



# CASE STUDY

## OMEGA HOSPITALS

Growing digitally and generate revenue by **10X**.

## Omega Hospitals stands out from the lot!

### Introduction

Known for its compassionate approach to patient care and advanced medical treatments, Omega Hospitals is one of the most influential healthcare providers in the country with multiple facilities across the country that offer unparalleled patient care.

### Challenge

The Omega hospitals brand is well-known, but it wasn't ready for the digital transformation that has become commonplace across the globe. The company was experiencing crises in the digital space, driving more traffic to its website in terms of patients enquiries, and so it sought to grow its digital footprint through various digital marketing channels and SEO to reach a larger audience and drive growth.

### Solution

In response to this crisis, Keyblock Strategy developed a comprehensive digital marketing plan that included SEO, social media engagement, and internal audits to improve the organization's online performance. Additionally, their market outreach was increased offline by using the PRO Marketing Strategy involving reaching out to potential customers, influential individuals, or brands with a strong relationship with the target market. , which delivered a **9.63%** increase in traffic. Keyblocks also developed a content marketing strategy along with a search engine optimization strategy for Omega Hospitals, incorporating targeted

keywords into the content on the website to optimize its keyword ranking in Google, resulting in **0 to 10x** growth driving most of the traffic and also be consistently **on top page** rankings through SEO. With this content optimization, along with email marketing strategy, resulted in **21%** increase in email subscriptions. Targeted email campaigns were developed that resonated with the audience and encouraged them to engage with the hospital.

### Conclusion

In conclusion, the digital marketing services provided by Keyblocks Strategy Consulting helped Omega Hospitals achieve significant digital revenue growth and improve its online presence. The content marketing, social media engagement, and email marketing strategies developed by Keyblocks helped Omega Hospitals reach its target audience and drive growth. Omega Hospitals is now well-positioned for continued success in the healthcare industry .

### Results



Digital revenue raised from **1.2 Million** to **4.5 Million**.



**0 to 10x** growth driving most of the traffic through SEO & organic social engagement.



**21%** increase in email subscriptions



**65 Keywords** has been ranked on the top 2 pages.



**9.63%** increase in market outreach

