

# Mitchell Medical Group



Mitchell Medical Group practices holistic medicine and immunological medicine in New York City and Long Island, NY. Mitchell Medical Group takes a comprehensive approach to treatment to ensure patients are receiving the best and highest level of care for allergies and other immunological illnesses.



INDUSTRY

**Healthcare**

IN BUSINESS

**Since 1991**

CUSTOMER

**Since 2012**

BUSINESS TYPE

**Multi-Location**

## CHALLENGE

Mitchell Medical Group was looking for a way to attract new patients to their practice through online marketing. They were previously focused on traditional marketing practices but wanted to move online to reach more prospective patients

## GOALS

- ✓ **Get found by prospects on top search engines through a paid and organic strategy.**
- ✓ **Reach new patients through Facebook advertising.**
- ✓ **Establish an effective lead management strategy across the practice.**

## SOLUTIONS

Mitchell Medical Group works with ReachLocal for SEO through ReachSEO, search advertising through ReachSearch, Facebook advertising through ReachSocial Ads, listings management through ReachListings, lead management and call tracking through ReachEdge, and a smart website through ReachSite.

"They just cover all the bases. They can do your website, they can maximize your SEO, and they also handle the digital marketing ads, which are all critical in the overall plan."

Dr. Dean Mitchell  
Board Certified Allergist & Immunologist  
Mitchell Medical Group, P.C.

ReachSearch<sup>™</sup>ReachSocial<sup>™</sup> AdsReachSEO<sup>™</sup>ReachEdge<sup>™</sup>ReachSite<sup>™</sup>

500%

increase in web traffic  
from SEO

400%

increase in total leads  
from ReachLocal digital  
marketing solutions

69%

reduction in cost per  
lead since starting  
with ReachLocal

## RESULTS

Dr. Mitchell has been working with ReachLocal for digital marketing for the last five years. Before working with ReachLocal, Mitchell Medical Group was focused on traditional marketing practices but saw that digital was quickly taking over and wanted an integrated approach. Dr. Mitchell believes that ReachLocal provides the full package and their management of his campaigns has helped deliver incredible results and a number of new patients.

For example, although he was already working with ReachLocal for search engine advertising, he partnered with a different company for SEO. After seeing consistently dismal results, he began working with ReachLocal for SEO and has noticed a continuous improvement in web traffic, converted leads, and more. In fact, web traffic from organic sources alone has increased 500% since beginning his ReachSEO campaign.

"They quickly reorganized things to maximize my SEO standing, especially in the key areas that I was interested in," said Dr. Mitchell.

"ReachSocial Ads is a new avenue that I've moved into because with over a billion users on Facebook, this is a vehicle that you cannot afford to ignore," said Dr. Mitchell.

Mitchell Medical Group recently added ReachLocal's Facebook advertising solution, ReachSocial Ads, to their digital marketing strategy to retarget website visitors on Facebook. Dr. Mitchell believes Facebook is a vehicle local businesses can't afford to ignore due to the number of users and targeting capabilities available. And, although this is a newer venture for them, he knows it can be successful in driving more leads to his website to become patients.

ReachEdge, ReachLocal's lead management solution, helps Mitchell Medical Group prioritize leads as they come in as well as track where their leads are coming from so they can determine what marketing tactics are working best for their business.

"ReachEdge has made it easier for my staff to identify how to prioritize calls for our practice. And with ReachEdge, we're able to collect that information, and then in a timely manner, give the patients the appropriate information they need," said Dr. Mitchell.

ReachEdge has also changed the way Mitchell Medical Group interacts with their incoming leads. Because ReachEdge features a HIPAA-compliant call recording function, Mitchell Medical Group's staff was able to listen to calls and analyze where a lead may have dropped off. Based on this information, they internally addressed business practices that may have kept leads from converting and have since seen an improvement in conversion rates.

Dr. Mitchell appreciates ReachLocal's full-service approach to his practice's marketing strategy, which includes managing his website, directory listings, SEO, Facebook ads, and leads.

"Our business processes have changed since working with ReachLocal because now we are able to analyze the incoming contacts and calls with our patients," said Dr. Mitchell.

"They just cover all the bases. They can do your website, they can maximize your SEO, and they also handle the digital marketing ads, which are all critical in the overall plan," said Dr. Mitchell. "I've found ReachLocal to be the answer."