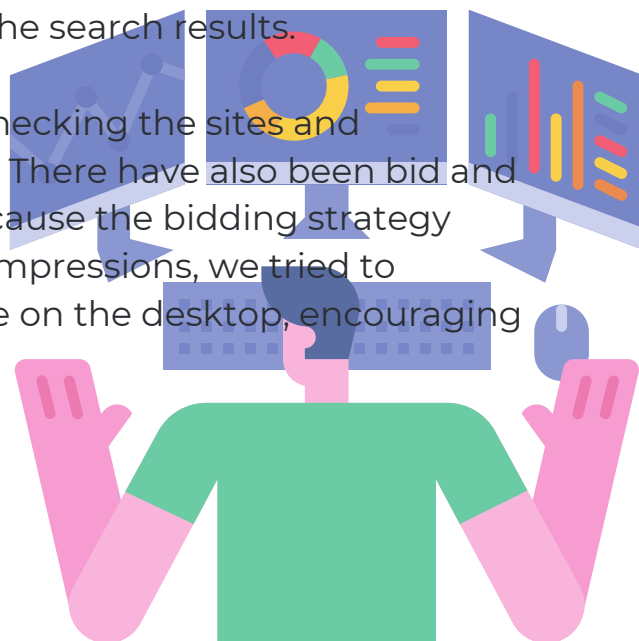
The Search campaigns have been optimized by adding keywords, negative keywords, and adjusting ad text. We also tried to increase the keyword's Quality Score from a minimum (2 or 3) to a maximum (9 or 10). Thus, all the words used obtained a quality score higher than 7. Also, the account optimization score was kept constant at around 100%.

Moreover, we managed to get an average cost-per-click 50% lower than the industry benchmark.

The ad texts have been modified based on the most relevant keywords, but new ad groups have also been created based on keywords related to search trends from that period. In addition, we performed A / B tests to understand which copy works best for increased efficiency.

The bidding strategy used was "Maximize Clicks," with a gradual transition to a manual CPC strategy by the end of the campaign. Thus, we started with a CPC lower than the benchmark, and then we monitored the results and the competition to increase the CPC gradually. We took a close look at the competition and managed to bid on the minimum required to rank high in the search results.

The Display Campaign was optimized by checking the sites and applications on which the ads were shown. There have also been bid and budget changes to get optimal results. Because the bidding strategy was focused on increasing the number of impressions, we tried to change the bids to improve the display rate on the desktop, encouraging conversion.



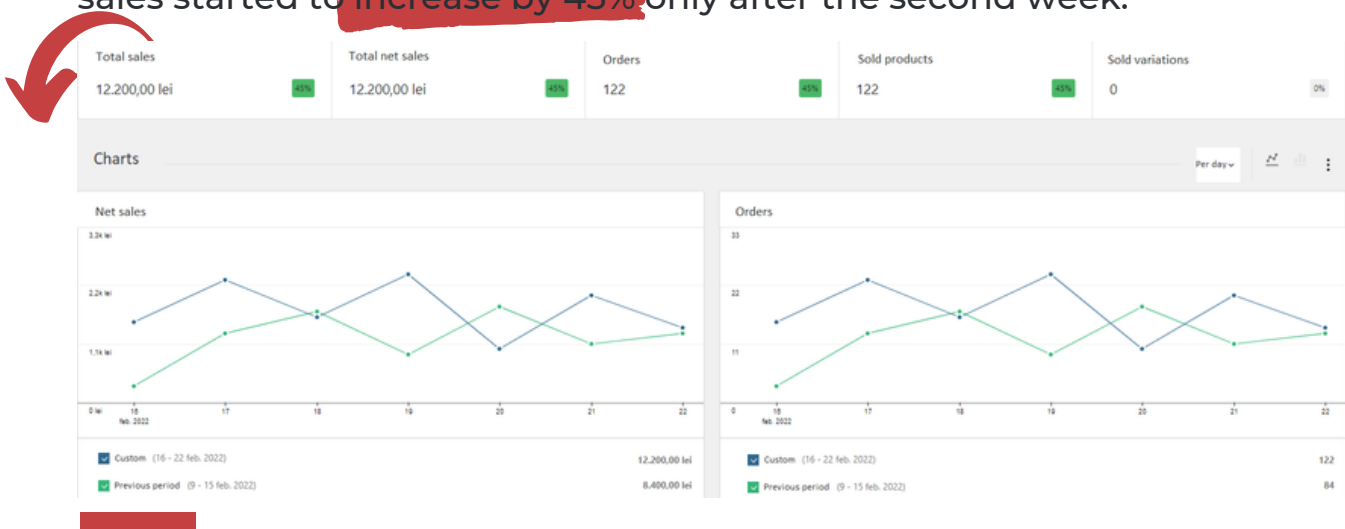
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign	Impr.	↓ Clicks	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/> Search	140,407	30,533	21.75%	RON1.51	RON46,110.44
<input type="checkbox"/>	<input checked="" type="radio"/> Display	23,014,563	7,848	0.03%	RON0.61	RON4,774.57
<input type="checkbox"/>	<input checked="" type="radio"/> Search - Competition	12,824	940	7.33%	RON0.91	RON853.52
Total: All enabled campaigns		23,167,794	39,321	0.17%	RON1.32	RON51,738.53
Total: Account ?		23,167,855	39,321	0.17%	RON1.32	RON51,738.55

