

Case study

The challenge

TeamHealth is one of the largest integrated care providers in the country. Now 15,000 clinicians strong, the company offers high-quality staffing, administrative support, and management across the full continuum of care - from hospital-based practices to post-acute care and ambulatory centers.

TeamHealth partnered with KNB Communications with the goal of growing awareness of the organization's service lines. TeamHealth had not seen strong results with their previous digital marketing agency, and were looking for experts in digital strategy and search engine marketing, specifically in the healthcare space. Upon reviewing the existing digital advertising campaigns, KNB identified clear opportunities, including updating bidding strategies, targeting, and creating impactful messaging.

KNB quickly developed and executed eight new service line campaigns for TeamHealth with powerful initial results.

Relevance

- Marketing strategy
- Digital advertising
- Search engine marketing
- Agency transfer



The approach

KNB Communications needed to ensure the revamped search engine marketing campaigns were driving quality results for TeamHealth. In order to do so, KNB needed to select the correct bidding strategy, layer in impactful targeting and keyword research, write compelling ad copy, and ensure conversion tracking was set up properly.

The first major change KNB made was shifting bid strategy from 'Maximize Conversions' to 'Maximize Clicks.' Next, KNB performed keyword research and found both new keywords to target and keywords to remove from the campaigns. KNB also requested updated Business Development lists from TeamHealth in order to target a warm audience, layer in retargeting, and create lookalike audiences. Finally, KNB developed compelling copy for responsive search ads to drive clicks and a positive CTR.

From launch, these campaigns have performed ahead of both industry and historic company benchmarks.



The results

+49%

increase in clicks

KNB has increased clicks by 49% year-over-year. Over the course of 2022, TeamHealth campaigns had generated just 9,721 clicks. Through KNB campaigns, TeamHealth has generated 17,585 clicks in just 2 months.

-47%

decrease in cost-per-click

KNB cut cost-per-click (CPC) by 47% from TeamHealth's historic benchmarks. Previously, CPC was \$1.26 on average. Within the first month of launch of the new campaigns, CPC had reduced to \$0.67 per click.

47

conversions in the first month

Despite shifting the Google bid strategy from Maximize Conversions to Maximize Clicks, the new TeamHealth campaigns are driving an increase in engaged users. These users are taking high-intent actions, such as initiating contact and submitting lead forms, on the TeamHealth website.

669%

increase in impressions in the first month

KNB's revised campaigns received 294,182 impressions across TeamHealth's target audience within the first month. This is a dramatic increase of 669.02% in impressions compared to the previous year.

01

Display ad creative

KNB analyzed the display creative historically used by TeamHealth and realized that it did not follow Google's best practices. The team worked with TeamHealth to develop compelling new creative that followed Google's guidelines, best practices and ratios. Through this initiative, KNB achieved a 7.35% click-through rate for TeamHealth's display campaigns, a 120.14% increase in CTR from the previous year.

02

120%
increase in
CTR YOY

3.45%
CTR

7.35%
CTR

March 2022

March 2023