

New Focus and New Website Bring Significant New Opportunities



When ACOM Health came to Proof Digital, they had an outdated site that wasn't resonating with their target market, and their ad spend just wasn't converting.

Proof Digital helped them laser-focus on their billing service with a brand new website that increased traffic and leads, and ultimately helped close deals.



RESULTS AT A GLANCE | ACOM Health's Success Story



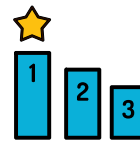
Leads

Increased Monthly Leads by 300% - 500%



80%

Increase in Traffic & Major Sales Increase



#1

Google Ranking for "Chiropractic Billing" in the U.S.

"The professionalism and quality people at Proof Digital always impresses. You quickly understood our customers' needs. You deliver quality work. You focus on the important.

Results. Focused team. No B.S. - you earn the right to be trusted."

Mark Firmin

General Manager | ACOM Health



COMPANY

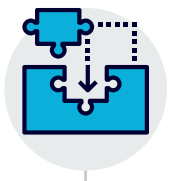
Located in Duluth, GA, ACOM Health provides award-winning software solutions, along with expert billing services specifically designed for the chiropractic industry. Geared for clinical operations, their products and services alleviate burdens that are associated with administrative functions, practice operations and revenue management. Proof Digital took over all of ACOM Health's marketing efforts in the Summer of 2017.



THE CHALLENGE

ACOM Health had an outdated site that did not resonate with their target market. They were not ranking for their services, and quality leads were minimal. The company was paying large fees for advertising on sites like Software Advice, and while they were getting leads, they were not closing them. In addition, there was no data available on what was working and what was not.

Knowing they wanted to change their entire business model to focus on billing services rather than software, the company owners realized they needed change. They wanted a partnership with a digital marketing firm they could trust.



THE SOLUTION

We worked hand-and-hand with the ACOM Health leadership team to gain a deep understanding of their goals and market. As a result, we reworked everything. We built an online brand utilizing storytelling, case studies, graphics, photography, pain point messaging, landing pages, and drip email campaigns.

As their outsourced marketing department, we manage their digital marketing efforts, including:

- *Competitive intelligence*
- *Digital marketing strategy*
- *Lead generation website management*
- *Written copy for email campaigns, adwords, graphics and more*
- *Monthly lead generation*

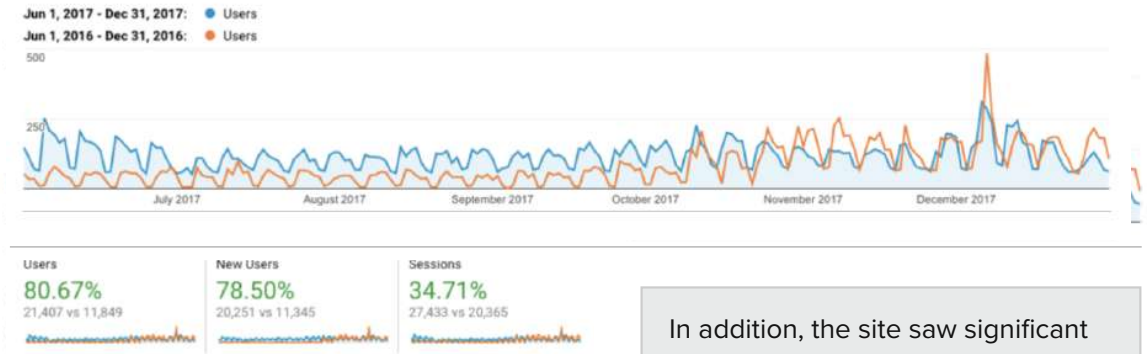
Ultimately, we have built a monthly marketing system that tracks results and generates leads.



RESULTS

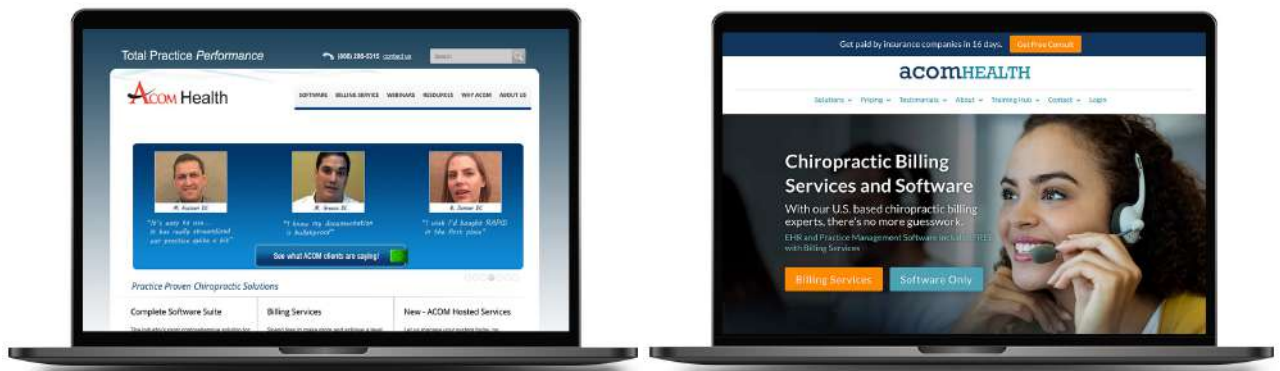
ACOM Health is generating more leads, seeing more opportunities and closing more deals. In addition, ACOM health went from not ranking at all for "chiropractic billing," topping the search ranks across the U.S.

Here are the traffic statistics at a glance:



In addition, the site saw significant increases in revenue, quality leads and company growth due to this work!

BEFORE VS. AFTER



If you'd like to hear more about the success of Acom Health, give us a call or visit our website. We'd love to hear from you.

Proof Digital

317-537-0488

www.proofdigital.com