



MarketEngine Fuels Midwest Urgent Care's Breakthrough from Stagnation to Success

Urgent care centers play an indispensable role in the US healthcare system. They serve as bridges between primary care physicians and hospital emergency rooms, providing immediate, non-emergency care for acute conditions.

They alleviate the burden on emergency rooms, allowing them to focus on critical patients, and offer timely medical attention without the need for appointments.

Despite their importance, urgent care centers often face significant challenges in driving patients to their clinics.



Marketing Challenges for Healthcare Centers

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With their ultra-busy professional schedule, the doctors don't have time to do this themselves as well, leading to wasted marketing budgets and poor decision-making, ultimately [hindering the center's ability to attract new patients](#), ensure repeat visits and grow its business.

The Story of a Midwest Urgent Care Center

Dr. Tom ran an urgent care center, not too far from a lakeside community in the suburbs of Chicago.

He and his partners bring over 50 years of combined patient care experience and their expertise is unmatched compared to other urgent care centers in the area.

The location of their clinic is easily accessible as it is very close to a freeway.

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The number of patients visiting the center daily eroded significantly due to other competing alternatives.

Tom knew he needed help in marketing the medical services and additional services such as sports medicine, IVY therapy, and pre-employment drug testing for the center.

Over the last few years, Tom engaged with several marketing agencies but saw no tangible outcomes.

Dr. Tom was charged \$3000 monthly by one of these agencies for a long time!

The agency did not publish articles, blogs, or website pages, or run any email or social media campaigns. They merely set up the centre's Google Search Console and sent periodic traffic updates.

One would wonder, what did the agency charge \$3000 for!

Another agency wrote an article and "added keywords to it" for \$3000!

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The doctors were frustrated and unsure what to expect and how to proceed.

The center needed to attract more patients to sustain and grow its practice, but Dr. Tom was clueless about how to effectively market their services.

Despite investing tens of thousands of dollars in marketing efforts, they saw little return on their investment. He considered hiring a fractional CMO but that would incur an expense of \$10000 to \$20000!

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Turning Point with MarketEngine

Things took a turn when Tom attended a [Digital Marketing](#) Webinar hosted by [MarketEngine](#).

During the webinar, the speaker highlighted the importance of segmenting the audience, creating differentiated messaging, the importance of a robust marketing strategy, the significance of creating quality and relevant content on the website and running email and/or social media campaigns to drive people to that quality content.

The webinar opened Tom's eyes and he wasted no time to setup a discussion with MarketEngine experts to explore synergies.

In the end, Tom made a swift decision to partner with MarketEngine.

Key capabilities of MarketEngine:

MarketEngine: Unified AI-powered Solution: Strategy to Actionable Leads ...



Dr. Tom realized how MarketEngine could help his urgent care reach a wider audience in a short time through targeted campaigns with relevant and powerful humanized content.

MarketEngine accomplished all that a fractional CMO would do and more in less than 2 weeks and at a fraction of the cost.

Leveraging differentiated messaging, MarketEngine produced powerful humanized blogs, articles, email infographics and social banners in a matter of few weeks.

Leveraging the [power of AI](#) and human marketing experts, the content was ready within no time and the MarketEngine team ran campaigns which not only resonated with the audience but also got the center a 3% increase on their regular footfall!

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Reasons why the Urgent Care owners chose MarketEngine as their marketing partner

Create a Powerful Marketing Engine for your business!

10x

Faster demand generation
Than conventional agencies

75%

Lower marketing cost
Than conventional agencies

Few
Weeks

To see results
Instead of month for agencies

Transforming Urgent Care Marketing: The Results in just a few weeks

Within weeks of partnering with MarketEngine, Dr Tom and his team began to see tangible results.

- Marketing strategy with differentiated messaging formulated

- Several [blogs](#), articles, infographics and social media banners published
- **30+** Qualified Leads generated - people who had shown significant interest in the campaigns
- **100+** warm leads generated - people who had shown interest in specific campaigns such as sports medicine
- **500+ new patients** learned about the services of the center
- **3x higher** open and click rates to email campaigns compared to industry averages.

These results were beyond the doctors' expectations.

Previously, Dr. Tom Spent over \$20K in 6 months on agencies without any real marketing activity or results.

With MarketEngine, Dr. Tom spent less than \$5K and saw clear, tangible results in just a few weeks!

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[MarketEngine expert strategists](#), with over 50 years of collective marketing experience, helped them refine their messaging and develop a strategic marketing plan.

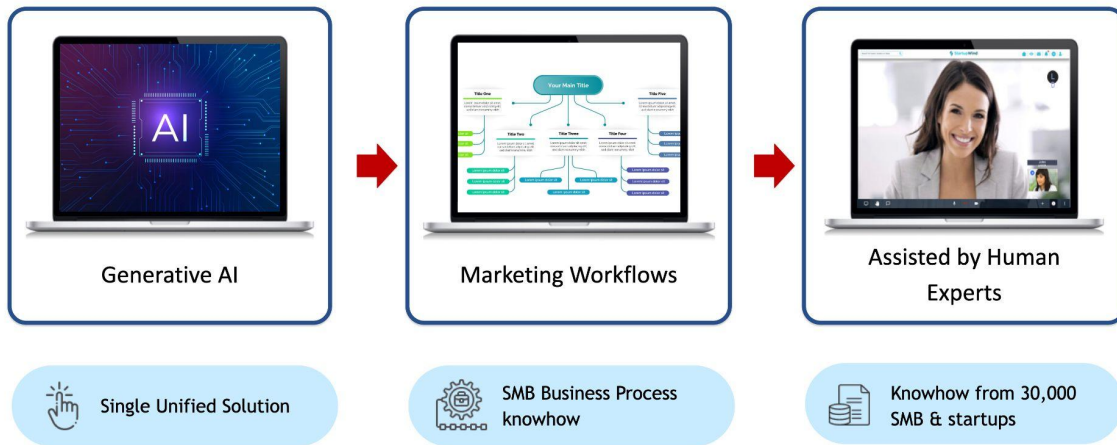
Their business process knowhow, and the expertise that they gained from working with more than 10000 startups and small businesses have led them to create technology that creates differentiated content at speed.

They quickly crafted [powerful humanized stories](#) in the form of blog posts, infographics, and social media banners.

The exceptionally high open and click rates demonstrated that the content resonated with current and potential patients.

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MarketEngine: Marketing as a Service for SMBs, powered by Generative AI And assisted by Marketing Experts



With [MarketEngine](#) handling their marketing needs, Dr. Tom and his fellow doctors could focus on what they did best: providing top-quality health care to their patients.

Ongoing Partnership

Today, the urgent care center continues to thrive with its ongoing MarketEngine partnership.

The doctors are no longer burdened by marketing challenges and can devote full attention to their patients.

While the healthcare system in the USA is complex and multifaceted, urgent care centers play a vital role in maintaining its efficacy. However, these centers often face significant marketing challenges that can impede their growth and success just like the urgent care center in the Midwest.

By leveraging MarketEngine's expertise in marketing for small businesses, their AI-powered technology and knowhow in the healthcare industry, healthcare providers can drive patient traffic 5x faster, reduce marketing costs by up to 75%, and ultimately, focus on delivering exceptional care to their patients.

Are you Ready to Boost Your Patient Foot Traffic?

[Contact our MarketEngine Expert](#) NOW!