

Pharmacy Website Design & Marketing Case Study

Specialty Pharmacy

EXECUTIVE SUMMARY

As a pharmacy that had grown in scale over the years, they needed a website that could showcase the range of services they offer to patients as well as to providers and manufacturers. In addition, their brand name had recently changed, and they had added new businesses that had not yet been promoted. **Medical Web Experts** designed their website to uniformly brand the old business and new businesses under one brand name. In addition, **Medical Web Experts** contracted photographers and videographers to travel to the pharmacy facility to generate custom photography and video content to showcase on the website. To drive traffic to the site, Google AdWords was used and social media pages were generated and managed. The resulting site is an SEO-optimized mobile- and tablet-friendly design, using personalized video and photo content of the pharmacy facilities. A few months after the site went live, the marketing campaign was launched. Compared to the numbers before the marketing campaign began, the campaign resulted in a 5-fold increase of new visitors to the site, 1600% increase in clicks, and a 2000% increase in conversions.



ABOUT THE CLIENT

The client is a full-service pharmaceutical facility. They specialize in pharmacy services for patients with complex needs, and work closely with providers and manufacturers. In addition to their traditional pharmacy services, they have two newer related businesses, one that delivers pre-sorted pill packets, and a state-of-the-art infusion center.

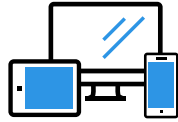
THE CHALLENGE

The client needed a website for their pharmacy brand. Once the website was developed, it needed a marketing plan to increase traffic, clicks, and conversions.

The pharmacy needed a website and marketing plan that included:



A uniform brand name identity across the pharmacy and the pharmacy's related businesses



A website that was easy to navigate via desktop, mobile, or tablet



Social media integration and online reputation management



Unique photography and video content to showcase their facilities and specialty services



Promotion to drive traffic, clicks, and conversions to their website

THE SOLUTION



BRANDED WEBSITE DESIGN

- ✓ A site that uses their new brand name to unite all of their services and businesses under one uniform design
- ✓ A site that is easily navigable via desktop, mobile or tablet
- ✓ Custom images and video

MARKETING

- ✓ Social Media integration, created and managed
- ✓ Reputation Management of online reviews on sites such as Yelp and Google+
- ✓ Google Adwords for promotional ads that appear in google searches

THE RESULT



Medical Web Experts is a team of trusted industry leaders that has been providing health-care professionals with top notch web solutions since 2003. To learn more about what we can do for you, get in touch to start a conversation.



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