

Case Study



Core Recovery

Integrated Behavioral Health

Core Recovery is a mental health care and treatment center, providing individualized assessment, education, and treatment for drug and alcohol abuse, addictions, and other mental health conditions in adults and teens.

Their goal is to help people and their loved ones get better.

What's Inside

Website Design.....	4
Site Traffic.....	6
Pay Per Click.....	8
Social Media.....	10
Summary.....	12



The Problem

Core Recovery had a deprecated website, resulting in low engagement, low ranking, and low conversions. They also had low engagement on social media with minimal activity. They also had minimal marketing efforts and no ads to help boost conversions and get clients in the door.

The result:

- Low site ranking
- Low site conversions
- Low website engagement
- Low social media engagement
- Minimal ads
- Minimal marketing efforts

The Solution

One of the first steps was a complete redesign of their website, with a focus on omnichannel tactics to improve engagement, rankings, and increase conversions. At the same time, more focus was put on social media to boost awareness of the brand. Email campaigns, landing pages, and ads were also increased.

The result:

- Higher site ranking
- Better site conversions
- Improved website UX
- More social media engagement
- Improved online reputation
- Boosted omnichannel marketing



Digital Experience Platform

Web Design

A website serves as a company's online central nervous system. Web design encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; user interface design; authoring, including standardized code and proprietary software; user experience design; and search engine optimization. At cloudCreative Agency we focus on all aspects and deploy personalized content to drive user experience and conversion rates.



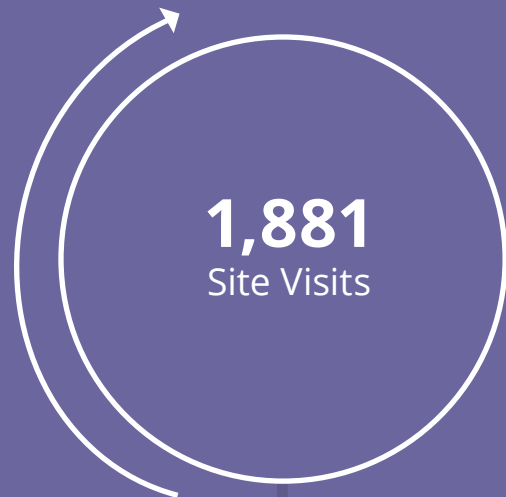
Three Months Before

New Website: June, 2020



Three Months After

New Website: June, 2020



586%

Increased average



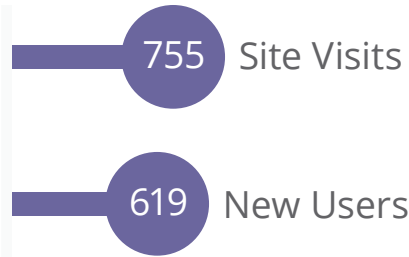
Site Traffic



Site Traffic

This is the amount of data sent and received by visitors to a website. This does not necessarily include the traffic generated by bots. Since the mid-1990s, web traffic has been the largest portion of Internet traffic. This is determined by the number of visitors and the number of pages they visit.

