

A Oneupweb Case Study.

CANCER TREATMENT CENTERS
OF AMERICA®





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CANCER TREATMENT CENTERS OF AMERICA®

CTCA provides patrons the most sophisticated forms of surgery, radiation and chemotherapy in combination with complementary therapies that include: nutrition, spiritual support, mind-body medicine and naturopathic medicine.

» THE CHALLENGE:

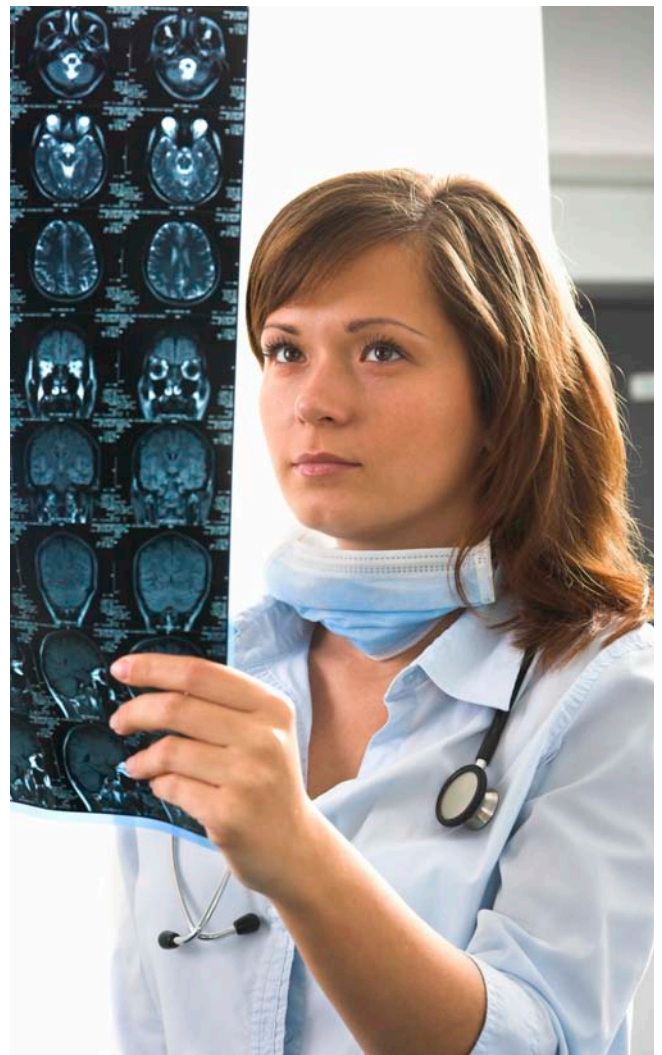
Initially, CTCA sought search engine optimization help. Based on the success of their initial SEO campaign, they quickly increased the scope of online marketing services. Now in its seventh year, CTCA's campaign strength lies in its integration of natural search optimization, paid search and expanded services such as market research, online PR, podcasting and social media.

» THE RESULTS:

- * In the first year of collaboration, online patient acquisition attributed to natural search marketing efforts brought in \$185 for every dollar spent on the natural campaign. Within the first three years, the number of patients coming from the internet grew more than six times.
- * Top-ten positions within natural search results have improved more than 1,100 percent. Top-thirty positions have improved more than 1,800 percent.
- * CTCA's "This Week In Cancer" podcast earned over 500 new subscribers in less than a month.
- * Through aggressive campaign development and integration, Oneupweb has helped CTCA attract more than 250,000 unique visitors to their site each month.
- * SEO has become the number one driver of new business for CTCA.



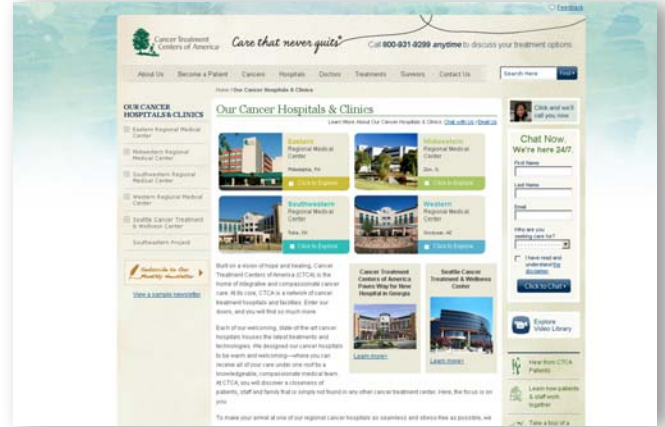
"SEO has become the number one driver of new business for CTCA."



» THE TACTICS:

Through Oneupweb's market research, CTCA was able to pre-test both natural and paid search campaign concepts and landing page design, learning vital information about how its audience uses search. CTCA implemented PR services to make sure its East Coast facility launch was immediately included in search engine news reports and swiftly moved to web results.

In 2006, in an effort to reach out to its information-hungry audience, CTCA tapped Oneupweb's podcasting services. Recently, Oneupweb has turned its attention to expanding on CTCA's paid search campaign to help continue site growth and achieve CTCA's visitor and conversion goals. As a result, CTCA has recently seen a dramatic increase in conversion rates.



» The Takeaway:

Your prospects are looking for your services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to their target audience with digital marketing. It spelled success for CTCA, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

FIND WHAT YOU'RE LOOKING FOR AT ONEUPWEB.COM.
REQUEST A PROPOSAL TODAY.