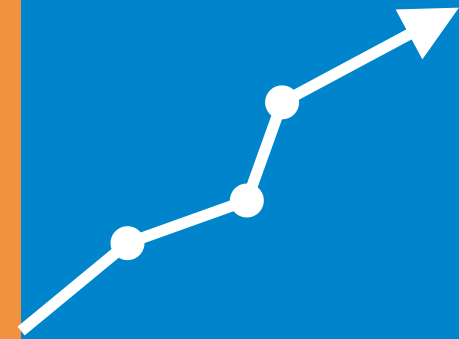


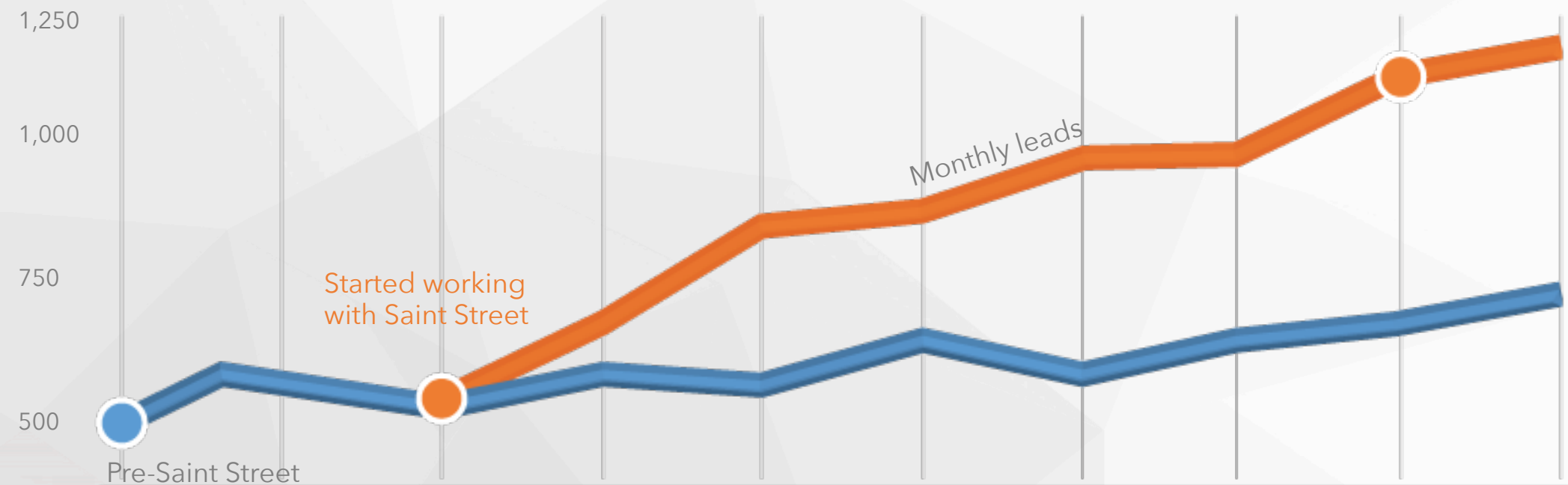
# LASIK Marketing Strategies

A Case Study by Saint Street



*"Saint Street has delivered on everything we needed, and everything we've asked for. They've been invested in our success since Day 1." - Kevin Clinton, Director of Marketing*

**+395%**  
Online Leads



# The Opportunity

NVISION Eye Centers is one of the leading laser vision correction providers in the U.S., with 17 locations in three states. Even with its strong reputation and years of success, NVISION believed their website & digital marketing efforts could be greatly improved. Thus, NVISION contracted Saint Street to develop and drive their online marketing strategy.

Comprehensive efforts included:

- Online Marketing Audit, Planning & Budgeting
- Search Engine Optimization
- Online Paid Advertising
- Search Directory Optimization
- Social Media Management
- Website Development
- Email Campaign Development

# The Result

Within three months, Saint Street increased NVISION's online leads by 395% and grew new web visitors by 15% - without adding additional spend to NVISION's marketing budget. These results were driven through the execution of Saint Street's online marketing strategy.

