

# MEDIAFORCE CASE STUDY:



**Kanata Orthopaedic**  
Physiotherapy Clinic



## **KOPC NEEDED TO IMPROVE USER ENGAGEMENT ON THE SITE AND DRIVE MORE ONLINE CONVERSIONS TO GENERATE MORE LEADS.**

### **THE COMPANY**

*Kanata Orthopedic Physiotherapy Clinic is a physiotherapist-owned business, in business since 2004. While their organic growth had been consistent, they craved a more aggressive growth curve - more bookings for physio appointments, and more business for their supplemental offerings: massage, chiropody, chiropractic, acupuncture, sports medicine, and concussion management. As scientists, and believers in data, the Clinic wanted to know as much about their competition, their marketing ecosystem, and their customers' journey.*



### **A 360-Degree View**

Since the beginning of our relationship with KOPC, Mediaforce has been broadening the Clinic's view of their brand's ecosystem, adding listening and measurement tools to KOPC's toolbox, and making them optimally usable, and useful to the Clinic's business flow.

Mediaforce not only build the KOPC website to optimize the conversion rate, and implemented a robust analytics solution to help them understand what their customers were responding to on their journey to conversion, but filled as many gaps in their understanding as possible.

## Competitive Keyword Analysis

Mediaforce performed analysis on industry search-trends, and gathered competitive intelligence on Clinic-competitors' keywords, identifying keywords were most relevant to people searching for KOPC's services. With a full picture in place, Mediaforce was in a position to bid effectively, win quality qualified traffic, and convert them via a journey more relevant to customer-intent.

And, after creating a conversion-optimized website for the Clinic, and setting up an Analytics solution to map the customer's journey through the brand-narrative, Mediaforce began running targeted search marketing campaigns, optimizing them, and seeing great returns.

## Maximizing results: U/X Experimentation

But Mediaforce didn't stop there: to further drive conversions, Mediaforce undertook a multivariable user-experience test on the KOPC site, in order to offer a more relevant, higher-converting interaction to more people, more often. Mediaforce engineered multiple journeys featuring or omitting certain content, and differing by user-device. Assessing the performance of each variable allowed us the engineer better and better journeys, by isolating the impact each element had on each journey, and learning which journey best suits each user.

Mediaforce helped the Clinic respond and adapt to customer need, and to provide more meaningful and contextually relevant interactions with the KOPC brand to each user.



## **A Global Understanding of the Customer Journey - Online to Offline/Offline to Online**

A deeper, more actionable understanding of the roles the Clinic's website, social media presence, and ad-copy plays in the customer journey, however, meant following the customer through from their online to their offline engagements with the Clinic. To this end, Mediaforce implemented a call-tracking solution on both the clinic's website and ad-campaigns. The sources of phone calls to the clinic now can now be definitively attributed to their point of origin, and call quality can now be assessed, for quality-of-service assurance, and by sentimental analysis.

### **Actionable Insights**

Not only does Mediaforce collect data and provide data relevant to KOPC business decisions, but we provide a real-time dashboard that shows, in a single view, AdWords, Analytics, Call, and conversion data, and which provides client-actionable insights for growth.

### **Business Impact**

In the 2 years Mediaforce has served the KOPC account, their clinic has expanded their office-space, and dramatically increased their staff in order to serve demand, adding additional physios, more masso-therapists, new physicians and different specialists.



## **SINCE 1995, MEDIAFORCE HAS HELPED CLIENTS ACROSS NORTH AMERICA GROW THEIR BUSINESS.**

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