



PPC & SEO for Fertility Network

PROJECT DETAILS

 Digital Marketing

 Apr. 2017 - Ongoing

 \$50,000 to \$199,999



"Their dedication to our account has surpassed that of every marketing agency we've worked with."

PROJECT SUMMARY

Ignite Visibility does SEO and PPC to generate leads and grow three types of client-bases. They helped develop a marketing plan that includes producing digital and print content and social media advertising.

PROJECT FEEDBACK

Key metrics have increased across the board including leads, conversions, and ad-spend cost-effectiveness. Committed and honest, Ignite Visibility prioritizes transparency and structures contracts to avoid conflicts of interests. The availability and knowledge of their personnel are exceptional.



The Client

Please describe your company and your position there.

I'm a senior project analyst at Extraordinary Conceptions. We connect egg donors and surrogate mothers to future parents around the world.


The Challenge


For what projects/services did your company hire Ignite Visibility?


We hired Ignite Visibility to improve our SEO and PPC both domestically and internationally. Our agency has three main client types, and due to the nature of the fertility industry, standard marketing practices & techniques are not typically successful. In our experience, successful strategies come from innovative ideas, patience, and quick thinking and action.


What were your goals for this project?

We wanted to improve our lead and conversion rates for all three client types, expand our international market, and dominate the local marketplace for one of our clients in particular.

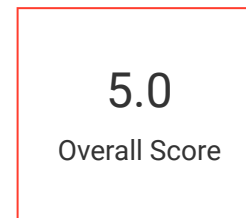
 **Kayce Preston**
Senior Project Analyst,
Extraordinary Conceptions

 **Other industry**

 **11-50 Employees**

 **Carlsbad, California**

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select this vendor?

I was introduced to Ignite Visibility while taking a class at UCSD taught by Alan (Director of Strategy, Ignite Visibility). After completing the course, I continued to research his company and found they excelled in SEO and PPC. It took me over a year to convince our CEO that we needed Ignite Visibility to take us to the next level.

Describe the scope of their work in detail.

After signing with Ignite, we met a few times to introduce them to our brand and our unique industry. We discussed short term and long terms goals and strategies and worked up an initial plan of action. This included digital content, paid online ads, social media content, and some internal print media for our clients.

What was the team composition?

We've worked with their head of paid media, director of strategy, director of analytics and technology, and several paid social media experts. Other specialists have been brought on as needed.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Since working with Ignite, our key client-base has nearly doubled, and leads and conversion rates have also grown. SEO and PPC have both improved vastly, but PPC has contributed the most to our lead generation growth. Our paid campaigns have become so effective that we've doubled our spend and expanded our use of them to all three client types, instead of only one.





How effective was the workflow between your team and theirs?

Their communication has been excellent from the start. We use Basecamp for most of our interactions and hold a weekly call to ensure everyone is on track and deadlines are met.

For PPC in particular, their director of analytics and technology has consistently gone above and beyond in answering any questions we have. Their dedication to our account has surpassed that of every marketing agency we've worked with.

What did you find most impressive about this company?

Everyone is dedicated, knowledgeable, and easy to work with. One of the selling points for our CEO was the exclusivity clause in the contract. We'd worked with other agencies who partnered with our local competition and used unethical tactics. Having a team we can trust absolutely is necessary, and we've found that with Ignite Visibility.

Are there any areas for improvement?

Sadly, we've had a few people leave our specialized team, typically for promotions. While the transitions have been virtually seamless, we've been disappointed to lose such talented individuals.

