



Healthcare Company Increases Online Conversions 38% with HubSpot and Inbound Marketing

A leading healthcare company with locations across the United States previously relied on standalone marketing and web applications to create content and communicate with its customers. With a growing and increasingly diverse customer base, they turned to HubSpot and inbound marketing best practices to standardize their marketing technologies, streamline their communications, and enhance their online customer experience for better retention and sales. Here are some of the initial results in the first 6 months of utilizing HubSpot:

4X

increase in
web traffic
over 6 mos.

2X

increase in
organic traffic
over 6 mos.

38%

increase in landing
page conversions

The Modern Healthcare Company

Healthcare companies can really start redefining the space and their communications with patients and providers by uniting previously separate services into a single, unified source for essential information about a rapidly changing industry and delivery of cutting-edge medicines and technologies to patients who need them most.

But to better communicate with their many buyer personas, this organization needed to replace the disparate digital marketing platforms it had been using with fully integrated applications featuring powerful analytics, insights, and automation.

Today, the company relies on a number of HubSpot apps such as its Content Optimization System and [Analytics](#) apps to provide real-time data and actionable insights for delivering powerful, targeted content to diverse customer segments. Other HubSpot apps like [list building](#), [landing pages](#), [SEO](#), [workflow automation](#), and [smart calls-to-action](#) features also play a key role in helping the marketing team engage customers in ways no one else in the industry does.

Let's Get Personal

One of their primary objectives was to personalize the customer experience on their website and through marketing communications. Before HubSpot, this meant manually changing content and page layouts to address each of the company's customer segments, as well as manually coding to optimize for mobile.

Instead, the HubSpot [COS](#) is mobile-ready right out of the box for easy browsing and navigation on any device and features several built-in marketing applications to ensure the most personalized experience possible. Their team uses the integrated content management system to rapidly design an easy-to-navigate, fully optimized site.

"HubSpot offers the largest array of fully integrated apps of any solution we looked at and makes it easy to see the best paths for engaging with our customers by putting all the data in one place."

Vice President of Marketing



The [smart content](#) and [smart CTAs](#) apps dynamically tailor content, images and calls-to-action in emails and on landing pages for every visitor. They also love the valuable insights their marketing team can get with HubSpot's progressive forms, social inbox monitoring, and page performance metrics that shape their conversion strategies.

HubSpot makes it easier to strategically place conversion opportunities everywhere on their site based on real-time statistics and precise customer personas. Once they know what customers are looking for, the custom workflows automatically change how and when content is deployed without them having to manage it, which has led to a **38% increase in conversions this year alone**.

Gaining a Competitive Advantage with Data-driven Marketing

HubSpot software has enabled this healthcare organization to take their website and marketing to the next level. HubSpot has been the catalyst for revamping their marketing and customer communications efforts to differentiate their business from everyone else's.

Moving forward, they plan to continue adding new apps, integrations, and software partners to the mix and scale their strategic marketing efforts further.

At the end of the day, HubSpot exponentially increases the ways they can communicate and connect with a number of different customer audiences for a better overall experience and differentiate their brand in the process.

Learn More & Schedule a Consultation

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Please Note: Company name is not mentioned in this case study for confidentiality purposes.