Set KPI

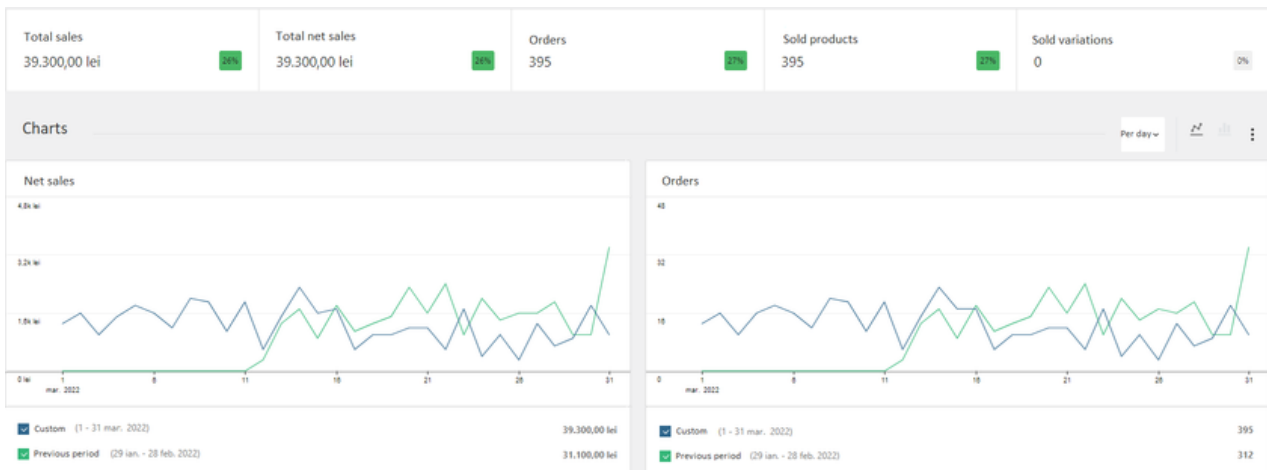
1. Increase the number of customers from 20 to 80 per day
2. The average monthly daily sales coming from online to be maintained at around 1000 EURO
3. Increase visibility in search engines by 20% by the end of the campaign

Results

The results appeared from the first days; however, we could see that sales started to **increase by 45%** only after the second week.

