

CASE STUDY

A HOLISTIC MARKETING STRATEGY TO INCREASE INTAKE FORM LEADS

ABOUT RAINBOW ABA THERAPY

PROVIDING EXCELLENT SERVICES WITHOUT A MARKETING STRATEGY

Rainbow ABA Therapy provides proven ABA Therapy with the convenience of at-home or clinic services. They recently opened their first state-of-the-art therapeutic center in Bloomfield, NJ with a sensory gym and an imagination room, providing children with the room to grow at their own pace with the support of a nurturing team. They treat patients in New Jersey, Oklahoma, and Texas.

Rainbow ABA leveraged a web designer/developer to maintain their website, an advertising freelancer to support their advertising efforts, a friend of the family for graphic design, and internal employees to support their content creation. They realized that they weren't getting the desired results and were paying multiple vendors and contacts to piecemeal their marketing efforts without an overall, coherent marketing strategy.

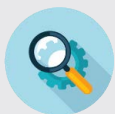


THE SOLUTION - AN EFFECTIVE DIGITAL MARKETING STRATEGY



WEBSITE REDESIGN

Provided a professional website redesign to showcase the full value of the clinic and the dedicated staff, which was fully optimized for SEO thereafter.



SEARCH ENGINE OPTIMIZATION

Built out an effective on-page and off-page search engine optimization strategy to begin ranking for targeted keywords, increase domain authority, and build out a backlink portfolio.



ADVERTISEMENT MANAGEMENT

Restructured the current advertising strategy to focus on strategic keywords and driving traffic to landing pages built to convert traffic.



CONTENT MARKETING

Developed a content marketing strategy to provide thought leadership content, rank for targeted keywords, and provide engaging infographics to bring the content to life.

RESULTS AND INSIGHTS

A DIGITAL MARKETING STRATEGY THAT LED TO AN IMMEDIATE IMPACT

Bertoli Marketing was able to build out an effective digital marketing strategy for Rainbow ABA Therapy. The initial website redesign allowed the site to be optimized for conversion as well as SEO.

- Their key value props and benefits prominently displayed.
- Custom landing pages were developed for the three states that they operate in.
- The high-performance team was showcased front and center.
- All roads on the website now lead to form conversions.
- Blogs and infographics bring to life the thought leadership of the organization.

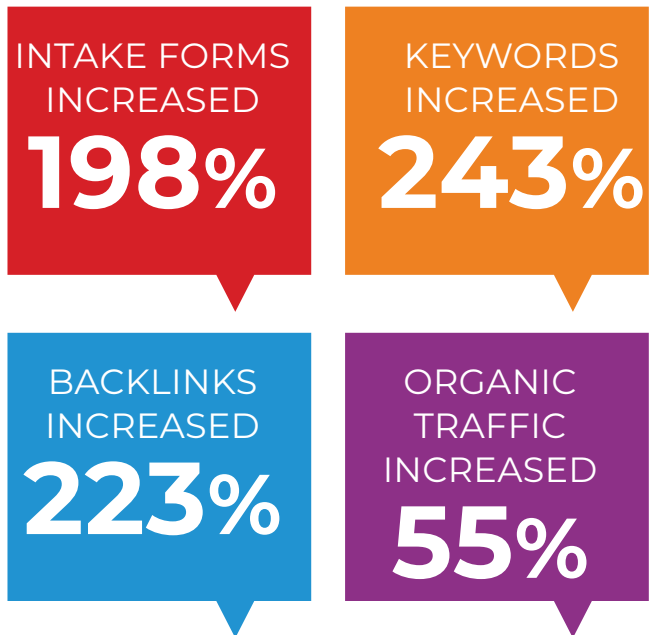
The SEO strategy, coupled with an effective content marketing strategy, increased the number of organic keywords that they rank for from 202 to 692, an increase of 243%. Organic search traffic increased 55% in that same time frame. The backlinking profile increased 223%, increasing their domain authority.

The advertising effort, in addition with the SEO effort, increased their overall web traffic 23.6% and increased their form conversions 198%, leading to many new opportunities for the company. State-focused advertising campaigns were generated to drive targeted traffic to designated landing pages. Collectively, the revised marketing strategy has led to hundreds of new intake forms.



“Bertoli Marketing had a direct and immediate impact on our digital presence and lead generation.”

Clinical Director Gabrielle Centra-Taylor



INTERESTED IN INCREASING YOUR INTAKE FORM COMPLETIONS? LET'S CHAT ABOUT AN EFFECTIVE MARKETING STRATEGY WITH GUARANTEED RESULTS!

ABOUT BERTOLI MARKETING

Bertoli Marketing provides Fractional CMO, Demand Generation, and AI-Powered Website Optimization Services to startups and small businesses who either lack the functional marketing expertise, or they are not able to scale properly because they don't have the necessary infrastructure and strategy in place. Our proven methodology evaluates the organization's marketing mix to understand what's working and what needs improvement, we then build out an effective strategy to increase the website conversion rate, drive more engagement, and accelerate pipeline. We are so confident in our strategy that we guarantee an increase in your website conversion rate and lead generation in the first 6 months of engagement, or we'll provide an additional 6 months of support for free!

For more information, please visit www.bertolimarketing.com.



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