



245%

INCREASE IN
INSTAGRAM FOLLOWERS

3X

HIGHER SEM CTR THAN
INDUSTRY BENCHMARK

46%

INCREASE ON
BLOG PAGEVIEWS

DEAN MCGEE EYE INSTITUTE

ABOUT

Dean McGee Eye Institute is a nationally ranked eye institute and non-profit in Oklahoma City, OK, that is dedicated to providing all patients with comprehensive eye care. They also conduct industry-leading vision research that makes them a premier destination for vision care in their region.

CHALLENGES

Dean McGee Eye Institute was running traditional advertising tactics like print and radio advertising when they realized they needed to make the leap to digital marketing.

GOALS

- Increase brand awareness.
- Grow patient traffic and revenue from premium services to support their non-profit.
- Become a resource for patients.

SOLUTIONS

They partnered with LOCALiQ starting in 2016 for a full suite of digital marketing solutions including social ads, search marketing, content marketing, print ads, a website, and more.

RESULTS

Working with one partner for all their campaigns has allowed the team at Dean McGee Eye Institute to simplify their marketing and has given them the platform to get the word out about their non-profit, their services, and their research. The team has been impressed with the way LOCALiQ has learned their business, proactively recommends ways to improve upon their marketing, and consistently communicated throughout the marketing process.

“Our experience working with LOCALiQ has been fantastic. We rely on them and see them as an extension of our team.”

Jim Durbin, Executive Director of Development, Dean McGee Eye Institute