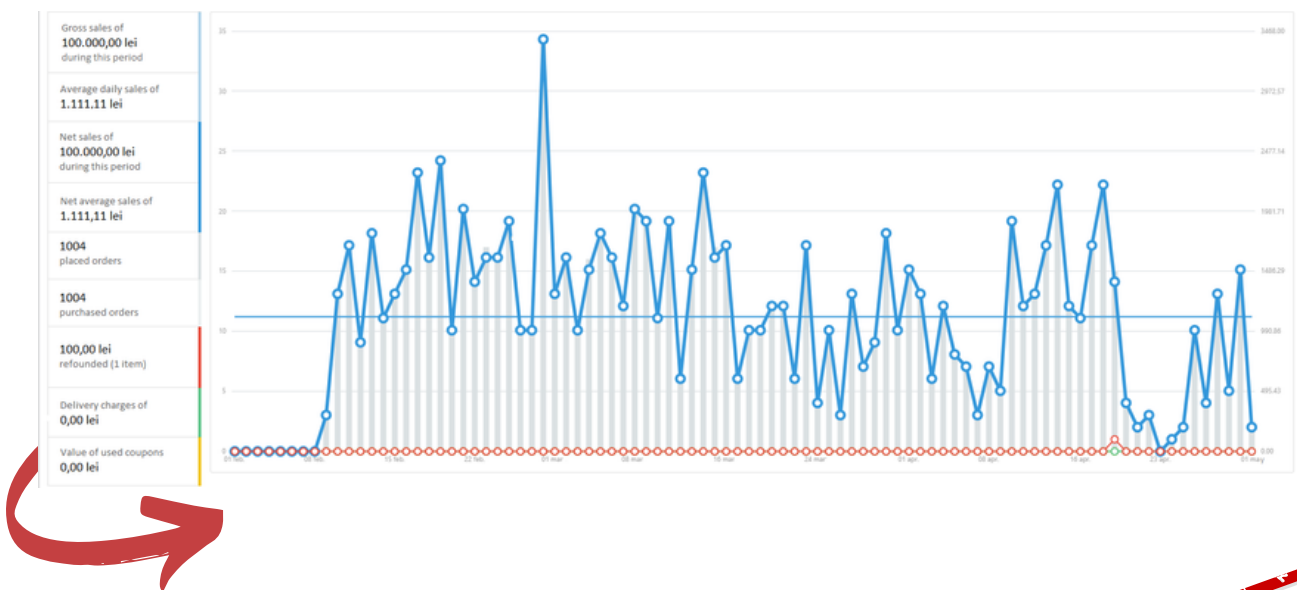


The growth rate was growing with every month, with increases of more than 26% as early as the second month compared to the first.

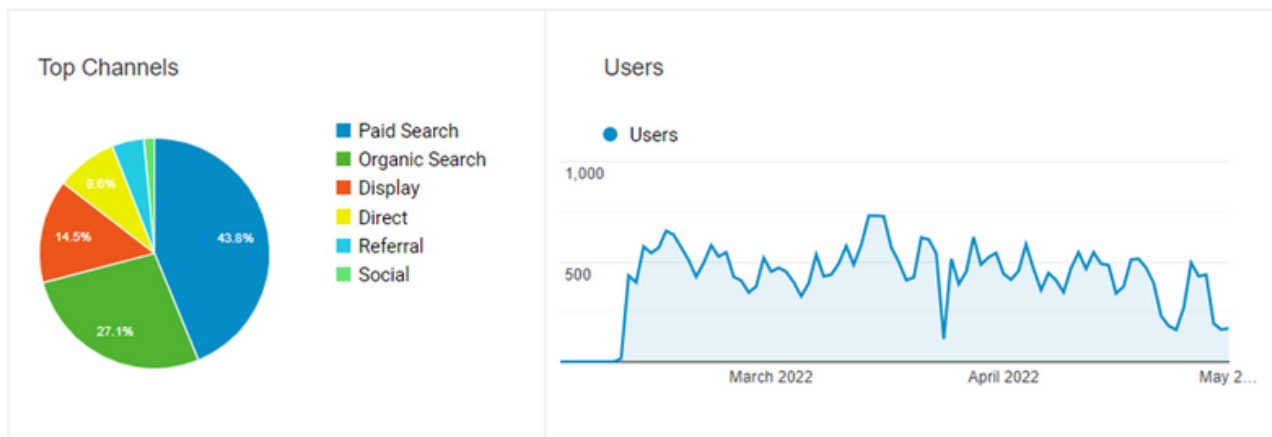


The following graph shows the evolution of online orders in the given period. The sales volume has oscillated from one day to the next, but overall, it offers a linear trend maintained over the three months.

