



# Clínica da Mama

DIGITAL MARKETING CASE STUDY



If you're a business owner or a marketing executive, you've experienced the trials and tribulations of selling your products and services in the fast-paced digital world. Digital marketing seems easy when it's working and utterly frustrating when it isn't generating the results you were promised.

Trust us, we understand. We've heard all about the struggles of both small local businesses and large global brands as they try to make sense of, and thrive in, the always-evolving digital landscape. It isn't easy, especially for businesses with limited marketing resources and no way to accurately track and measure results.

The good news, for the clients we've worked with and the ones who still need our expertise, is we have the knowledge and experience to deliver digital marketing success to anybody who wants our help. Even better, we have the success stories to support our claim and make the decision to work with us an easy one.



# The Client

Founded in 1997, Clínica da Mama is the first, and also the largest, Brazilian breast clinic specializing in breast health. Since opening its doors, Clínica da Mama has conducted more than 450,000 consultations and 120,000 tests, always giving priority to the safety, comfort and quality of care offered to patients.



Clínica da Mama's main goal is to help women in the ongoing fight against breast cancer. "Women are understanding the importance of seeking care with a doctor and receiving mammograms as a method of prevention," says Clínica da Mama's own mastologist, Karimi Amaral.

In addition to mastology services such as mammograms (including tomosynthesis), ultrasounds and MRIs, Clínica da Mama also offers gynecology, plastic surgery and geriatric consultations.

# The Problem

Due to an unoptimized and poorly maintained digital presence, Clínica da Mama was losing potential customers to less qualified clinics that provided lower quality service. At the time we started working with Clínica da Mama, they had recently installed medically advanced equipment but weren't booking enough new consultations to cover the costs of their investment. It was a dire situation.

Of his company's struggles with marketing, partner/owner Júlio César Vieira dos Santos said:

*“We made investments in the latest equipment, technicians and service logistics, but it wasn't enough. Other clinics appeared and we knew we had to come up with a different marketing strategy to showcase our company. Until that point we used folders, mass-circulation magazines and even radio to spread the word about Clínica da Mama. But we barely touched the Internet – we didn't have the resources nor did we know where to start.”*

There's no doubt Júlio César Vieira dos Santos' goal was to try and make Clínica da Mama a better company. The problem is building a great product is no longer enough – companies now have to identify, convince and convert their digital audience.

# The Solution

To put it simply, we helped Clínica da Mama “go digital.” When a company experiences a conversion shortage – in Clínica da Mama’s case, consultation bookings – our goal is to help them locate their digital customers. In 2017 and beyond, no matter what your products and services are, there is a whole group of people looking for them on the Internet.

Our first order of business in working with Júlio César Vieira dos Santos and Clínica da Mama was to help them understand how digital marketing would enable them to achieve their goals. After a thorough vetting of Clínica da Mama’s offerings, we were confident of the quality of their service, so all we needed to do was increase awareness about the company and explain the benefits of becoming a customer.

The solution to increase Clínica da Mama’s consultation bookings consisted of:

- A responsive website and conversion architecture redesign, aimed at building trust and getting more visibility (specifically on mobile devices)
- PPC campaigns using search and display networks, with a primary goal of educating women on the importance of preventative yearly exams, and setting them down the path of booking a consultation
- SEO campaigns built around the keywords often used by people searching for Clínica da Mama’s services

Overall, the initial solution for Clínica da Mama was relatively simple because we wanted to help them understand why we recommended each of the campaign’s components. It was also our goal to teach Júlio César Vieira dos Santos how to measure and interpret the results of our solution to determine whether we were, in fact, helping his company reach its goals.

