



REVOLUTIONIZING A DECLINING HEALTHCARE COMPANY'S SUCCESS RATE





COMPANY OVERVIEW:

The client is a global and diversified leading healthcare firm, based in California. The firm discovers and manufactures innovative, therapeutic products that improves human and animal health globally. The client relied on us for our Pay per click advertising campaigns, Search engine optimization (SEO) and NCOA that gave them a competitive edge in the global market with an increase in the page rankings and web traffic flow.

CHALLENGE:

The firm could not manage to target and locate prospects from a particular geographic region. Moreover, the page ranking was low as they have not used proper search engine optimized (SEO) keywords. As a result there was a huge waste of money with minimal traffic flow to website, undiscovered keyword opportunities, and ultimately, less qualified customers doing business at the site. With a positive approach, our team of market analysts came up with highly relevant and targeted list through specific keywords and created pay per click ads.

SOLUTION:

Our analyst's reported that the firm could not reach prospects from particular geography even after spending a huge amount of money and why their page ranking was considerably low with less qualified customers? We at B2B Marketing Archives helped them with our robust web marketing technique called Pay-per click advertising campaigns and Search engine optimization (SEO), with proper keywords research, keyword grouping and organization, and ad group' creation and management that helped them in maximizing web traffic and building up brand image in the global market. Moreover, we helped them in getting the complete postal address in conformance with the NCOA policy to track the bounced emails and identify prospects within a specific geography.



TESTIMONIAL:

“B2B Marketing Archives Pay per click campaign, Search engine optimization (SEO) and NCOA are the ideal searchlight tools that create integrated business solutions, exploring the marketing industry. I would definitely like to add that I am totally thrilled with their outstanding services that helped us manage quick turnarounds ensuring the highest quality control. Perhaps, it is one of the most proficient and reliable services to work with.

-Steve Clamp
(Marketing Head)

RESULT:

Based on the solution we provided, the client observed a tremendous growth within a few months so that gave them a global stand. Moreover, they noticed maximum exposure and online visibility of their website that resulted in more visitors turning into potential customers. Also, with the help of search engine ranking, there was a significant rise in return on investment (ROI) and response rates. Today, the client can easily access to a large number of targeted prospects without any geographical barriers saving time and money.

