



# Atlanta's Leading Neurosurgery Practice Needed to Increase Brand Awareness and Reach

Through a web and social media redesign, content marketing, and reputation management, Atlantic delivered:

**325** ↑

increase in leads  
each month

**6** ↑

more surgeries  
a month

# Challenge

Since their inception in 2003, Atlanta Brain and Spine Care has established itself as the leader in neurosurgery practice in the metro Atlanta area.

Their team offers patients access to some of the world's most advanced surgical treatments and procedures. The practice has been recognized by U.S. News & World Report and Atlanta Magazine.

Still, the team at Atlanta Brain and Spine Care felt they should be seeing greater patient growth. They knew it was time to turn to **marketing specialists with an expertise in the medical field.**

**They Turned to Atlantic for Solutions.**

# Strategy

## Multi-channel medical marketing for neurosurgery

While we knew we'd have to embark on a **multi-channel approach to the client's marketing**, we were also aware that, in the end, our aim was to drive online prospects to Atlanta Brain & Spine Care's website.

That's why one of the first steps we took was to **redesign and optimize the client's site.** Our goal was to build a site that was both search engine and user-friendly.

Creating procedure-specific pages, (like the image below) made it **easier for prospects to find what they were looking for** and helped our client rank higher for specific keywords



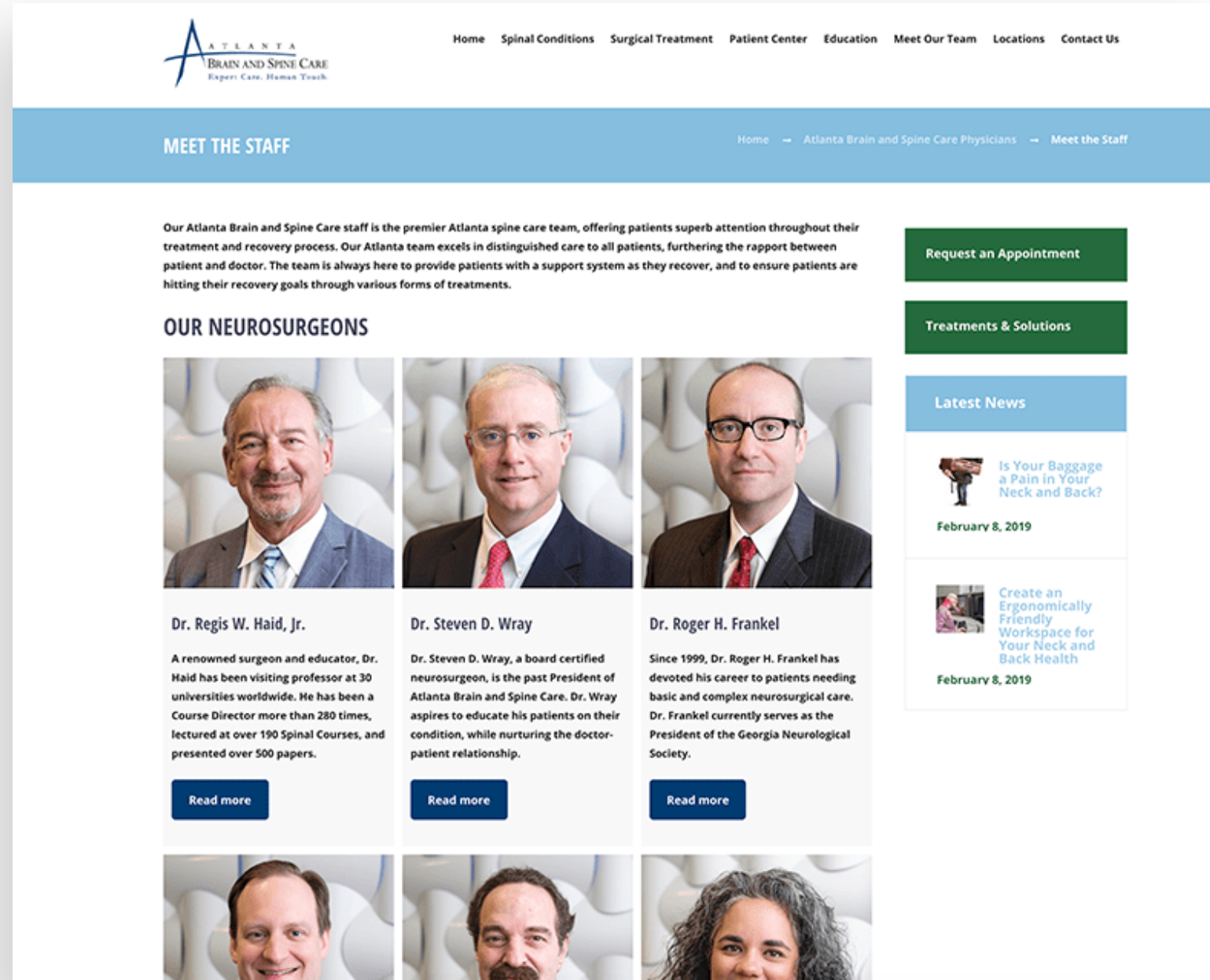
# Tactics

## Making neurosurgeons approachable

Based on our research and expertise in the medical field, we're also well aware of how important it is for medical facilities like Atlanta Brain & Spine Care to **highlight their staff**. Patients who are in need of the types of services our client offers want to know who they're entrusting their health to.

**We built out and developed our client's staff pages** to make it easier for digital audiences to feel like they could "get to know" the team before they ever walked through the doors.

Regardless of the page, we also made it **easy for users to convert** with some type of action (such as request an appointment) with optimally placed CTA buttons – including on the homepage



