




# Digital Marketing Services for Home Healthcare Company

## PROJECT DETAILS

 Pay Per Click, Search Engine Optimization, Social Media Marketing

 Jul. 2021 - Ongoing

 Confidential

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## PROJECT SUMMARY

ShootOrder provides ongoing digital marketing services for a home healthcare company. The team is responsible for SEO, PPC, content marketing, website creation, email marketing, lead generation, and SMM.

## PROJECT FEEDBACK

ShootOrder's efforts have resulted in a five times increase in revenue, exceeding expectations. In addition, organic leads have also grown sixfold, and patient inquiries have significantly increased. The team's effective project management has enhanced the client's digital presence and branding.



## The Client

Please describe your company and position.

I am the Project Manager

Describe what your company does in a single sentence.

Our company provides home healthcare services to patients at home, including the provision of doctors, nurses, physiotherapy, and medical equipment at home.

## The Challenge

What specific goals or objectives did you hire ShootOrder to accomplish?

- Increase in Digital Revenue
- Managing Digital Marketing End to End for our company



**Abhijeet Patki**  
Project Manager, Home  
Healthcare Services Company



**Healthcare**



**India**

### CLIENT RATING

**4.5**

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

How did you find ShootOrder?

Referral

Why did you select ShootOrder over others?

- Pricing fit our budget
- Great culture fit
- Referred to me
- Company values aligned

How many teammates from ShootOrder were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

1. Initial Assessment and Strategy Development: Conduct a comprehensive analysis of the current digital presence and marketing efforts. Define clear objectives and goals. Develop a tailored digital marketing strategy based on our goals and target audience.
2. Search Engine Optimization (SEO): Keyword research and optimization to improve organic search rankings. On-page and off-page SEO techniques to enhance visibility in search engine results.
3. Content Marketing: Content creation, including blog posts, articles, videos, infographics, etc. Content distribution and promotion to reach the target audience.
4. Social Media Marketing: Manage and optimize social media accounts. Create and schedule posts, engage with the audience, and run paid advertising campaigns.
5. Pay-Per-Click (PPC) Advertising: Create and manage paid advertising campaigns on platforms like Google Ads, Facebook Ads, and others. Monitor and adjust campaigns for maximum ROI.
6. Email Marketing: Develop email marketing campaigns to



nurture leads and retain customers. Design and send newsletters and promotional emails.

7. Web Development and Design: Website design and development or redesign to improve user experience and conversion rates. Mobile optimization and responsive design.

8. Analytics and Reporting: Regularly track and analyze key performance metrics. Provide detailed reports on the effectiveness of marketing campaigns.

9. Online Reputation Management: Monitor online reviews and manage the online reputation of the brand.

10. Conversion Rate Optimization (CRO): Analyze user behavior to increase website conversion rates.

11. Lead Generation: Generate and nurture leads through various digital channels.

12. Key Deliverables: Customized digital marketing strategy. Regularly updated and optimized digital campaigns. Detailed analytics and performance reports. Improved search engine rankings and organic traffic. Increased brand visibility and engagement on social media. High-quality content that resonates with the target audience. Effective PPC campaigns that drive traffic and conversions. Responsive and user-friendly website. A well-maintained online reputation. A database of leads for future marketing efforts.

1. Conduct a comprehensive analysis of the current digital presence and marketing efforts.

2. Define clear objectives and goals.

3. Develop a tailored digital marketing strategy based on our goals and target audience.

1. Keyword research and optimization to improve organic search rankings.

2. On-page and off-page SEO techniques to enhance visibility in search engine results.

1. Content creation, including blog posts, articles, videos, infographics, etc.

2. Content distribution and promotion to reach the target audience.





1. Manage and optimize social media accounts.
  2. Create and schedule posts, engage with the audience, and run paid advertising campaigns.
1. Create and manage paid advertising campaigns on platforms like Google Ads, Facebook Ads, and others.
  2. Monitor and adjust campaigns for maximum ROI.
1. Develop email marketing campaigns to nurture leads and retain customers.
  2. Design and send newsletters and promotional emails.
1. Website design and development or redesign to improve user experience and conversion rates.
  2. Mobile optimization and responsive design.
1. Regularly track and analyze key performance metrics.
  2. Provide detailed reports on the effectiveness of marketing campaigns.
1. Monitor online reviews and manage the online reputation of the brand.
1. Analyze user behavior to increase website conversion rates.
1. Generate and nurture leads through various digital channels.
1. Customized digital marketing strategy.
  2. Regularly updated and optimized digital campaigns.
  3. Detailed analytics and performance reports.
  4. Improved search engine rankings and organic traffic.
  5. Increased brand visibility and engagement on social media.
  6. High-quality content that resonates with the target audience.
  7. Effective PPC campaigns that drive traffic and conversions.
  8. Responsive and user-friendly website.
  9. A well-maintained online reputation.
  10. A database of leads for future marketing efforts.

## The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?



1. We achieved a 5X increase in revenue for specific products, which brought us great satisfaction.
2. The number of organic leads has grown sixfold.
3. We have noticed a significant increase in patient inquiries via phone calls.
4. Our online presence and overall branding have improved.

## Describe their project management. Did they deliver items on time? How did they respond to your needs?

In terms of project management, we found Shoot Order to be effective and proactive. They consistently met or exceeded project milestones and deliverables. Shoot Order generally adhered to project deadlines, ensuring that key deliverables were met on time. This was particularly evident in areas such as Social Media Posts and Landing Pages.

Regarding responsiveness to our needs, Shoot Order demonstrated prompt communication and effective issue resolution. They were particularly attentive in managing PPC Campaigns. We were generally satisfied with their ability to address our inquiries and concerns, though there were a few isolated cases where we encountered difficulties. We believe that this information provides a balanced perspective on our experience with Shoot Order.

## What was your primary form of communication with ShootOrder?

- In-Person Meeting
- Virtual Meeting

## What did you find most impressive or unique about this company?

What we found most impressive and unique about Shoot Order was their innovative approach, unparalleled expertise in the digital marketing landscape, exceptional creative abilities, and unwavering commitment to meeting project goals. Their innovative strategies and out-of-the-box thinking consistently brought fresh ideas to the table, allowing us to stand out in our



industry.

Shoot Order's deep expertise in digital marketing, especially in areas such as SEO, social media marketing, and PPC advertising, was a key differentiator. Their team's in-depth knowledge and proficiency significantly contributed to the success of our campaigns. The agency's exceptional creative abilities were evident in the compelling content and design they produced, which resonated with our target audience and helped build a strong brand presence.

Moreover, Shoot Order's steadfast commitment to meeting project goals, even in the face of challenges, was a testament to their dedication and reliability. They went above and beyond to ensure our satisfaction and the achievement of our objectives. These qualities set Shoot Order apart and significantly contributed to the success of our partnership.

## Are there any areas for improvement or something ShootOrder could have done differently?

We are pleased to report that our experience with ShootOrder has been overwhelmingly positive, and we find no areas that require improvement. The agency has consistently delivered outstanding results and met or exceeded our expectations in all aspects of our collaboration.

