



# Case Study



**Intracoastal Eye 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:

Intracoastal Eye is a thriving full-service ophthalmology practice in Wilmington, NC, offering everything from routine eye exams to complex eye disease treatment. Areas of specialty include general ophthalmology, laser floater removal, and retina.

The practice became a Ceatus client in May 2018 and is very happy with their decision. Intracoastal has seen explosive results from Ceatus' search engine optimization (SEO), pay-per-click (PPC), and other services.

## Challenge:

Intracoastal reached out to Ceatus because their previous digital marketing firm was failing on multiple fronts.

The root of the problem: They Had No Experience in Eye Care.

Lacking knowledge of the ophthalmology industry, the previous marketing company was ill-equipped to fully understand not only the conditions and treatments being offered, but more importantly the patient's journey. As a result of the previous company's inexperience, Intracoastal was NOT ranking well, NOT achieving good Internet visibility, and therefore NOT attracting patients from the Internet and NOT generating the ROI from Internet marketing that their competitors were.

**Bottom Line:** It's critical to understand the patient perspective, and how a prospective patient might search or where they will look online, without which, you cannot develop a successful Digital Marketing Campaign. Ceatus has almost 20 years of experience creating successful Digital Marketing Strategies for premier ophthalmology practices worldwide. Over the years, we have acquired a wealth of knowledge which allows us to leverage our proprietary data to better develop highly targeted strategies that generate more new-patient leads and increased ROI for our clients.

**After partnering with CEATUS, Intracoastal Eye now receives the level of customer service they deserve.**

## Solution:

It's easy to see why Intracoastal felt the need to find a new marketing company. But why did they choose CEATUS?

Ceatus is a well-known industry-leading expert in the field of Digital healthcare marketing, specifically ophthalmology. Many of Ceatus' key executives have lectured at eye care meetings and have been featured in publications such as Ophthalmology Times and Ophthalmology Management on all topics of Digital Marketing.

In May of 2018, Intracoastal Eye decided to make the switch from their previous company and signed up with Ceatus. After performing a comprehensive analysis of Intracoastal's Digital presence, Ceatus developed a robust Digital marketing plan that included, SEO, content development, social media, blogging and later in 2018, PPC. The practice also signed up for and benefited from the highly effective Ceatus Review System.