2019
Organic Traffic



2020
Organic Traffic



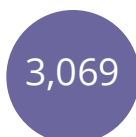
2019
Social Traffic



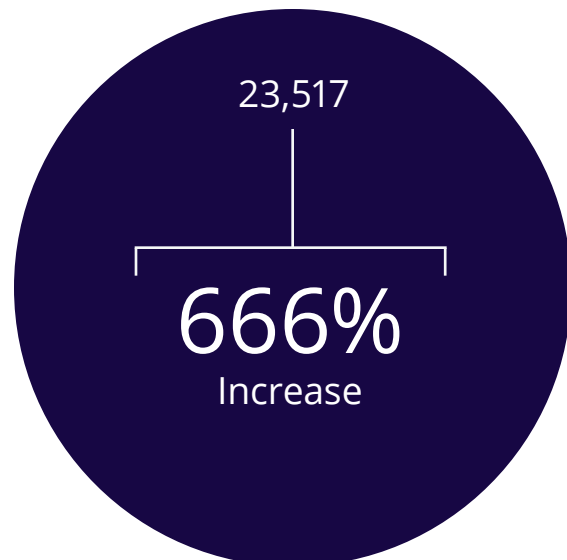
2020
Social Traffic



2019
Page Views



2020
Page Views





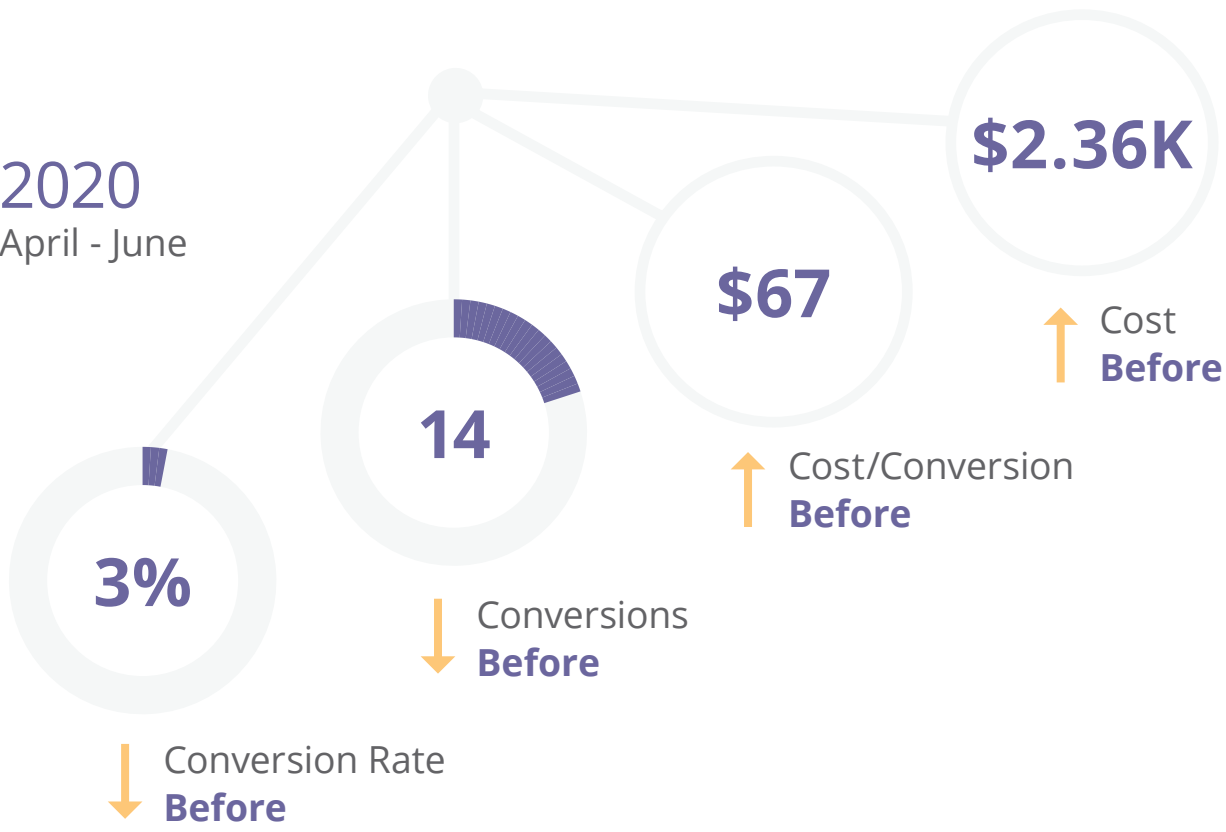
Pay Per Click

Pay Per Click

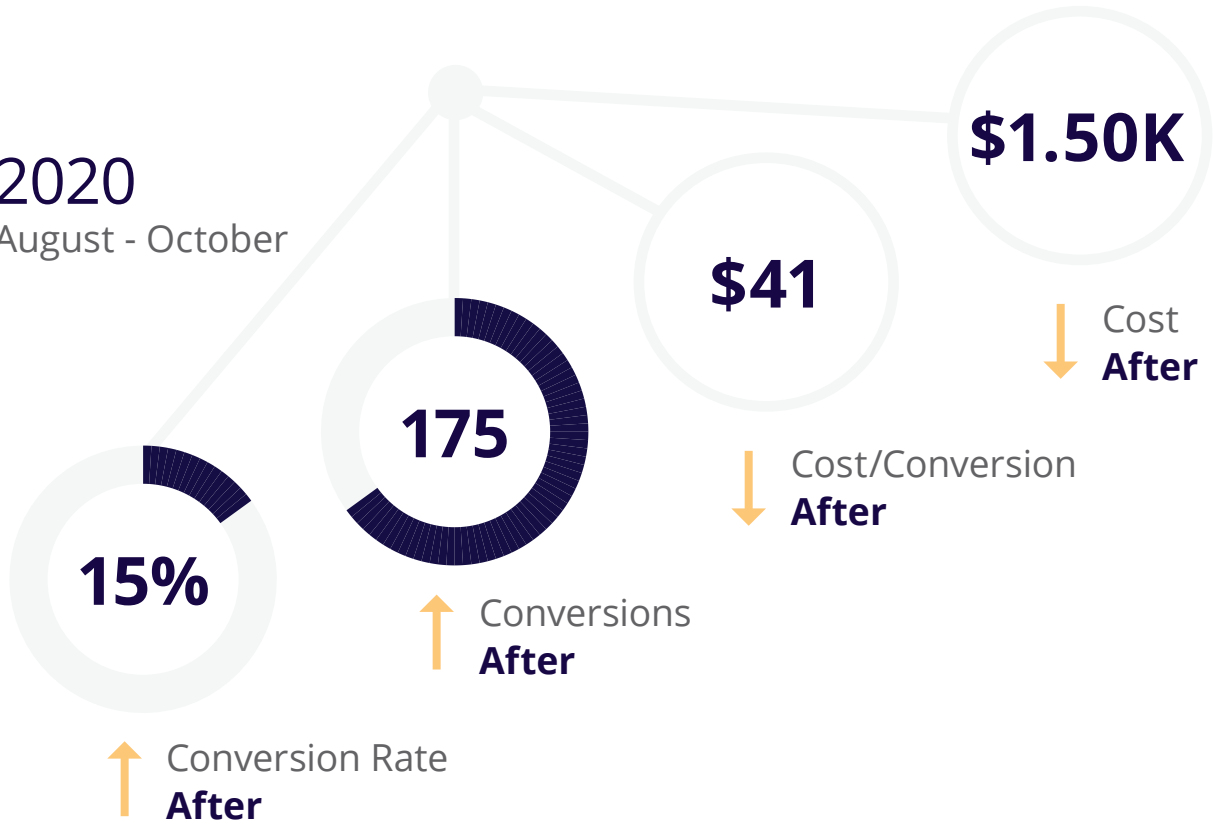
Pay-per-click is an search engine advertising model used to drive traffic to websites, in which an advertiser pays a publisher when the ad is clicked. Pay-per-click is commonly associated with first-tier search engines.