The screenshot shows the 'MEET THE STAFF' page for Atlanta Brain and Spine Care. The page features a navigation menu at the top with links for Home, Spinal Conditions, Surgical Treatment, Patient Center, Education, Meet Our Team, Locations, and Contact Us. Below the navigation is a blue header with the text 'MEET THE STAFF' and a breadcrumb trail: Home → Atlanta Brain and Spine Care Physicians → Meet the Staff. The main content area includes a paragraph about the staff's expertise, a section titled 'OUR NEUROSURGEONS' with three columns of doctor profiles (Dr. Regis W. Haid, Jr., Dr. Steven D. Wray, and Dr. Roger H. Frankel), and a sidebar on the right with three green buttons: 'Request an Appointment', 'Treatments & Solutions', and 'Latest News'. The 'Latest News' section contains two articles: 'Is Your Baggage a Pain in Your Neck and Back?' and 'Create an Ergonomically Friendly Workspace for Your Neck and Back Health', both dated February 8, 2019.

ATLANTA  
BRAIN AND SPINE CARE  
Expert Care. Human Touch.

Home Spinal Conditions Surgical Treatment Patient Center Education Meet Our Team Locations Contact Us

MEET THE STAFF Home → Atlanta Brain and Spine Care Physicians → Meet the Staff

Our Atlanta Brain and Spine Care staff is the premier Atlanta spine care team, offering patients superb attention throughout their treatment and recovery process. Our Atlanta team excels in distinguished care to all patients, furthering the rapport between patient and doctor. The team is always here to provide patients with a support system as they recover, and to ensure patients are hitting their recovery goals through various forms of treatments.

OUR NEUROSURGEONS

**Dr. Regis W. Haid, Jr.**  
A renowned surgeon and educator, Dr. Haid has been visiting professor at 30 universities worldwide. He has been a Course Director more than 280 times, lectured at over 190 Spinal Courses, and presented over 500 papers.  
[Read more](#)


**Dr. Steven D. Wray**  
Dr. Steven D. Wray, a board certified neurosurgeon, is the past President of Atlanta Brain and Spine Care. Dr. Wray aspires to educate his patients on their condition, while nurturing the doctor-patient relationship.  
[Read more](#)


**Dr. Roger H. Frankel**  
Since 1999, Dr. Roger H. Frankel has devoted his career to patients needing basic and complex neurosurgical care. Dr. Frankel currently serves as the President of the Georgia Neurological Society.  
[Read more](#)

[Request an Appointment](#)

[Treatments & Solutions](#)

**Latest News**

 **Is Your Baggage a Pain in Your Neck and Back?**  
February 8, 2019










 **Create an Ergonomically Friendly Workspace for Your Neck and Back Health**  
February 8, 2019

## Building relationships to increase patients

Highlighting the client's medical team is what we like to call transparency, and it's what helps build and nurture long-lasting patient-facility relationships.