395%

Increase in  
Online Leads

15%

Increase in New  
Web Visitors

# Our Marketing Strategy

## Optimize NvisionCenters.com For Search Engines

### Optimization

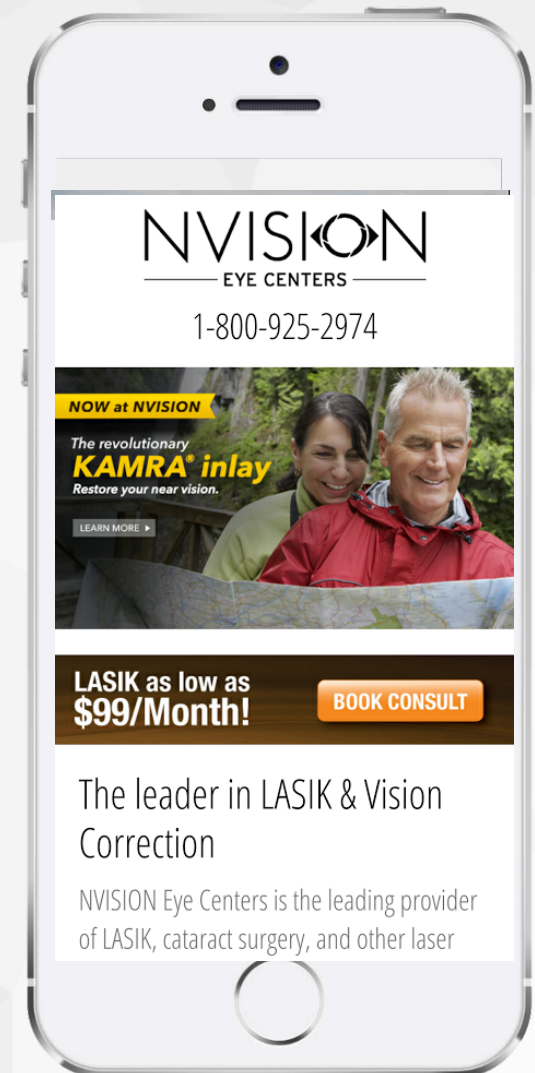
We increased search traffic to the site by completing exhaustive keyword research and optimizing the on-page copy and meta data site-wide, including: meta tags, title tags, etc. This improved visibility with search engines.

### Cleaning House

We enabled NVISION to rank higher in organic search results through the use of our SEO arsenal. We repaired broken links, images/videos, and page errors; we also removed spammy web pages & 3<sup>rd</sup> party backlinks, as well as overhauled the site navigation and user-experience.

### Mobile +24%

Mobile traffic increased by **24%** when we created a mobile optimized web experience featuring a primary splash page and lead gen landing pages. This strategic effort ensured Google was able to index the site and display it in relevant mobile search results.



# Our Marketing Strategy

## Overhaul Online Paid Advertising Program

### Paid Search Ads +175%


We overhauled NVISION's existing Google Adwords account, increasing qualified leads by **175%** and overall site traffic by **79%**, enabling us to lower their cost per lead by **47%**.

### Re-targeting Site Visitors

We launched an AdRoll website retargeting program to ensure NVISION stayed top-of-mind with prospects who initially did not convert when visiting the site. Ads were displayed across the web and featured on Facebook. A wide spectrum of creative and messaging was tested and optimized.

### New Indirect Marketing Channels

We trialed new online advertising channels including Yelp ads, Pandora, Facebook, Twitter & LinkedIn ads. All proved successful in generating targeted awareness and leads.

NVISION® Eye Centers - NVISIONCenters.com  
Ad [www.nvisioncenters.com/LASIK](http://www.nvisioncenters.com/LASIK)   
Premium LASIK for as low as \$99/mo. Book A Free LASIK Consultation Now!

NOW is the time to book your free LASIK consultation!  
Click or call 1-888-627-0477 to ...



NVISION Eye Centers  
Leading LASIK surgeons and a Lifetime  
Commitment. Premium LASIK for as low as \$99/mo.  
[moreinfo.nvisioncenters.com](http://moreinfo.nvisioncenters.com)

# Our Marketing Strategy

## Optimize Local Search Directories

### Yelp Listings +250%

We drove a **250% monthly** increase in Yelp leads by setting up enhanced profiles, adding call-to-actions, building unique (and optimized) landing pages, and A/B testing different Yelp ads.

### Google, Bing, Yahoo, & More +35%

NVISION's referral traffic increased by **35%** thanks to our efforts in creating more than 75 new business listings (we also cleaned up existing listings) across six primary local search directories. This also directly supported our SEO efforts.

### Reputation Management

We leveraged online listening tools like Reputology and Topsy Alerts, which allowed us to immediately respond to customers' questions and complaints across key review sites. Qualitatively, we directly improved the customer service experience for dozens of current and prospective patients.



