



Paid Search

Helping the greatest cause

How DTC helped Lurie Children's Hospital increase conversions

- 3,500% increase in conversions for Bowel Management
- 2,300% increase in conversions for Primary Care
- 279% increase in conversions for Heart Center
- Finalist for 2018 US Search Award

Success Story

DTC + Lurie Children's Hospital

Lurie Children's Hospital is a leading children's hospital located in Chicago. The hospital is passionate about helping children become happy, healthy adults and was ranked the tenth best children's hospital in the nation by U.S. News & World Report.

Digital Third Coast partnered with Lurie Children's to implement digital marketing strategies for two related but separate departments of the hospital:

- General Pediatrics
 - Primary Care
 - Brain Tumor
 - Outpatient Centers
 - Cancer/Blood Disorders
 - Heart Center
 - Neonatology
 - Neurology/Neurosurgery
- Pediatric Surgery
 - Pectus
 - Weight Loss
 - G Tube
 - Bowel Management

- Fetal Health



DTC has been outstanding partners. They take great care to optimize our campaigns to get the most out of every dollar we spend.

Kyle Anderson, Lurie Children's Hospital

Objective

Lurie Children's and Digital Third Coast set clear objectives for each department.

For General Pediatric: Increase lead generation

For Pediatric Surgery: Increase lead generation, web traffic and brand awareness



Target Audience

In coordination with Lurie Children's marketing team, DTC identified a target audience for each of the specialties within the two departments.

Unfortunately, those in need of Lurie Children's are dealing with serious health concerns. As a result, this audience is typically reactionary. They're looking for a solution after they're already in need of a children's pediatric care.

DTC's analysts understood this audience profile and decided to build brand awareness via display ads since awareness always precedes search demand. This helped build Lurie Children's brand equity and strengthened the paid search impact.

DTC's analysts used the Lifestyles & Hobbies Family-Focused audience selection from within Affinity audiences in Google AdWords. Because Lurie Children's has a large target market, this Affinity selection helped narrow the audience focus. Google uses historical search terms and compiles all searches into Affinity audiences for paid marketers to use in their strategy.

Strategy

Previous marketing strategies had attempted to build general brand awareness for Lurie Children's in general. DTC led a shift in strategy to generate more leads for each speciality within both departments. The overarching goal was to identify key performance indicators for each area to ensure the campaign was making a measurable difference.

This refreshed approach put the spotlight not on the general Lurie Children's brand but rather the individual treatment areas. DTC created unique strategies for each area within both departments.

After coordinating with Lurie Children's on targeted keywords, DTC focused on Google ascribed quality scores to lower CPCs. Google calculates a quality score for each keyword, which is based on the relevance of the campaign's ads and landing pages to a search query. The more relevant the ads and landing pages compared to competitors, the lower the CPC.

In addition to the paid search efforts, DTC regularly performs on-site maintenance and technical analysis, ensuring Lurie Children's website is properly configured for Google's on-site ranking factors.

DTC has also periodically created content marketing link-building campaigns in an effort to boost organic traffic and keyword rank. These campaigns have resulted in links from high-quality media outlets, including forbes.com (domain authority 96), parents.com (85), dnainfo.com (80) and fox32chicago.com (73).

DTC analysts also optimized 18 Google My Business pages for different Lurie Children's locations. This additional search strategy helped captured 325,000 search visits in the last quarter for just one of the 18 locations.

Results

Sky-high impressions, clicks and conversions are marketers' dreams. New customers drive revenue, profit and success. But for Lurie Children's, marketing success isn't measured by an uptick in revenue. Success for Lurie's Children is a healthy child, a happy family and the promise of the future. Digital Third Coast sees every click as a child moving closer to health. It's something the paid search analysts don't take lightly. Being a part of a child's journey to health — no matter how small — motivates the agency to bring it's sharpest ideas, utmost creativity and steadfast dedication to the Lurie Children's account. With impressive conversion numbers across all specialities, Digital Third Coast achieved the established objective and will continue to drive strategies for Lurie Children's.

2,300%

Conversions increase for Primary Care

279%

Conversions increase for Heart Center

3,500%

Conversions increase for Bowel Management

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