

We've done some



things for benenden...

“ Their approach is very business-focused and results-based which fits our approach to developing the hospital services. Also being a Kent-based agency with a good working ethos was appealing to us. Their costs are very reasonable in comparison to many other agencies. ”

GP – Marketing Manager,
Benenden Hospital

Search Engine Optimisation Campaign
Benenden hospital trust is a leading private hospital based in Kent, near the East Sussex border.

An independent hospital that provides a health care service to Benenden Healthcare Society members, NHS, private and self-funded patients.

SUCCESS
STORY

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Sleeping **GIANT** media
BIG on Search

benenden **hospital**
trust

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THE CAMPAIGN

It can be overlooked that hospitals are in as competitive an environment as any other business, and advertising is seen as an essential activity to drive awareness and demand for their services. Online is increasingly becoming the first touch point for any potential client beginning the process of research, selection and purchase. Driving awareness, and ultimately increasing foot fall, within a given budget and resource is a simplified brief relevant to many businesses. So how has digital marketing translated to commercial results for benenden? The first step of any online marketing strategy is to benchmark your current position. Sleeping Giant Media worked with the internal marketing team at benenden to set up Google Analytics accounts and establish goal tracking to ensure line of sight on the current performance, and to understand which channels are most effective.



Sleeping Giant Media are an integrated search marketing agency, ensuring a balanced and experienced approach is taken across all online channels. Though specifically tasked to deliver search engine optimisation (SEO) services, by utilising an existing benenden PPC account that the hospital had been running, combined with onsite performance metrics, we identified what the most commercially valuable keywords and phrases were. These keywords have been the focus of the SEO marketing strategy, alongside a comprehensive technical site audit to identify any critical issues with websites.

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THE RESULTS

Through analysis and benchmarking we have supported the internal marketing team to help associate value to specific on and offline marketing activities. SEO changes fast, and we've evolved a growing road map of on-page technical changes, and a site content development strategy. This effectively ensures that the latest search strategy and best practice is integrated within an ongoing strategy. With clear goals in place, and an enhanced ability to track the outcomes, we've continued to break out and expand specific service offerings. For example, developing targeted campaigns towards hip and knee surgery, varicose veins and cataracts. Customers will search in different ways for different treatments, varying their online focus between the research and selection phases. Page positions have developed well, with regular recommendations and progress reports

serving to better focus the combined resources of Sleeping Giant Media and the benenden marketing team. Conversion funnels continue to improve, leading to enhanced conversion, and developing both levels and quality of overall traffic to the website. Performance does not always develop one way, particularly in a fast-changing SEO environment. What has been critical is the transparency between teams to identify swings, or trends in both technicality, and the consumer. Through a combination of our external specialist approach, and a well-motivated internal team, the commercial results and shared knowledge have grown quickly. An excellent working relationship will continue to contribute improving results, ensuring that benenden can grow its customer base, and successfully evolve its ongoing online strategy.

Check out some

GIANT



Visits up

numbers...

79%

Visit duration up

43%



Xtras



brakes
fresh ideas

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