

SUMMIT CREW DIGITAL AGENCY

# CASE STUDY

BOSTON ROBOTIC HAIR RESTORATION

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# Understanding the Client

## **ABOUT**

Boston Robotic Hair Restoration is a Boston-based hair transplant practice that uses a brand new FDA-cleared, physician-assisted technology that provides permanent, natural-looking results without the plugs, pain, and stitches associated with traditional hair transplants like strip surgery.

## **THE SITUATION**

Boston Robotic Hair Restoration came to Summit Crew looking for further assistance in reaching the market with brand-new technology to grow its business. They wanted to generate brand awareness while increasing their patient base and revenue to allow them to continue to invest in their marketing.

Boston Robotic Hair Restoration was a new brand with a new, more accurate, and faster technology than anything else in the market. This new technology required education and awareness on its own.

## THE SOLUTION

Summit Crew put together a plan to reach the market, educate new patients and ultimately reach the practice's goals for patients and growth. Below is how Summit Crew tackled the situation:

- Summit Crew performed extensive research to understand the target audience's geographic area, age, interests, gender, and time of day targeting.
- Summit Crew developed the brand message to design and develop the website and marketing materials.
- Summit Crew built a full digital marketing plan and strategy to focus on profitable keywords, channels, and segments that allowed the client to reach the audience at multiple points throughout their decision journey.
- Summit Crew also assisted with the lead nurturing process. A system was implemented to allow patients to get more information through several touchpoints throughout the decision journey. Summit Crew developed a lead nurturing procedure that included a sales process to route calls to the appropriate team member, a voicemail system with branded messages, and a CRM system that was added to the website to capture and retain the patient's information confidentially.



# ACTION STEPS



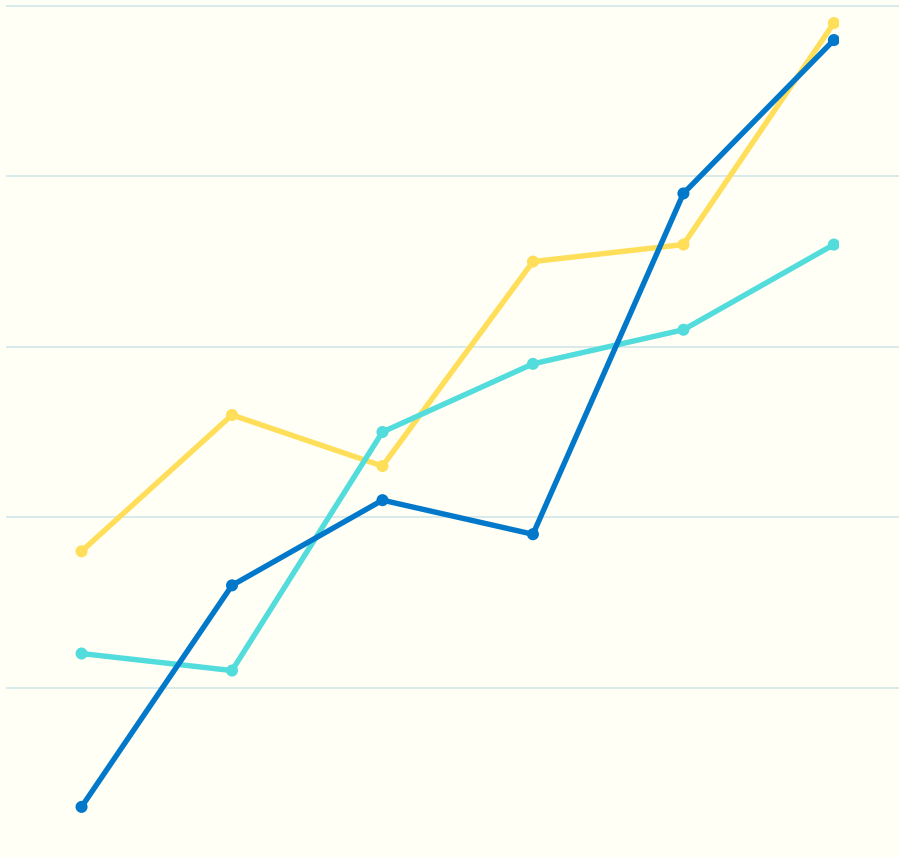
# 466%

INCREASE IN BRAND AWARENESS

# 75%

INCREASE IN LEADS

# The Results



## NUMBERS ON THE RISE

Boston Robotic Hair Restoration soon saw a direct impact from the efforts and planning put into place. Within the first six months of digital marketing, they had already doubled website visitors over the previous three months. Summit Crew successfully increased brand awareness to over 466% in the first six months. The leads increased by 75% for the same time period. With the lead nurturing process in place, they had successfully turned leads into patients and performed more procedures month over month.