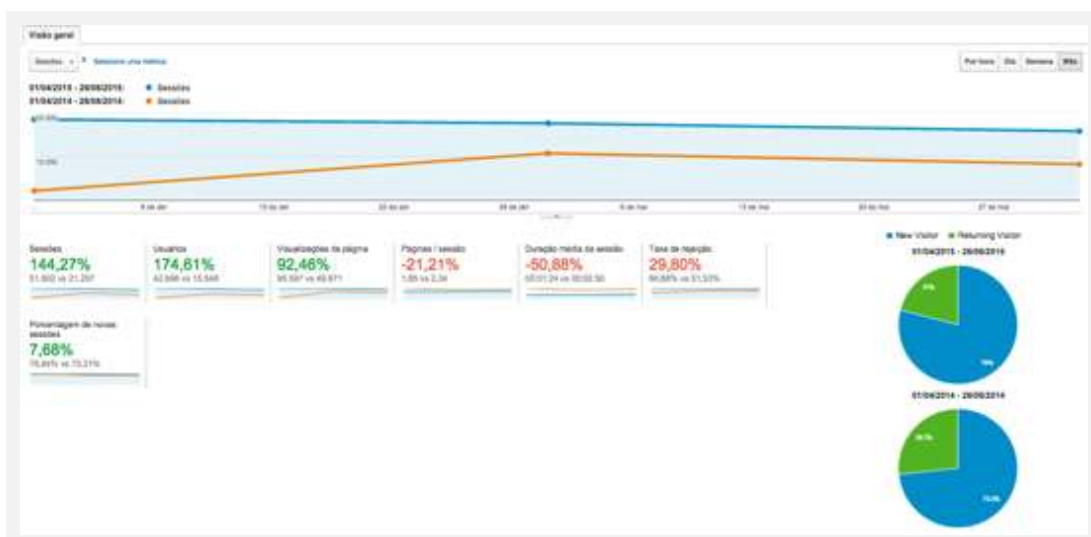


# The Results

We began to see immediate results after launching PPC and SEO campaigns for Clínica da Mama. The early numbers, such as a 50% increase in traffic after only a month, were a direct result of PPC ads, which generate an expected amount of traffic for a fixed cost. This is one of the reasons we often recommend PPC to potential clients who want to generate new leads quickly; they give us a budget they are comfortable spending and the leads arrive soon after campaign launch.



The long term results – a nearly 100% increase in website traffic – were achieved through a combination of ongoing PPC ads and our SEO campaign. As we optimized Clínica da Mama’s existing web pages and added new keywords based on our research, we began to see a steady increase in the number of potential customers arriving at the site after conducting a web search.



Clínica da Mama was extremely excited by the increased number of visitors to their website, but it wouldn't have done them much good had conversions not also increased. It was absolutely critical for Júlio and his partners to see an uptick in consultation bookings, which would help them recoup the investment cost of the new technology and equipment.

We were confident in our proposed strategy and, in the end, we delivered the results we promised. Clínica da Mama's exam bookings increased by over 100% and consultations rose by 58%, results which generated the significant revenue boost they were looking for.

Local de conclusão de meta	Conclusões de meta	Porcentagem do Conclusões de meta
<b>1. Obrigação-exame/</b>		
01/04/2015 - 26/06/2015	796	46,63%
01/04/2014 - 26/06/2014	380	40,34%
<b>Porcentagem de alterações</b>	<b>109,47%</b>	<b>15,00%</b>
<b>2. Obrigação-consulta/</b>		
01/04/2015 - 26/06/2015	619	36,03%
01/04/2014 - 26/06/2014	388	41,19%
<b>Porcentagem de alterações</b>	<b>58,51%</b>	<b>-12,83%</b>
<b>3. Obrigação-contato/</b>		
01/04/2015 - 26/06/2015	296	17,34%
01/04/2014 - 26/06/2014	174	18,47%
<b>Porcentagem de alterações</b>	<b>70,11%</b>	<b>-6,12%</b>

When asked for his thoughts on working with WSI, Júlio said:

*“During our partnership with WSI, we were shown a promising new way to market our company. Today we work with statistics and more accurate data and realize the digital space is an essential tool for Clínica da Mama to position itself in an increasingly competitive market.”*



WSI is a digital marketing company with a strong international presence. Our Digital Marketing Consultants use their knowledge and expertise to make a difference for businesses all around the world.

Headquartered in Toronto, Canada, we also have offices in over 80 countries. We're a powerful network of marketers who strive to discover, analyze, build and implement digital solutions that win digital marketing awards and help businesses succeed online.

Over the last 20 years, WSI has won multiple digital marketing awards for our solutions by adapting to the constantly shifting landscape of the Internet. We take pride in helping businesses make the most of the dollars they spend on digital marketing.

Ready to move ahead and discuss a project with a local Digital Marketing Consultant? Get in touch with one of our experts now by visiting [www.wsiworld.com](http://www.wsiworld.com)