

# BRAND AND MARKETING STRATEGY OVERHAUL FOR LOCAL WOMEN'S HEALTH CENTER

**Client:** Austin Women's Health Center

**Industry:** Reproductive Healthcare

[www.austinwomenshealth.com](http://www.austinwomenshealth.com)



AUSTIN WOMEN'S  
HEALTH CENTER



## damolade team:

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[www.damolade.com](http://www.damolade.com)

## GOALS

AWHC's goal was to overhaul its content strategy, create more effective marketing campaigns, and reach more patients in Central Texas. Many patients were stripped of crucial family-planning medical services in their communities due to restrictive and unnecessary abortion laws in Texas.

## WHAT WE DID

- Updated brand positioning
- Overhauled content strategy
- Led a content strategy workshop for staff
- Researched and documented patient personas
- Produced actionable style guides for copywriting & social media
- Documented a Wordpress training manual for clinic staff
- Researched & Implemented a local SEO strategy
- Added conversion tracking (Google Tag Manager) for tracking scheduled appointments and form submissions, in Spanish & English
- Designed brand assets such as updated clinic brochure and business cards

## RESULTS

# 61%

Increase in Traffic

# 37%

More Calls

# 29%

Increase in Conversions

During our first six-month period, local SEO improved for Austin Women's Health & Brookside Women's Medical Centers as we optimized pages and improved our position on Google Maps. Due to this growth, we received 37% more calls to the clinic and 3% more requests for directions from Google My Business Page/Maps listing than the previous 6-months.

Over the course of six months, all user traffic went from 9,600 visits to 15,491 visits, a 61% increase and overall pageviews improved by 34%.

Due to increased posting, a consistent schedule, and more updated branding on social media, we see an ongoing increase in followers and engagement month over month. Traffic from social media went from about 72 visits per month to 215 visits. Of those visits, 190 were from new users.

**“IT’S REALLY IMPORTANT THAT WE FOCUS ALL OF OUR ENERGY ON SERVING PATIENTS. SO KNOWING THAT AWHC MARKETING IS NOT AN AFTERTHOUGHT, TAKES A LOT OF PRESSURE OFF OF OFFICE STAFF. ULTIMATELY, WHEN WE SAW OUR NUMBERS GROWING QUARTER OVER QUARTER – ESPECIALLY IN PHONE CALLS – WE KNEW DAMOLADE WAS THE RIGHT AGENCY TO PARTNER WITH. NOW, ALL OF OUR MARKETING CHANNELS ARE BEING PLANNED IN ADVANCE AND EXECUTED BY HER TEAM. THIS HELP TRANSLATES TO AWHC STAFF PROVIDING BETTER CARE TO PATIENTS AND THE THOUSANDS OF WOMEN IN CENTRAL TEXAS WHO NEED OUR MEDICAL CARE.”**

— Jessica Klier, Clinic Director



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