

Pri-Med | An Integrated Digital Marketing Approach

Pri-Med® The Primary Source for Primary Care

For over 25 years, Pri-Med has been a trusted source of medical information to more than 300,000 primary care clinicians across the United States. Their continuing medical education (CME/CE) curriculum is developed by faculty from some of the best medical schools in the world.

"Synapse has been a standout partner for us since we began working with them in 2020. They're highly analytical, professional, responsive and proactive. They operate more like an extension of our marketing team and demonstrate a real commitment to our success. If you're looking for a performance marketing partner, we highly recommend considering the Synapse team!"

- Marissa Guertin, Associate
Director, Lead Generation

THE SCENARIO

Historically, Pri-Med focused heavily on in-person conferences. However, due to the COVID-19 pandemic, the company pivoted in 2020 to a more online-centric model and created its new flagship product: a monthly virtual conference PrimaryCareNOW. As this and other Pri-Med products evolved, we had to collectively rethink the search engine marketing strategy. This included reprioritizing our online-focused keyword set across paid search and SEO. Roughly two years later, as Pri-Med's virtual products continued to gain momentum in the market, we focused on maximizing visibility across several high priority keyword themes so we could capitalize on primary care clinician's growing interest in earning their continuing medical education (CME) credits online.

THE ACTION PLAN

Synapse identified the largest spikes in demand for online CME credits, particularly among specific roles (doctors, nurse practitioners, etc.) and topic areas (pharmacology, pain management, etc.). This insight was used to SEO-optimize relevant, existing website content and identify content gaps. These gaps were filled with original, high-quality content developed by a medical writer, leading to significant gains in both SEO traffic and qualified SEO leads.

For paid search, existing budgets were reprioritized, and additional budget was secured with the Pri-Med marketing team to fully support the increase in online CME demand. Back-end data was used to perform extensive theme-level analyses to ensure lead quality remained strong as the program expanded; in fact, the qualified lead rate slightly increased year-over-year (YoY), from 83% in 2021 to 86% in 2022. Additionally, the Synapse team has been working closely with Pri-Med to ensure their in-person conferences, which have gained significant traction in 2022, are successfully supported by our digital marketing efforts. As a result, we have regularly met or exceeded registration goals for the in-person conferences while generating an efficient cost-per-registration.

THE RESULTS

The integrated performance marketing strategy led to significant increases in traffic and, more importantly, qualified leads. The SEO program generated 71% more qualified leads YoY, while the paid search program generated 31% more qualified leads YoY, as well as 41% more non-brand users. Expectations are even higher for 2023, with plans to grow both the online and in-person programs even further. Our teams are looking forward to the challenge!



+31% YoY

Qualified leads
from PPC



+41% YoY

PPC traffic



+71% YoY

Qualified leads
from SEO