



CASE STUDY



Kanata Orthopaedic
Physiotherapy Clinic

About



Kanata Orthopaedic Physiotherapy Clinic

Kanata Orthopaedic Physiotherapy Clinic is a physiotherapist-owned business, in business since 2004. While their organic growth had been consistent, they craved a more aggressive growth curve - more bookings for physio appointments, and more business for their supplemental offerings: massage, chiropody, chiropractic, acupuncture, sports medicine, and concussion management.



As scientists, and believers in data, the Clinic wanted to know as much about their competition, their marketing ecosystem, and their customers' journey.





CASE STUDY

1 challenges

Facing a significant challenge in optimizing lead generation and overall growth, Kanata Orthopaedic Physiotherapy Clinic sought to enhance their advertising strategy. The company identified a need to boost leads, clicks, conversions, and overall online visibility. The expertise of Mediaforce was enlisted to explore the impact of their services on transforming and elevating KOPC's digital presence and marketing outcomes.



before Mediaforce

- KOPC needed to improve user user engagement on the site and drive more online conversions to generate more leads.
- Mediaforce has been broadening the Clinic's view of their brand's ecosystem, adding listening/measurement tools to KOPC's toolbox, and making them optimally useful to the Clinic's business flow.



CASE STUDY

key metrics

2

KOPC's case study evaluates key metrics such as keyword analysis, leads generated, user experience, and SEO performance. These metrics provide valuable insights into the effectiveness and efficiency of Mediaforce's strategy. The study aims to showcase improvements in these areas and demonstrate the overall return on investment resulting from Mediaforce's services.



after Mediaforce

360-degree view

Mediaforce enhanced KOPC's brand awareness and equipped them with effective tools to optimize usability and functionality. Additionally, they developed the KOPC website to boost conversion rates and implemented analytics for deeper insights into customer behavior.

Keyword analysis

Mediaforce analyzed search trends and competitor keywords to optimize bidding strategies for KOPC, attracting quality traffic and guiding them through a relevant customer journey. After optimizing the website and launching targeted campaigns, they saw significant returns.

U/X Experimentation

Mediaforce conducted user-experience tests on the KOPC website to boost conversions, tailoring interactions based on content and user-device. They optimized journeys for individual users, adapting to their needs and enhancing interactions with the KOPC brand.

Online/Offline

Mediaforce implemented call-tracking solutions to attribute phone calls to their sources, allowing quality assessment and sentiment analysis for the Clinic's online-to-offline engagements.