



accounted for

54%

of "Find a Doctor"
conversions



accounted for

54%

of total blog visits



36%

lower bounce rate than an
average blog post

Content Marketing Creative That Converts

THE COMPANY

NorthShore University HealthSystem is an integrated healthcare delivery system employing more than 10,000 people with more than 900 primary and specialty care physicians.

THE CHALLENGE

NorthShore University HealthSystem wanted to increase awareness around the launch of its Orthopaedic Institute and do so in an engaging and effective way. The success of the strategy was based upon the ability to drive "Find a Doctor" Conversions.

THE STRATEGY: UTILIZE DATA TO DEVELOP COMPELLING CREATIVE

Based on its goal, Rise developed a content marketing strategy to reach the health system's target audience in an engaging and effective way. Rise analyzed search volume, successful historical campaigns, and competitive intelligence to determine that orthopedics-related sports injury content would be highly relevant and useful to NorthShore's target demographic.

As part of the creative development process, Rise developed a custom infographic related to orthopedics, focusing specifically on common sports injuries. This enabled the presentation of a large amount of information in a fun, visually appealing format. The Sports Injury infographic was developed and posted on NorthShore's blog and generated impressive results.

This not only demonstrated NorthShore's subject matter expertise, but also increased traffic to its blog. Most importantly, it helped drive an increase in NorthShore's main goal of "Find a Doctor" conversions.

THE RESULTS

Within just its first week, the infographic accounted for more than half of all "Find a Doctor" conversions, while bringing additional, qualified traffic to the blog.