2020
April - June



2020
August - October





Social Media

Social Media

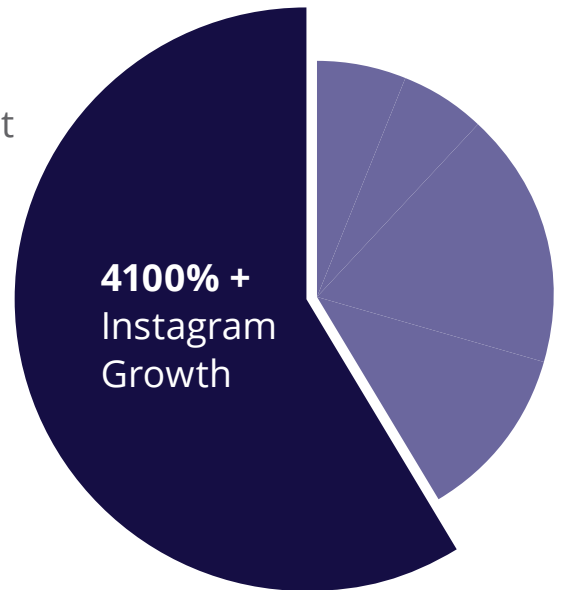
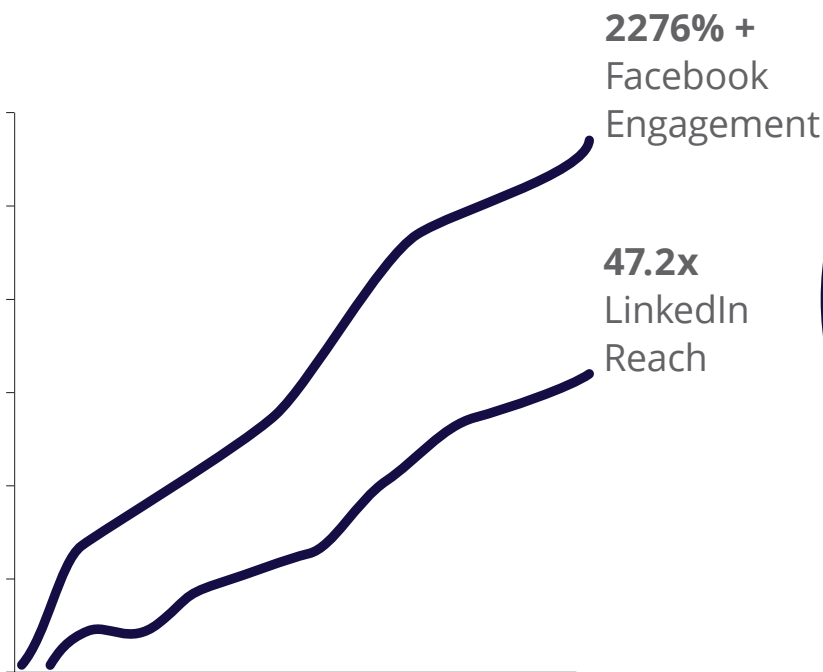
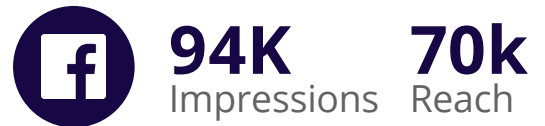
This is any digital tool that allows users to quickly create and share content with the public. Social media encompasses a wide range of websites and apps. Some, like Twitter, specialize in sharing links and short written messages, while others like Instagram rely on graphics and images to push their brand awareness.