**Search Engine Marketing  
Content Development**

**Reviews Management  
Monthly Blogging**

**Directory Listings  
Social Media Marketing**





AT INTRACOASTAL EYE IN WILMINGTON, YOUR VISION IS ALWAYS IN GOOD HANDS

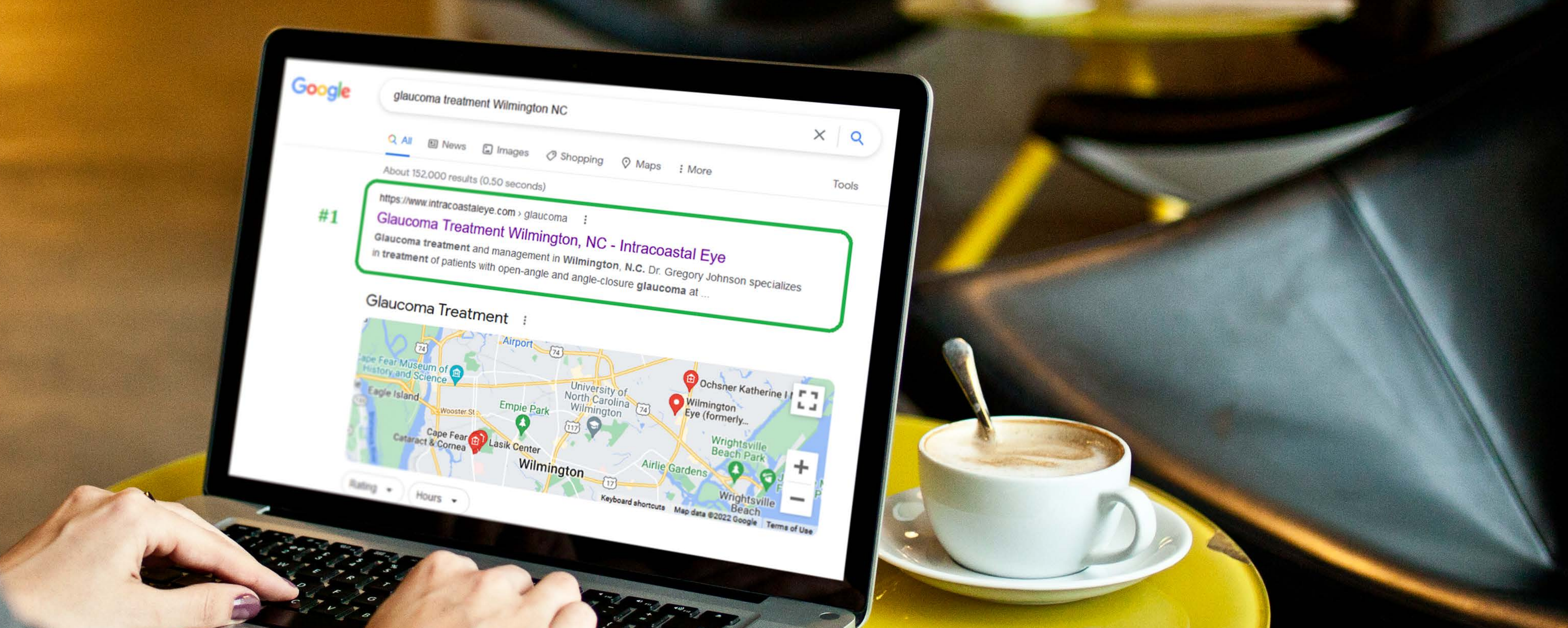
# YOU'LL LOVE WHAT YOU SEE

[View Medical](#)

SCHEDULE YOUR EYE CARE APPOINTMENT TODAY. **910-777-8254**

[Contact Us](#)





## Results:

Intracoastal is receiving impressive website traffic as a result of Ceatus SEO efforts, ranking #1 for search terms that are meaningful to prospective patients. Further, their Ceatus PPC campaign has greatly increased lead generation — **at an unprecedented low cost**. The effectiveness of the Ceatus Review System has translated not just to more reviews but also to higher patient volume.



