

Case Study:

Internet Press Release Campaign

Business Challenge:

Hansten Healthcare wanted to generate new business leads, publicize the release of the president's new book, and further position the company as a thought leader in the industry.

Our Solution:

We knew the firm's innovative healthcare services would appeal to its target audience. Our challenge was to give this audience the opportunity to find Hansten Healthcare online. To accomplish this goal, Novo designed an Internet press release campaign that utilized search engine optimization (SEO). The six-week campaign consisted of three press releases, each of which focused on a specific area of the firm's expertise. Our compelling, keyword-rich press releases:

- Demonstrated the firm's unique, cost-effective approach to improving nurse recruitment and retention, patient safety, and patient satisfaction
- Clearly communicated the numerous benefits of the firm's services
- Promoted the president's new book and established her as an authority in her industry

Results:

The success of the SEO press release campaign was both immediate and extensive. In addition to attracting the attention of the search engines, the press releases compelled readers to visit the Web site and/or pick up the phone and call Hansten Healthcare for more information.

The press releases:

- Increased visitors to the Web site by 220%
- Ranked on the first page of Google for the targeted keyword phrases
- Doubled the number of new business leads the firm received compared to other marketing efforts during the same period
- Generated leads in new regions that resulted in new business
- Increased book sales

"Novo, Inc.'s press releases re-energized our existing clients, resulting in recommitment to Hansten Healthcare's Relationship & Results Oriented Healthcare Program as the route to quality, cost-effective patient care," said Ruth Hansten, president of Hansten Healthcare. "News about our exemplary outcomes in patient and staff satisfaction and nurse retention educated and attracted potential clients in new geographical regions. Potential clients phoned us within just a few days of the first press release being posted on the Internet, and we are currently engaged in long-term planning to meet their needs. Next week I begin work with a new large client that I can directly contribute to the success of Novo's press release campaign."



hansten HEALTHCARE PLLC

About Hansten Healthcare

Ruth Hansten PhD, FACHE, MBA, RN, principal of Hansten Healthcare PLLC, is an accomplished consultant and leader with 35 years of experience in healthcare. She has served as a trainer or consultant for 160 hospitals, and has written six books. Hansten Healthcare's Relationship and Results Oriented Healthcare™ (RROHC™) Program has resulted in exceptional outcomes for client hospitals across the nation.

About Novo, Inc.

Novo, Inc. is a full-service copywriting firm specializing in marketing. By bringing creative thinking, persuasive writing, and tangible results together, Novo makes businesses stand out from the crowd. Novo's strategic writing solutions help clients reach their target market quickly and more effectively, communicate their brand and value to the marketplace, and sell more products and services.

CONTACT US

Phone: 714.335.5677

Fax: 714.908.7559

Mail:

1605 East 2nd Street, #206
Long Beach, CA 90802

www.NovoWriting.com