



Case Study



Virginia Eye Institute is a well-established ophthalmology practice – its online presence was lacking, until they partnered with CEATUS, a Digital Marketing Company well versed in the ophthalmology industry.

Background:

Virginia Eye Institute is a large and successful multispecialty eye care group that began working with Ceatus in June 2021. The Institute, which also offers hearing and some aesthetic services, first asked for Ceatus' help in promoting its aesthetic services before deciding to develop a Digital Marketing Campaign focusing on general ophthalmology patients.

The campaign is a resounding success, producing increased website traffic, higher leads and patient volume, and an exponential increase in ROI.

Challenge:

Virginia Eye Institute reached out to Ceatus after determining that their previous digital marketing firm lacked the experience necessary to adequately promote the Institute's services. They were unhappy with the level of visibility being generated and turned to Ceatus to develop our paid marketing campaigns.

Ceatus advised the Institute to invest in a campaign focused on core ophthalmology services and the search terms relating to these services. Initially, they chose to focus on promoting our new aesthetician. But ultimately, they realized that Ceatus' strategy represented the best path forward.

Solution:

After witnessing the success but also the limits of the pay-per-click (PPC) for non-core terms, they concluded that Ceatus' initial advice was correct: a campaign focusing on core ophthalmology terms was what they needed to gain website traffic, additional leads and increased ROI.

In the beginning of 2022, Ceatus expanded their PPC campaign to target general ophthalmology patients. This campaign was extremely successful, right out of the gate. They were excited about the campaign's prospects, as Ceatus has advised them that these campaigns become even more successful over time.





Results:

Virginia Eye Institute is receiving impressive website traffic as a result of Ceatus' efforts, being visible for search terms that are meaningful to prospective patients. Their Ceatus PPC campaign has **greatly increased lead generation —at an unprecedented low cost**. Most importantly, all of this has translated to higher patient volume for Virginia Eye!



PPC

↑
CTR have
increased by
162%

↑
Conversions have
increased by
424%

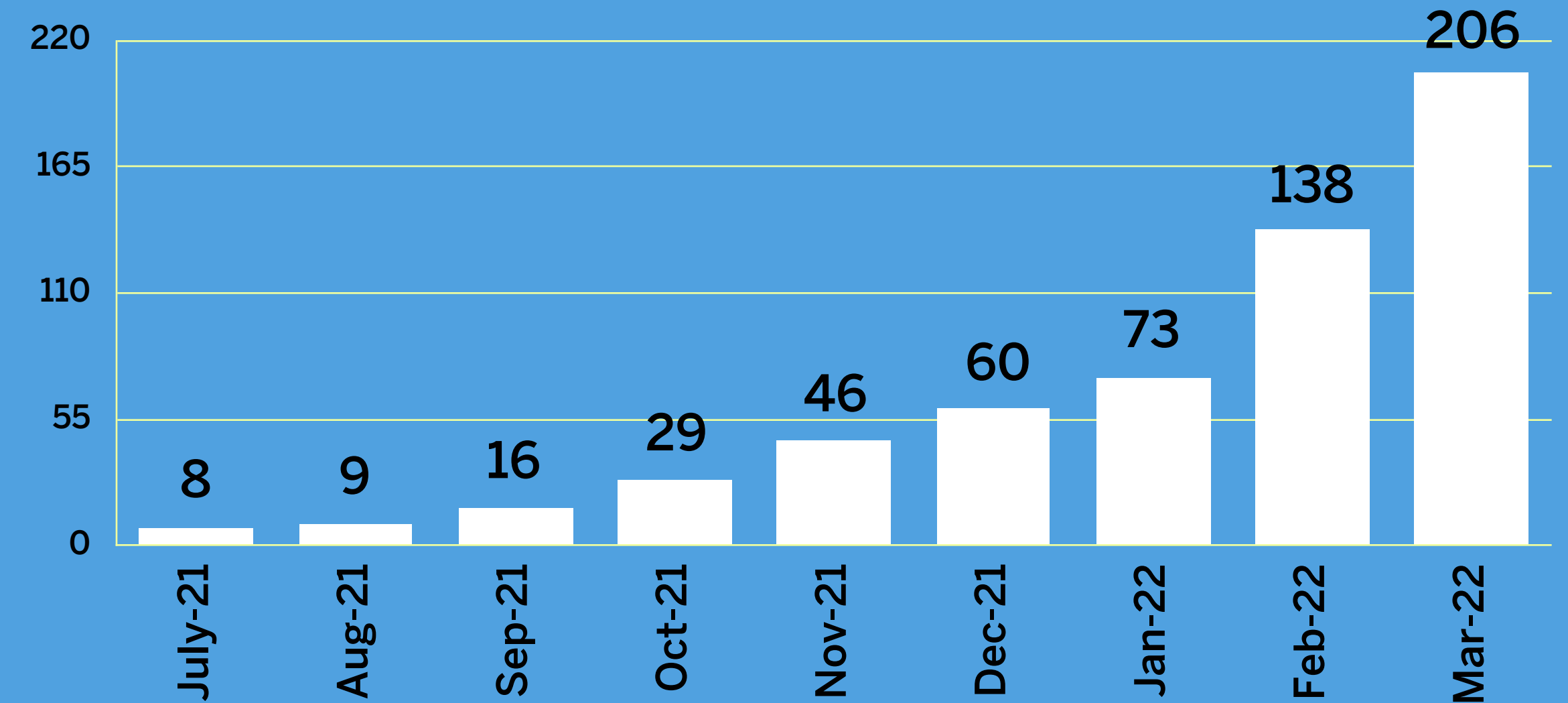
↑
Conversion
Rates have
increased by
191%

Cost per lead
has
DECREASED by
411%
↓

PPC Cost Per Conversion



PPC Conversions - EMAIL & PHONE CALLS





Ophthalmology Practices choose CEATUS because their team of experienced professionals have one mission: The Clients' **SUCCESS!**

Innovative, results-oriented practices and procedures have made CEATUS a highly successful and accredited Digital Marketing and Consulting Company. [See more case studies...](#)