

# Case Study



## Overview

Castle Rock Hormone Health came to us with 10 established clinics. They had a sought after service, but their growth was stalled. They needed a marketing strategy that would increase leads across all franchises - a turnkey solution that could be replicated as they grew.

## Research and Strategic Recommendations

- Having such a large, complex system of franchises made it challenging to grow consistently across each one. They lacked a proven lead generation system that each franchise could follow.
- Their website wasn't designed to present professionalism and credibility of their team. It wasn't converting and didn't provide adequate information.
- Their complex tech stack was not cost effective or strategic for what they needed.

## Our Plan

Key Area	Strategy
PPC	By implementing a consistent and effective Google Ads strategy across all locations, CRHH can capture a high volume of interest in their offering.
SEO	People are searching for this service in huge numbers. Foundational and ongoing SEO on the website will attract and convert more potential clients by ensuring CRHH shows up at the top of the search results.
Digital Presence Upgrade	Designing a new website and integrating it with the right CRM would facilitate lead gen by maximizing conversions.



## Tactic 1: Identify Keywords

Determine which keywords have high volume and which will be best for Google Ads vs SEO. Target competitors offering the same service in their areas to capture interest.

## Tactic 3: SEO Content Strategy

Build and implement an optimized content strategy that features factual, relevant interviews with doctors that reflects the questions customers ask. Work with their PR agency to align on priorities and integrate strategy.

## Tactic 2: New Website

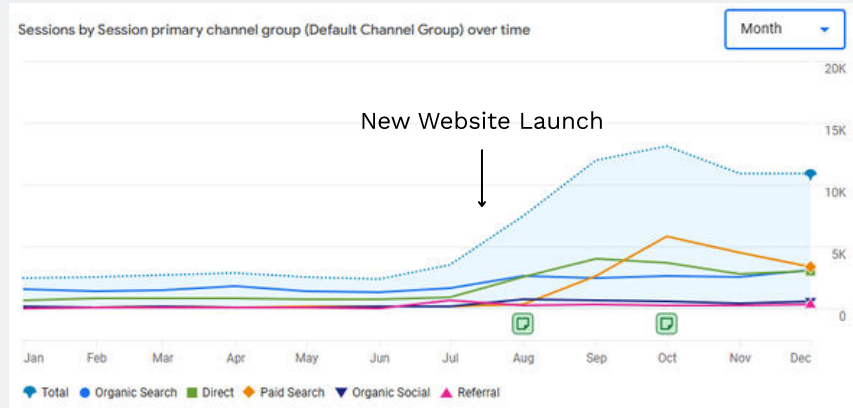
Build a new website that increases credibility and trust. Highlight great reviews and their sought after scope of services. Conduct photo and video shoots to reflect the business's professionalism.

## Tactic 4: Launching Ads

Use a combination of Google Ads and Meta ads to reach clients where they are on the internet. Establish a turnkey solution for ads to support all clinics and new ones as they're built.

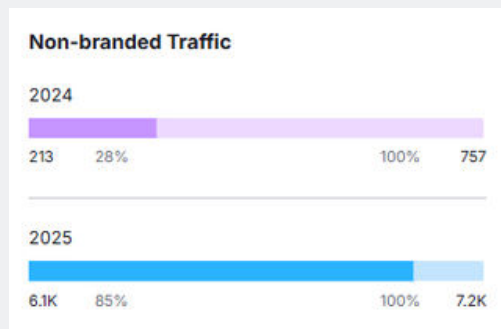
## DIGITAL PRESENCE UPGRADE

By using a combination of marketing tactics, website sessions increased dramatically when the new website launched.



## KEYWORD GROWTH

In 2024, 28% of traffic came from non-branded keywords. After optimizing the site to reach new patients, 85% of traffic came from non-branded keywords, indicating we're reaching new audiences who are searching for Castle Rock's services but don't know their business yet.



Keyword	Traffic %
hrt near me	22.59
castle rock hormone health	11.87
hormone specialist near me	3.99
hrt clinic near me	2.88
hormone test near me	2.22

## ADDITIONAL WINS

**+167%**

Increase in Total Website Clicks YoY

**+802%**

Nonbranded Impressions Increase YoY

**+642%**

Increase in Nonbranded Clicks YoY

**+162%**

Increase in Organic Search Website Traffic YoY

**21.28%**

Google Ads Average Conversion Rate Since Launch

**-84.91%**

Decrease in Google Ads Cost-Per-Lead After 4 Months



“It’s very helpful to have a well-built, well-rounded team with expertise in multiple things. With a really good website that indexes well and is very searchable, we saw hundreds of percents growth month over month with web traffic increasing, and the way the Google ads were managed gave us very high-intention prospects booking appointments...It’s been great working with you guys.”



Christopher Stolzman, CEO & Cofounder  
Castle Rock Hormone Health