

Breast Cancer – SEM Strategy

Scenario

A regional health system set out to increase awareness and appointment volume for its breast cancer screening and treatment services. The campaign launched during Breast Cancer Awareness Month, aiming to connect with women at various stages of the care journey—from screening to diagnosis to survivorship.

The Challenge

The provider needed to overcome several challenges:

- Competition from national hospital brands and standalone screening centers
- A highly sensitive message requiring empathy, clarity, and credibility
- Fragmented patient journeys where screening, follow-up, and treatment were often disconnected

Search Campaign Architecture

We designed an integrated campaign focused on relevance, reach, and conversion:

- Awareness ads launched across search, display, and social during Breast Cancer Awareness Month
- Messaging focused on early detection, advanced care, and trusted local specialists
- Geo-targeting prioritized zip codes with historically low screening rates
- Custom landing pages featured risk assessment tools, appointment scheduling, and survivor testimonials

Results

142%

Increase in
Conversions

108%

Increase in
Clicks

95%

Impressions
Grew by

18%

CTR
Improvement

Conclusion

This campaign demonstrated that when supported by thoughtful messaging and smart targeting, even emotionally sensitive service lines like breast cancer can see measurable marketing impact. By meeting patients where they are in the awareness and care journey, the campaign drove meaningful increases in visibility, engagement, and appointment activity. With a cost per acquisition of \$78, the results confirmed that targeted, empathetic campaigns can both support community education and deliver real downstream value to health systems.