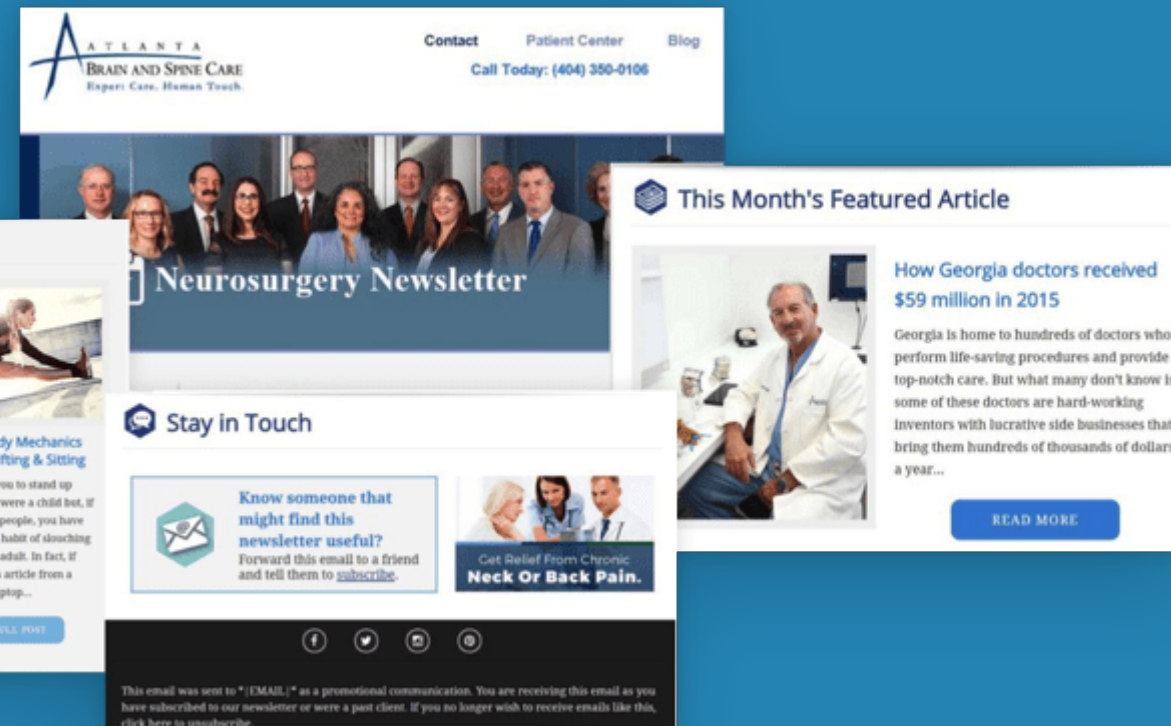
So we took this transparency to another level through content marketing. Content marketing based on data is an incredible way to connect with audiences who are most likely to convert into patients.

We actively publish articles that highlight not only the successes of our client, but that are also the types of content their prospects are searching for online. Combine that with our optimized web pages, and you can see why our client's ranking increased for their highly coveted keywords

Keyword 	Location 	Volume 	Rank 
atlanta neurosurgeon	Atlanta, Georgia, United States	no data <sup>i</sup>	#2 
atlanta neurosurgeon	National	no data <sup>i</sup>	#2 
neurosurgeon atlanta	National	101-200	#2 
neurosurgeon atlanta	Atlanta, Georgia, United States	no data <sup>i</sup>	#2 
minimally invasive spine surgery atlanta	Atlanta, Georgia, United States	no data <sup>i</sup>	#3 

## Physician outreach to increase neurosurgery patients

In addition to promoting this content across the web and on social media, we also created a Neurosurgery Newsletter that's delivered to the practice's list of potential referring physicians in order to **increase physician referrals**.