# Our Marketing Strategy

## Boost Social Media Traffic & Visitors To Website

### Social Traffic +33%

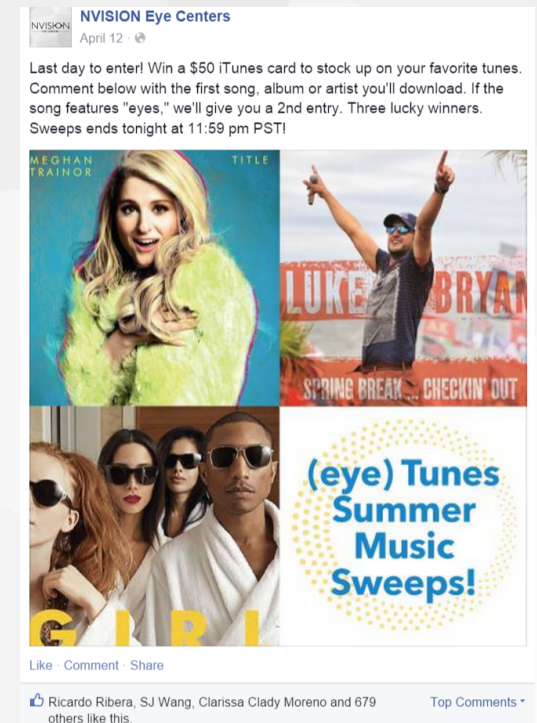
We increased the amount of visitors to NvisionCenters.com from social by **33%** (Facebook traffic alone increased by **161%**). Efforts across multiple channels included research, planning, creative development, and testing.

### Social Engagements +3,500%

Brand mentions, likes, comments, shares etc., increased by more than **3,500%**. This heightened brand awareness and drove engaged users back to NvisionCenters.com; all online efforts aligned with offline marketing efforts.

### Social Promotions & Content

Through the promotion of cross-platform social content - such as dynamic branding videos & promos - NVISION targeted specific demos, reached new patients, increased web traffic, and expanded their social following.





# Our Marketing Strategy

## Increase Website Conversion Rate

### Short Forms +146%

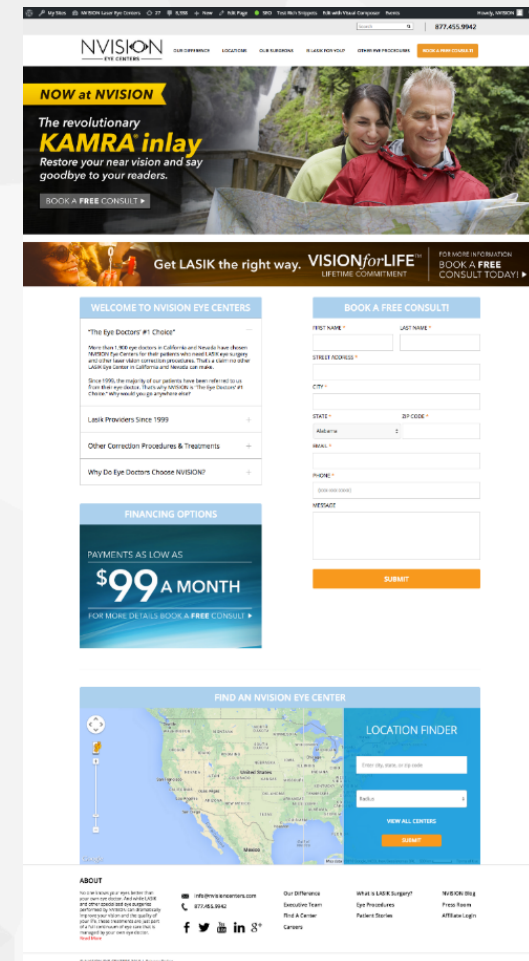
We increased consult requests by **146%** by modifying website navigation, simplifying the "Request a Consult" form, and adding a strong CTA to every page.

### Landing Pages +31%

We created a new lead gen landing page program, starting with the development of a mobile splash page. Also, we designed & created new pages for paid search, email marketing, and other primary channels. Site-wide conversion improved by **31%**.

### Calls To Action

The testing and placement of new web banners & stronger CTA's throughout NvisionCenters.com, helped site visitors narrow in on the information most relevant to their needs.



We can help your business grow too.  
Let's chat.



2692 Dow Avenue, Tustin, CA 92780  
[Info@SaintSt.com](mailto:Info@SaintSt.com) | (714) 782-9691