



TRUE NORTH
CUSTOM

A PROVEN APPROACH TO PRIMARY CARE MARKETING

TRUE NORTH COMBINES PREDICTIVE MODELING WITH AN INTEGRATED CONTENT STRATEGY TO FIND, ENGAGE, AND CONVERT YOUR BEST PROSPECTS FOR PRIMARY CARE.

Through select channels, we drive primary care prospects to content that encourages engagement and conversion. Our campaigns are designed to encourage a visitor to take an action and they're highly trackable, which means you'll know exactly how each component is performing and can directly tie that tactic back to revenue.

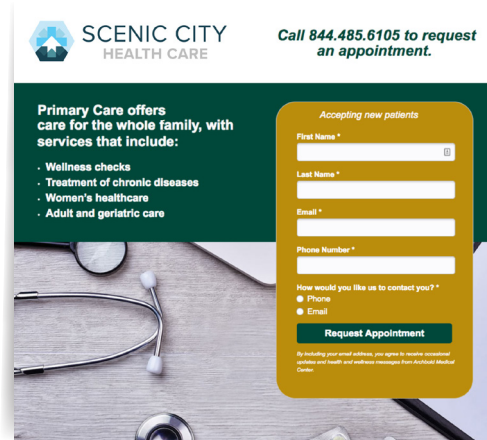
What makes us different? In addition to converting prospective patients who are ready to make a decision (bottom of the funnel), we use email automation to nurture prospects who are still in the early stages of the decision cycle.

Our results show that up to 20% of conversions come from those nurturing emails. That's a valuable segment of your audience who wouldn't have taken action otherwise.

CAMPAIGN COMPONENTS

Through a mix of online and offline tactics, our campaigns meet your prospects where they are in the decision cycle and nurture them through to conversion. This can include:

- Google Search/Facebook Ads & Direct Mail (audience targeting to drive traffic)
- Landing Page (conversion destination)
- Downloadable Guides and Other Content
- Call Tracking (number of calls & duration)
- Email Automation (for confirmation and follow-up)



CASE STUDY

STRATEGY

In partnership with True North Custom, a health system in the southeast launched a campaign to increase new patients for primary care within its primary and secondary service areas.

The first step was identifying prospects via predictive modeling, which helped the system identify consumers with the highest propensity to need primary care in the market area.

CONTENT

Once the target audience was defined, they were engaged through a mix of paid search (Google AdWords) and social (Facebook) ads along with a direct mail series designed to drive to a campaign landing page. There, users could download a guide, complete a form for more information, or call to make an appointment.

RESULTS

Within the first two months, the campaign generated **150+ CONVERSIONS** — including more than **40 APPOINTMENT SUBMISSIONS** and over **100 QUALIFIED CALLS** that spanned 30 seconds or longer. The campaign continues to generate **20+ PRIMARY CARE LEADS PER MONTH AND EXCEED CONVERSION GOALS.**

TO DISCOVER HOW TRUE NORTH CAN INCREASE YOUR PRIMARY CARE VOLUME, CONTACT TRUE NORTH CUSTOM AT 423.305.7692 OR JSKINNER@TRUENORTHCUSTOM.COM.