

Case study

Profi pentru Sănătate

Medical Supply Distributor



PROFI PENTRU SĂNĂTATE
Soluții medicale avansate

THE COMPANY

Established in 2016, Profi Pentru Sănătate is the leading distributor of medical supplies in Romania and the Republic of Moldova. The distributed products span a diverse array of medical consumables, cleaning items, and office supplies, predominantly retailed via its dedicated website, serving B2B clientele such as medical clinics, laboratories, and hospitals.



marketiu

THE CHALLENGE

While the products offered boast superior quality and garner positive reviews from current customers, the company faced challenges in increasing its share of online sales. With the eCommerce market continually expanding, they wished for an integrated marketing strategy, acknowledging the need to scale their online sales channel. This strategy is designed to leverage cost-effective communication channels to reach their B2B target audience.

To develop this strategy, the company sought the insight of an experienced marketing agency. The agency's role was to develop an integrated strategy that includes both promotion through paid channels and organic methods such as social media and Content Marketing.

The main goal was to maximize the return on investment, constantly adapting to the requirements of a dynamic e-Commerce market. Additionally, another primary goal was to increase visibility through effective SEO activities, as this is a crucial component for strengthening the brand's position in the online environment.

OUR APPROACH

The first week of our collaboration was dedicated to auditing social media, SEO, and paid ads channels. Given that this is an e-commerce business, auditing the website was also an essential step in developing the future integrated marketing strategy. We tested the site's capabilities by simulating the user's journey from the first visit to placing an order, in order to identify any potential weaknesses that could arise along the way, which could affect the performance of the upcoming campaigns.

We proceeded to craft a marketing plan and cross-channel strategy, carefully prioritizing activities to fulfill promotion requirements across social media, SEO, and paid advertising channels.

SOLUTIONS USED

- 1 Website Audit
- 2 Cross-Channel Marketing Strategy
- 3 Social Paid Ads
- 4 Google Ads
- 5 On-site & Off-site SEO
- 6 Social Media Management
- 7 Creative and Design Services

ACTIVITIES AND MAINTENANCE

On-site & off-site SEO

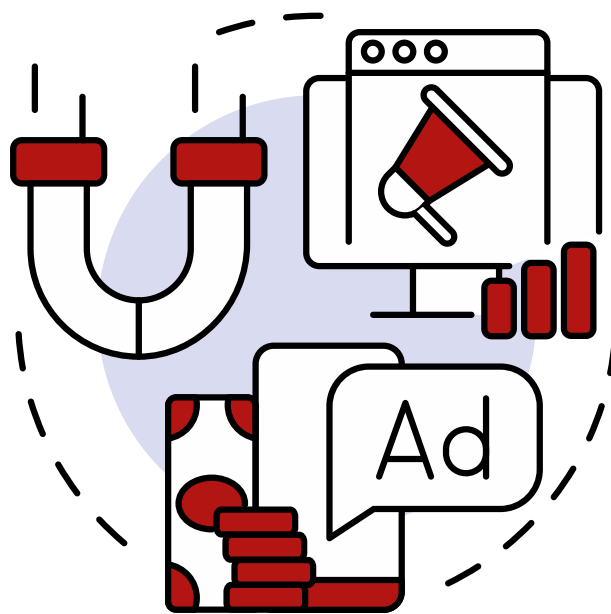
The first step in the SEO strategy was **the optimization of existing pages** on the site, addressing the weaknesses identified in the audit and including the keywords found to be relevant in the keyword research. In parallel, we developed a **content strategy for on-site**, establishing four major communication pillars that serve both the purpose of educating the target audience, awareness, and thought leadership, as well as an **off-site strategy**, which contributes to increasing the domain's authority.

Social media

Communication on social media focused on promoting products, educating the target audience, and highlighting the mission and values of the brand. To enhance the online presence, we created **modern designs** aligned with the brand identity. We established a **posting calendar on social media platforms**, with a frequency that serves both as support for advertising campaigns and for maintaining engagement with the target audience.

