

# Aura Health Solution

Digital Marketing Case Study



## INTRODUCTION

Aura Health Solutions is a telehealth brand offering services such as remote patient monitoring and chronic care management. With a focus on providing convenient and accessible healthcare solutions, Aura Health Solutions sought to enhance its online presence and attract a larger audience through digital marketing efforts.

## CHALLENGES

- **Limited Online Visibility:**  
Aura Health Solutions faced the challenge of limited online visibility, making it difficult for potential patients to discover its telehealth services.
- **Competitive Telehealth Market:**  
Operating in a competitive telehealth market, Aura Health Solutions needed to differentiate itself and stand out among other providers offering similar services.



## COURSE OF ACTION:

- **SEO:**

Comprehensive SEO strategies were implemented to improve Aura Health Solutions' search engine rankings and increase organic traffic.

This included:

- ▶ **On-Page Optimization:** Optimizing website content, meta tags, and internal linking structure to improve relevance and visibility for target keywords related to telehealth services
- ▶ **Off-Page Optimization:** Building high-quality backlinks from reputable sources to improve domain authority and increase website credibility.

- **Social Media Marketing:**

Leveraging popular social media platforms such as Facebook, LinkedIn, Twitter, and Instagram, Aura Health Solutions engaged with its target audience through informative and engaging content.

Social media marketing efforts included:

- ▶ Sharing valuable health tips, industry news, and updates about Aura Health Solutions' services to educate and engage followers.
- ▶ Promoting telehealth services and special offers to encourage patient sign-ups and appointments.

- **Website Optimization:**

Based on user behavior analysis, recommendations were made to optimize the website for improved user experience and functionality.

This involved:

- ▶ Redesigning website layout and navigation to make it more intuitive and user-friendly.
- ▶ Implementing responsive design elements to ensure compatibility across various devices and screen sizes.
- ▶ Adding clear calls-to-action (CTAs) and contact forms to facilitate patient inquiries and appointments



## RESULTS ACHIEVED

- **Improved Search Engine Rankings:**

Aura Health Solutions SEO efforts led to a 40% increase in search engine rankings for targeted keywords related to telehealth services within six months

- **Increased Social Media Engagement:**

Social media marketing campaigns resulted in a 50% increase in overall engagement across Facebook, Twitter, and Instagram platforms.

- **Enhanced User Experience:**

Following website optimization based on user behavior analysis, Aura Health Solutions experienced a 30% decrease in bounce rate and a 25% increase in average session duration.