The image shows a collage of website and newsletter content. At the top is the website header for Atlanta Brain and Spine Care, featuring the logo, navigation links (Contact, Patient Center, Blog), and a phone number (404) 350-0106. Below the header is a group photo of the medical staff. A 'Neurosurgery Newsletter' banner is overlaid, featuring a 'More Popular Posts' section with two articles: 'FAQs About Minimally Invasive Spine Surgery' and 'The Proper Body Mechanics for Standing, Lifting & Sitting'. A 'Stay in Touch' section includes a 'Know someone that might find this newsletter useful?' prompt and a 'Get Relief From Chronic Neck Or Back Pain.' offer. To the right, a 'This Month's Featured Article' titled 'How Georgia doctors received \$59 million in 2015' is shown with a 'READ MORE' button. At the bottom, a footer contains social media icons and a disclaimer: 'This email was sent to "[EMAIL]" as a promotional communication. You are receiving this email as you have subscribed to our newsletter or were a past client. If you no longer wish to receive emails like this, click here to unsubscribe.'

Building a solid online reputation and maintaining it

When it comes to marketing for a medical practice, one thing is certain: **reputation is everything.**

Prospective patients may be impressed with the look and feel of a website. They may appreciate transparency and the helpful content found on a blog. But they're likely not going to convert unless the doctors on staff have **positive reviews online.**

While members of our team redesigned the client website, optimized their social channels, and began a rigorous content marketing campaign, our **reputation management specialists** got to work getting more positive reviews for each of the team's practitioners.

Because we specialize in **marketing for medical practices**, we have an in-depth knowledge of how to get positive reviews posted across the web. This type of industry knowledge allows us to deliver fast results for our clients.

In the case of Atlanta Brain & Spine Care, **we developed a strategy that targeted satisfied past patients** – asking them to review the center – as well as created a strategy that ensured that new and incoming patients who are satisfied with our client's care are asked, directly, to make a review and know, exactly, how and where to place those reviews.

Dr. Steven Wray, MD SAVE SHARE  
Specializes in Neurosurgery • Male • Age 46  
Patient Satisfaction  
★★★★★  
20 responses  
Take a survey  
ATLANTA BRAIN AND SPINE CARE  
2001 Peachtree Rd NE Ste 550  
Atlanta, GA 30309  
Phone Number & Directions >

Dr. Steven Wray, MD Save ★ Lead  
Neurosurgery | Male  
★★★★★ 41 reviews  
✓  
Atlanta Brain and Spine Care >  
2001 Peachtree Rd NE Ste 575, Atlanta, GA 30309 Get Directions >  
Accepting

Dr. Regis Haid Jr., MD SAVE SHARE  
Specializes in Neurosurgery • Male • Age 59  
Patient Satisfaction  
★★★★★  
18 responses  
Take a survey  
ATLANTA BRAIN AND SPINE CARE  
2001 Peachtree Rd NE Ste 550  
Atlanta, GA 30309

Dr. Regis Haid Jr., MD Save ★ Lead  
Neurosurgery | Male  
★★★★★ 41 reviews  
✓  
Atlanta Brain and Spine Care >  
2001 Peachtree Rd NE Ste 575, Atlanta, GA 30309 Get Directions >  
Accepting New Patients  
(404) 350-0106  
View Insurance Accepted >  
Suggest an edit to this profile

# Results

Also, because of our in-depth experience with medical review sites, we were able to optimize each doctor's online

profiles to ensure that prospective patients liked what they saw regardless of which rating site they stumbled upon online.

All of this work, which we continue to manage to this day, has led Atlanta Brain and Spine Care to enjoy **tremendous growth across each of their locations, including a 325% increase in leads and 6 more surgeries per month than before they partnered with Atlantic.**



# Find, Convert, and Keep New Patients

We help medical practices ignite their growth by delivering customized search engine marketing solutions that increase their leads, conversions, and authority.

## Here's how we can help:



SEO and Content Management



Social Media Management and Advertising



Paid Search



Website Development and Optimization



Reputation Management



Advanced Analytics