

Case Study

Marketing During a Pandemic



**How Criterion.B Helped Increase Organic Search
Traffic to ER Near Me Despite the Impact of COVID-19**



Case Study



www.criterionb.com/blog

The Client

When a global pandemic hits, you don't expect emergency rooms to take a hit in website and foot traffic. However, that's precisely what was happening to ERs across the U.S. as COVID-19 cases rose, and more people postponed emergency care for other conditions.

According to the U.S. Centers for Disease Control and Prevention, the number of emergency room visits for conditions other than COVID-19 was 42% lower than last year.

Thanks to Criterion.B, this decline in visits never affected Texas-based ER Near Me, a concierge emergency room with four facilities.

The Challenge

The novel coronavirus aside, ER Near Me needed a marketing agency that could elevate the brand, increase organic traffic, and ultimately increase patient visits.

When the pandemic hit, times got even more onerous for ER Near Me, and a strategic marketing plan and revamped website were critical. That's where Criterion.B came into the picture.

The Solution

Criterion.B quickly jumped into action with robust content marketing, developing more than four blogs per month and corresponding downloadable offers — each optimized to drive organic traffic to the ER Near Me website.



ER Near Me Richardson location

With CallRail, we measured call conversions and easily started to qualify leads. We also launched an Ad Words campaign with the goal of driving more patients to the website.

Other deliverables included advising the ER Near Me marketing team on social media ads and posts, revising the website to be more user-friendly and responsive, launching a geofencing campaign, and developing unique print collateral as well as door hangers and branded masks.



Case Study



The Results

Our partnership with ER Near Me is still in its infancy, but we have already increased website page views 104% in the second quarter of 2020, as compared with the first quarter before the concierge ER started working with Criterion.B. Further, organic search rose 29.9% during the same time period.

STATS

104% ↑

Website page views increased by 104% in the first three months of our partnership as compared with the previous quarter.

29.9% ↑

Organic search rose 29.9% during the same time period.



While many emergency rooms lost patients and money during the first few months of the pandemic, ER Near Me was able to maintain — and even increase — patients.

Rack Cards



Door Hangers



Patient Folders