Increase in  
Total Website Traffic

**1,202**<sup>%</sup>

# ORGANIC



Organic Increase  
in Website Traffic

**2,318**<sup>%</sup>



Emails have  
increased by

**1,232**<sup>%</sup>

# PPC



CTR have increased by

**168%**



Conversions have increased by

**4,382%**



Conversion Rates have increased by

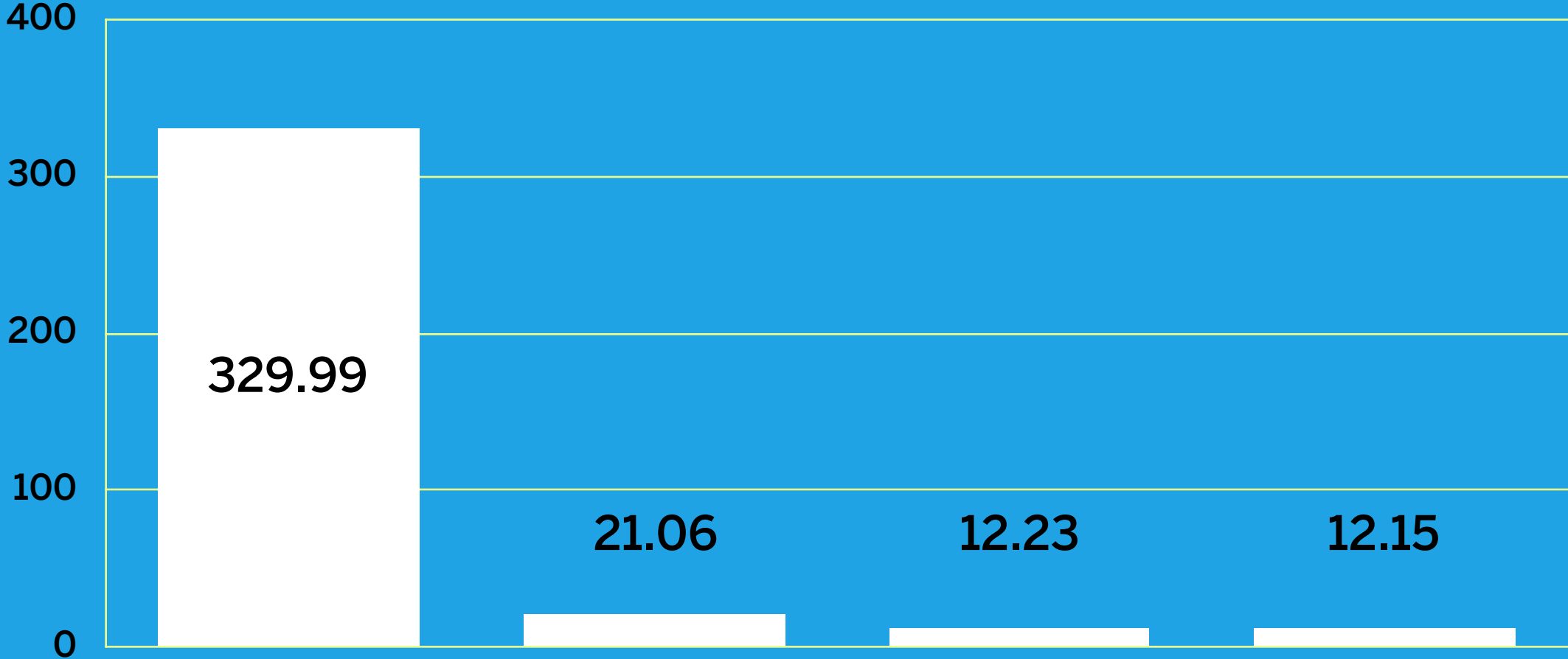
**826%**

Cost per lead has DECREASED by

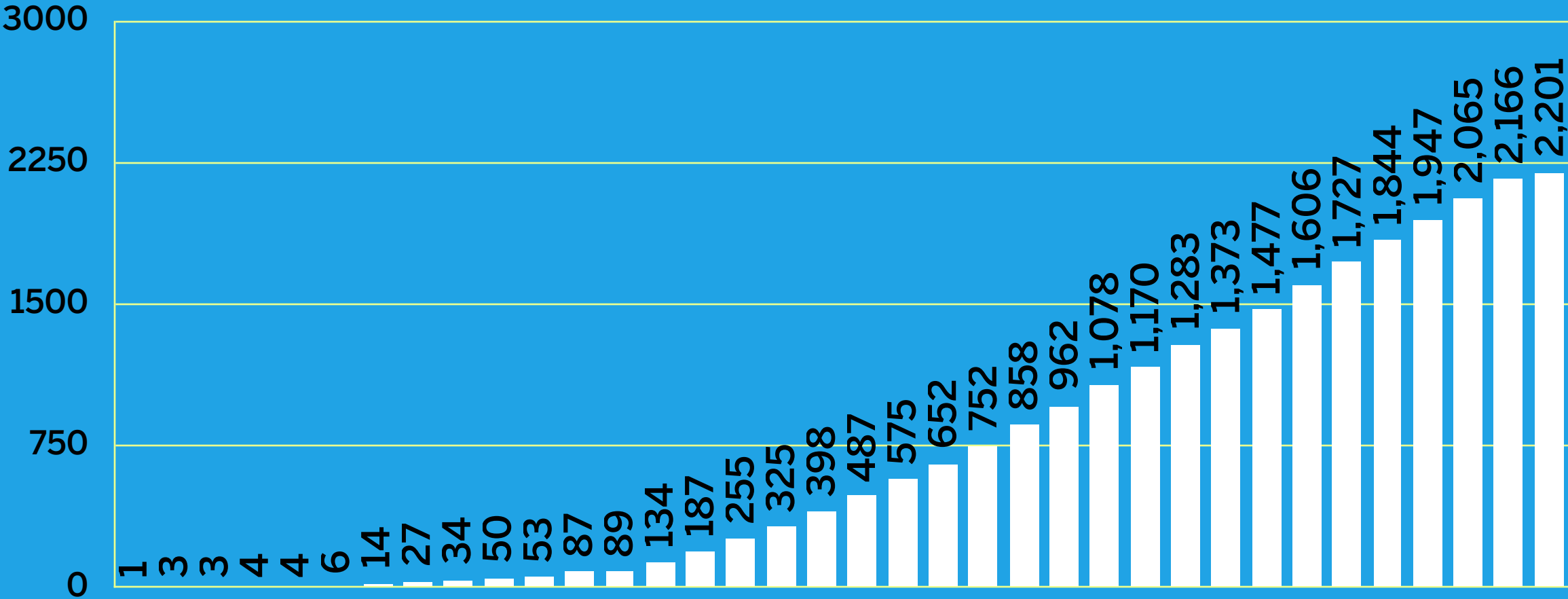
**95%**



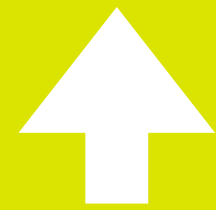
PPC Cost Per Conversion



PPC Conversions - EMAIL & PHONE CALLS



# REVIEWS



Reviews have increased by

**1,165%**

Intracoastal went from

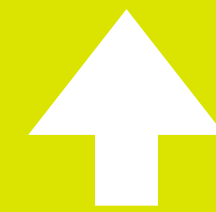
**40**

REVIEWS IN 2018

TO

**506**

REVIEWS IN 2022



Review Grade has increased from

**4.56**

TO

**4.87**





**CEATUS**  
MEDIA GROUP

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...](#)