

Dramatically increased leads and lowered cost per lead within 30 days



Services Utilized:

Digital Marketing

- Marketing Strategy Development
- Email Marketing
- Paid Search
- Search Engine Optimization
- Social Media Marketing
- Remarketing

Web Design

- Responsive Website Design
- User Interface Design (UI)
- User Experience Design (UX)

Development

- Responsive Website Development

Traditional Advertising

- Print Design

Industry: Medical Equipment

Location: Strongsville, OH

Project Opportunities

For over 25 years, Repair Authority has led the home medical equipment repair industry by servicing units such as concentrators, liquid oxygen equipment, and CPAP machines. Most of their business came from word of mouth, referrals, and relationships with dealers or manufacturers. With vast experience repairing CPAP machines, coupled with the rising number of sleep apnea sufferers nationwide, they made the decision to grow sales by directly marketing to patients for CPAP repairs.

They challenged VividFront to build a direct-to-patient campaign from the ground up with three specific goals in mind:

- Understand the target audience & how to best resonate with it
- Establish credibility and build brand recognition
- Drive traffic to a landing page to increase qualified leads

The Strategy

First, VividFront conducted extensive competitor research to better understand the needs and wants of CPAP owners. This helped us to develop benefit-focused copy to highlight the easy process, affordable repairs, and fast turnaround times that Repair Authority has to offer. This copy is used consistently across the website and all marketing campaigns and materials.

Next, VividFront launched a strategic paid search campaign with a goal to rank in position 1 for keywords such as “CPAP repair”. All traffic was directed to a keyword-rich, mobile responsive landing page, built specifically with conversion rate optimization in mind. VividFront also ran a series of paid social media advertisements, targeted granularly to CPAP owners.

Additionally, VividFront looked to build brand awareness and create credibility. Alongside these campaigns, VividFront launched a Facebook contest to incentivize engagement, implemented an automated review platform to gain customer feedback, and launched a retargeting campaign to keep Repair Authority top of mind and bring any qualified, bounced traffic back to the site.

See campaign results on the next page →

The Results

Leads Generated

Users that have indicated interest in your company's product or service by converting a call to action

Goal

10-20

Qualified Leads / Month

Results

111 ↑

Qualified Leads / Month

2%

Conversion Rate

14.2% ↑

Conversion Rate

Cost Per Lead

Amount spent to generate a single new lead

Goal

\$80

Cost / Lead

Results

\$12.96 ↓

Cost / Lead

Conversion Rates

Percentage of users or customers that complete a desired goal

Close Rate

25% ↑

ROAS

500% ↑

Return on Ad Spend

Website Traffic

Unique visitors that interact with the website

Increase

594% ↑

Over previous month

Social Media Engagement

Facebook Contest

500+

Page Likes

1,000+

Post Likes

700+

Comments

500+

Contest Shares