Paid Ads

Upon taking over the account, we identified a diversified structure of campaigns in Business Manager, including underperforming ones, such as catalog sales with an unjustifiably high cost per conversion of 555 lei. Similarly, in the Google Ads account, we identified a budget allocation that was not optimized, such as Performance Max campaigns with a cost per conversion of over 150 lei. Our approach was to **restructure the campaigns** based on performance, focusing on optimizing the most profitable ones and introducing new campaigns that would be constantly monitored and optimized. In addition, we decided on **prioritizing geographic areas** with the most potential, and then adding an extra level of budget optimization based on demographic and interest criteria.



SEO RESULTS

In just five months, we managed to increase the **domain authority** of the site from **8 to 20**, thanks to the SEO activities and new content creation (both on-site and off-site). The SEO strategy succeeded in increasing important keyword positions, with the brand's products now occupying the top results in relevant Google searches.

In the last six months, thanks to these activities, the monthly **organic traffic increased by 236.16%**.

Keywords related to the names of the products have advanced on Google, occupying, on average, the first 3 positions, compared to the previous average of positions 6-7.

DA 20
domain
authority



Increase of domain
authority by 12 points in
just 5 months

236.16%
more visitors



Increase in organic site
traffic from visitors in
the last six months

KEYWORD MOVEMENTS IN GOOGLE SEARCHES

7,8 -> 1,8

Eprubete
biochimie

2,5 -> 1

anios quick
wipes

8,4 -> 1,3

branule
galbene

14 -> 1,2

martor
sterilizare
autoclave

7,5 -> 2,1

gel pentru
ultrasunete

5,3 -> 2,4

vacutainere

SOCIAL MEDIA RESULTS

After the first month of implementing the communication strategy, there was a **49% increase in engagement** across social networks.

After three months, the number of **organic impressions increased by 85.4%**, demonstrating that our social media posts have reached a wider audience.

+ 49%
engagement on
social media



more engagement on
social networks after the
first month

+ 85.4%
organic
impressions



increase in organic
impressions from
social media after 3
months

PAID ADS RESULTS

Our campaign strategy focused on **geo-targeting, finding the right customer personas, and optimizing feed products** - these being necessary changes in order to maximize campaign effectiveness. By focusing on promoting the best products and carefully optimizing feed elements, we managed to generate remarkable results. Within three months, we observed a **significant increase in ROAS** (Return on Ad Spend), reaching **3x** than the initial one. This strategic optimization not only contributed to improving the profitability of the campaigns but also to strengthening the impact among the target audience.

FACEBOOK ADS

The goal of sustaining account profitability and boosting sales volume has been successfully achieved, seeing a significant **increase in the number of conversions: +35%**.

+35%
more
conversions



Significant increase in the number of **conversions** from Facebook Ads

-20%
cost per
conversion



Decrease in cost per conversion in Facebook Ads



GOOGLE ADS

The initial problem was the inefficient distribution of the budget and the lack of campaign optimization, which generated high costs.

Optimization actions:

We chose a step-by-step approach to restructure campaigns, avoiding abrupt changes that could negatively affect the performance of already active campaigns.

Careful monitoring of the campaigns led to perfecting them to obtain maximum performance. This approach contributed to cost reduction and improved results.

The main changes include:

- Implementing a **Performance Max** campaign based on the best-performing products.
- A **search campaign** with relevant keywords for the business.
- A **display campaign with two distinct audiences**: one based on competition, and one based on the **remarketing** audience that has not made a purchase yet.
- Optimizing all campaigns' goals and focusing on **the correct audience segmentation**.

+44%
more purchases



Increase in the number of purchases via Google Ads

+57%
more conversions



Increase in value from conversions through Google Ads

+ 34%
ROAS



Increase of ROAS by 34%

-18%
cost per conversion



Decrease in cost per conversion in Google Ads

We are looking forward to helping you and your business achieve remarkable results!

CONTACT US