

On-Demand Urgent Care Access for a Coastal Community

Scenario

A small regional health system launched a campaign to drive awareness and walk-in volume for its urgent care centers across a coastal market with heavy tourism. With demand peaking around major holidays including summer travel months, long weekends, and winter flu season. The campaign needed to reach both residents and visitors with messaging that emphasized fast, accessible care.

The Challenge

Despite convenient locations and modern facilities, digital visibility remained limited. Competitors like CVS MinuteClinic, Teladoc, and the fast-growing Amazon One Medical network were saturating paid media channels and dominating mobile search. With patients often making urgent care decisions in under five minutes based on proximity and availability, the campaign needed to establish trust quickly, capture high-intent queries, and deliver mobile-first engagement across search and social.

Search Campaign Architecture

- Google Search Ads targeting urgent queries like “urgent care near me,” “open now,” and local intent terms
- Geo-targeting applied on Google around local zip codes and high-traffic coastal communities
- Facebook Ads using mobile-optimized creative highlighting convenience, open hours, and “seen today” messaging
- YouTube Video Ads built brand familiarity with approachable visuals, and a “fast care, no wait” tone
- Budgets were increased strategically ahead of summer travel season, Thanksgiving, and New Year’s to align with care-seeking spikes

Results

89%
Increase in
Conversions

94%
Increase in
Clicks

23%
Lift in estimated
walk-in volume
All Platforms

11%
CTR
Improved by

Conclusion

A multi-channel digital strategy across Search, YouTube, Display, and Facebook can drive substantial growth in patient acquisition. Through audience specific creative, precise geo-targeting, and ongoing optimization across platforms, the campaign delivered an 89% increase in conversions, a 76% rise in impressions, and strong engagement gains. These results illustrate how thoughtful cross-channel execution rooted in local market dynamics can outperform expectations, even without heavy brand recognition.