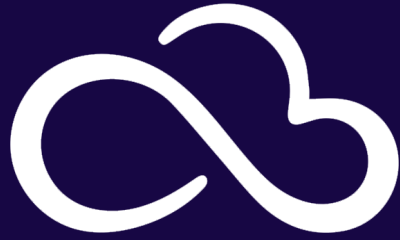


2019
August - October



2020
August - October





Summary

Marketing That Works

Core Recovery has seen an increase in calls and sign ups over the last year. The quality of their leads has also improved. They continue to see a growth in engagement across all of their platforms.

This is what omnichannel marketing can do. When all channels are working together, providing consistent and seamless messaging, your website becomes more powerful than any single marketing tool out there.

"The way to get started is to quit talking and begin doing."

- Walt Disney

Web Design & Site Traffic

666% Increased overall traffic

537% Increased users

66% Increased time on site

365% Increased organic traffic

2706% Increased traffic from social

16% Decreased bounce rate

Pay Per Click

7% Decreased cost

225% Increased conversions

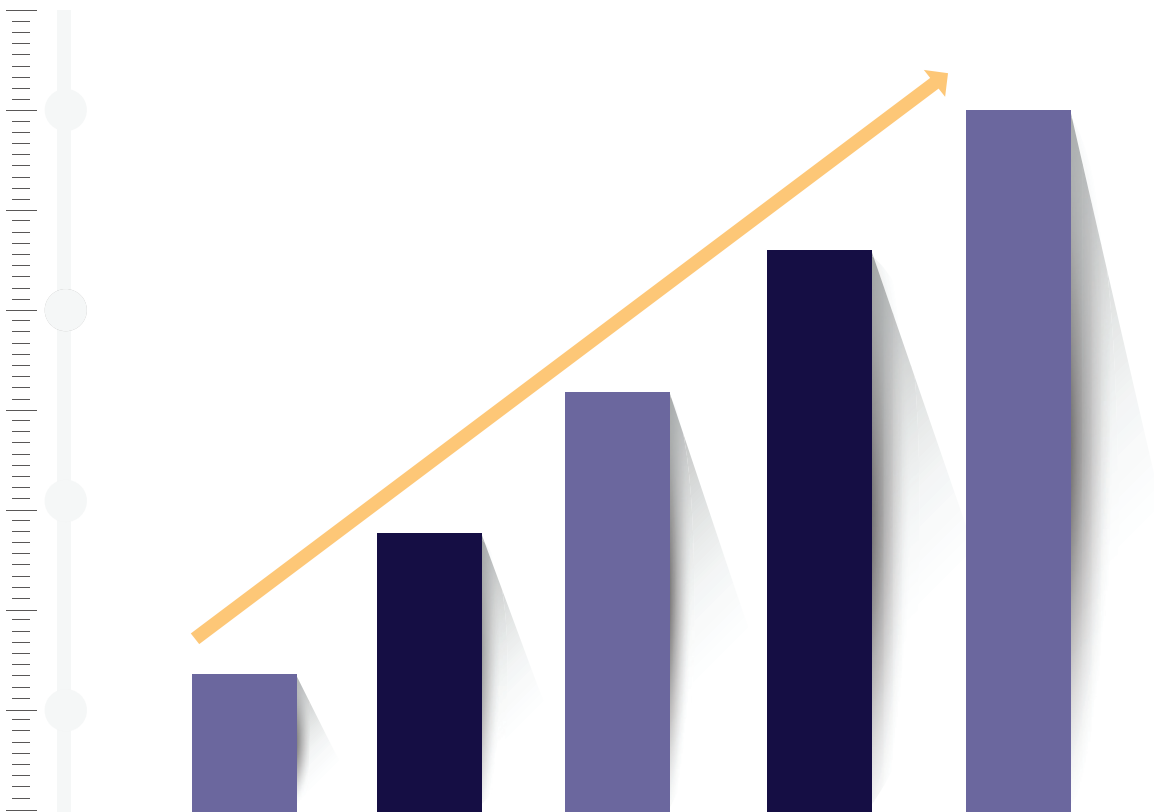
400% Improved conversion rate

Social Media

157% More engagement

120% More followers

16600% Increased reach





Marketing. Elevated.

Get In Touch

Address

3133 W. Frye Rd. Suite 101
Chandler, AZ 85226

Phone

(602) 654-2800

Email

info@cloudcreative.agency