

Lead Generation Case Study for Physical Therapy EMR

The Challenge:

Clinicient's traffic from search engines was declining, especially in non-branded keyword terms where they wanted to have a strong presence and be part of the consideration set for those prospects who didn't have a particular brand in mind and were researching options.

We developed a content marketing program for Clinicient to create and broadcast high quality content via digital and social media channels. As a part of the program, we built a consistent and high-quality blog program, leveraging internal subject matter experts and establishing their voices in the market. The content library we helped them build was full of highly-searched-for content, including popular elements like infographics, tips sheets, webinars. Then we leveraged social media to generate awareness and drive interest to Clinicient content.



The Solution:

- ✔ Developed a Thought Leadership strategy to establish Clinicient as thought leaders in the industry, and to engage with other thought leaders
- ✔ Created engaging infographics and compelling content built to be shared widely
- ✔ Used highly optimized social media for search to boost awareness and compel sharing
- ✔ Measured and reported on results with marketing automation software



Laurie White

Director of Marketing, Clinicient

"Mambo Media has really helped us with our marketing strategy. Their inbound marketing strategy helped Clinicient to double our leads last year!"



Clinicient is the leading EMR software provider for the physical therapy vertical. Clinicient helps outpatient rehabilitation therapy businesses manage change with a combination of cloud-based EMR, practice management, and revenue cycle management solutions that optimize the entire care cycle from patient to payment.

With nearly \$1 billion in payments under management, Clinicient's solution maximizes payments while enabling therapists to deliver superior clinical outcomes that enhance the value of therapy to patient population health management.