An exception was the Easter holidays in the last month when we reduced the budget set for campaigns because the client's work schedule also changed during that period.



The following graph captures an overview of the distribution of traffic across channels:



1st of February 2022

- Our client did not benefit from an online presence
- Appointments were made only physically or by phone
- The service was sold on average 20 times a day to customers from the existing base

1st of May 2022

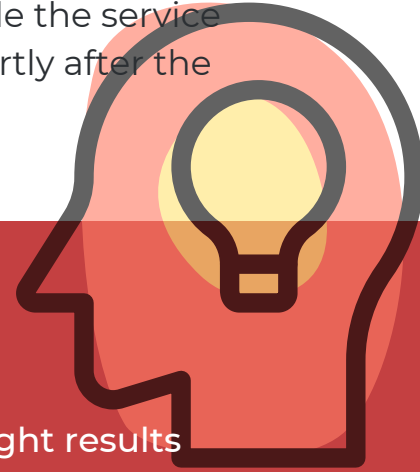
- 1004 Orders in 3 months
- 1,111.11 EURO Daily sales
- 100,000 EURO Income
- Visibility in search engines increased by 25% in the 3 months.
- Organic traffic has increased from 0 users per day to 446 users per day.
- Brand awareness has increased considerably both online and offline
- Extension of the work schedule due to the large volume of clients; They either made an appointment with online payment (10-20 clients daily) or visited the website and opted for the payment at the headquarters (over 60 clients daily).





The key elements that contributed to these results:

- Building a clear strategy based on the customer's needs
- Test different types of ads
- Tracking industry trends
- Monitoring the actions of the competition and adapting the strategy according to them
- Effective and transparent communication with the client regarding the objectives, but also related to his capacity to provide the service (being forced to expand his program and hire staff shortly after the implementation of the online marketing strategy)



Conclusions

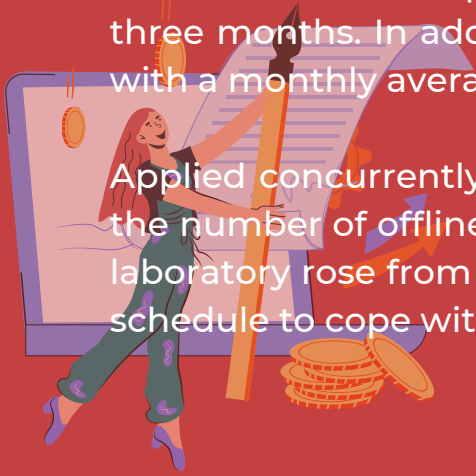
The Google Ads strategy and the SEO strategy have brought results well above our expectations, offering favorable development possibilities in the long term.

The digitization of the sales process was carried out through the building of the website, which simplifies the online programming process. In addition, the proposed direction of promotion led to increased visibility in search engines, this way attracting users to the site, which facilitated conversions.

The SEO strategy included website audit, technical and on-page optimization, monitoring, and maintenance. Thus, the site's visibility increased by 25%, and the traffic on the site expanded to 446 customers per day; therefore, the set KPI being reached.

The paid promotion strategy included two Google Search campaigns and a Google Display campaign that encouraged users to convert. As a result, the desired performance indicators were reached, and the number of online appointments increased from 0 to 1004 in less than three months. In addition, the value of online orders was 100,000 EURO, with a monthly average of 1,111.11 EURO.

Applied concurrently, the two strategies have also managed to increase the number of offline customers. Hence, the number of daily visits to the laboratory rose from 20 to over 80, and the client had to extend his work schedule to cope with the significant number of orders.



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NNC Services specializes in marketing for B2B IT and professional services firms. We integrate marketing strategies to ensure demonstrable outcomes in sales and communication.

NNC Services will assure your company's growth and development by facilitating new prospects for financing as well as long-term development and expansion.

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