



Digital Marketing for Fertility Provider

PROJECT DETAILS

 Search Engine Optimization

 Jan. 2018 - Ongoing

 Less than \$10,000

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"They reduced CPL and increased ROI."

PROJECT SUMMARY

A digital marketing manager hired ShootOrder to handle paid campaigns and SEO. They met twice a month to discuss strategy, as ShootOrder worked on website landing pages and social media management.

PROJECT FEEDBACK

Cost per lead was reduced and the return on investment was increased because of ShootOrder. Their team was cost-effective and performed well, although they could finish the jobs more within deadlines.



The Client

Please describe your company and your position there.

Digital Marketing Manager - Point of contact for all Online efforts and Business generation.

The Challenge

For what projects/services did your company hire ShootOrder?

Handle paid campaigns and SEO

What were your goals for this project?

To generate more leads at less cpl



Sreeram Kandula

Digital Marketing Manager, Oasis Fertility



Healthcare



India

CLIENT RATING

4.5

Overall Score

Quality: 4.5

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select this vendor?

By interviewing multiple agencies and evaluating on internal KPI's

Describe the project in detail.

Have to handle our digital marketing requirements on 360. meet ups every month twice to discuss the strategy, performance and upcoming plans and budgets. Work on website landing pages and social media asset management.

What was the team composition?

An dedicated account manager and team under him to take care of our requirement.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Reduced CPL to the expected and increased ROI. Our internal efforts to those leads helped us to get good results

How effective was the workflow between your team and theirs?

Whatsapp and Regular Call

What did you find most impressive about this company?

COst effective, Good Performance

Are there any areas for improvement?

Finishing jobs in deadlines

