



## Case Study 2

# Increasing Appointment Bookings Through Demand Generation & Digital Optimization

Presented by :  
**Joan Amanwi**

Focus :  
**Demand Generation, Website  
Optimization, SEO, Conversion Strategy**

Timeframe:  
**Sept 2024 – April 2025**

Role:  
**Marketing &  
Communications Lead**



The organization wanted to increase patient bookings and maximize demand for key services while improving the performance of website traffic and referral sources. Although traffic was growing, conversion opportunities and booking efficiency needed optimization.

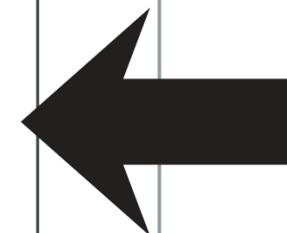
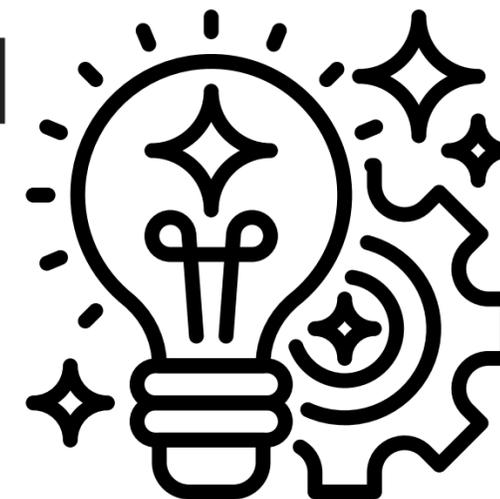
# The Challenge



- ✓ Driving high-intent traffic to booking pages
- ✓ Improving booking page discoverability and usability
- ✓ Strengthening SEO and search visibility
- ✓ Leveraging social media and referrals to funnel users into booking
- ✓ Tracking booking trends to identify peak demand periods
- ✓ Using analytics to optimize user journeys and reduce friction

# The Strategy

I built a demand-generation and conversion optimization approach focused on:



# Execution

To increase bookings for two key services: Massage and Accelerated Access Sports Injury Clinics (AASIC), targeted strategies were implemented to ensure website traffic was effectively directed and visitors were encouraged to take action.



## Key Strategies

- Optimized booking page structure to improve clarity and reduce drop-off
- Strengthened SEO-driven traffic acquisition from search engines
- Revamped old blog posts and created new SEO optimized blog posts
- Directed traffic from Instagram and referral partners to booking pages
- Monitored appointment volume trends to align marketing efforts with peak months
- Used analytics to track top-performing pages and conversion behavior

# Sample Blog Posts & Booking Pages

Blog Posts



**Sports Massage Therapy in Calgary: Improve Recovery, Flexibility & Performance**



**Improving Your Post-Operative Outcome**

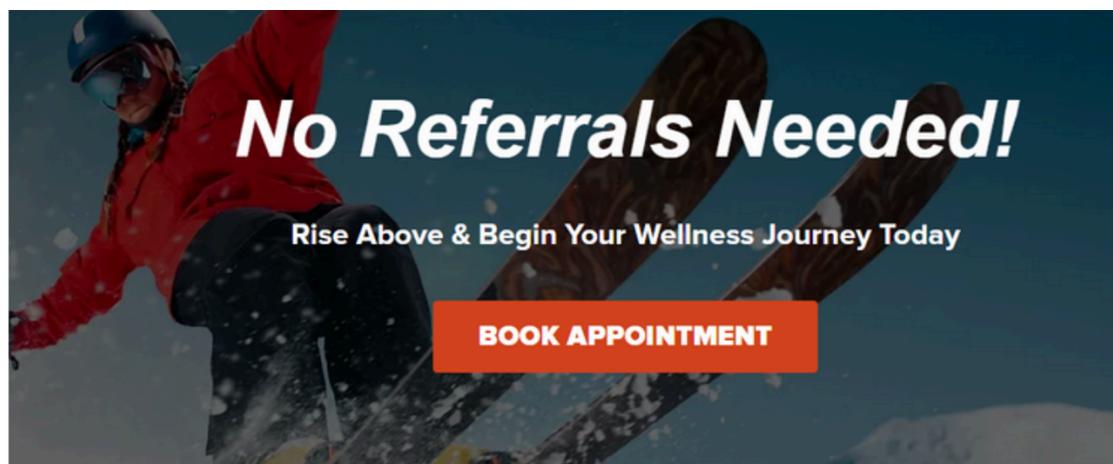


**Carpal Tunnel Syndrome Explained: How Physiotherapy at Group23 Calgary Can Help You Heal**



**Do I Need a Knee Brace? When and Why You Might Need One for Pain Relief and Stability**

Booking CTA



**No Referrals Needed!**

Rise Above & Begin Your Wellness Journey Today

**BOOK APPOINTMENT**



Services ▾ Programs ▾ Specialists About ▾ Patient Resources ▾

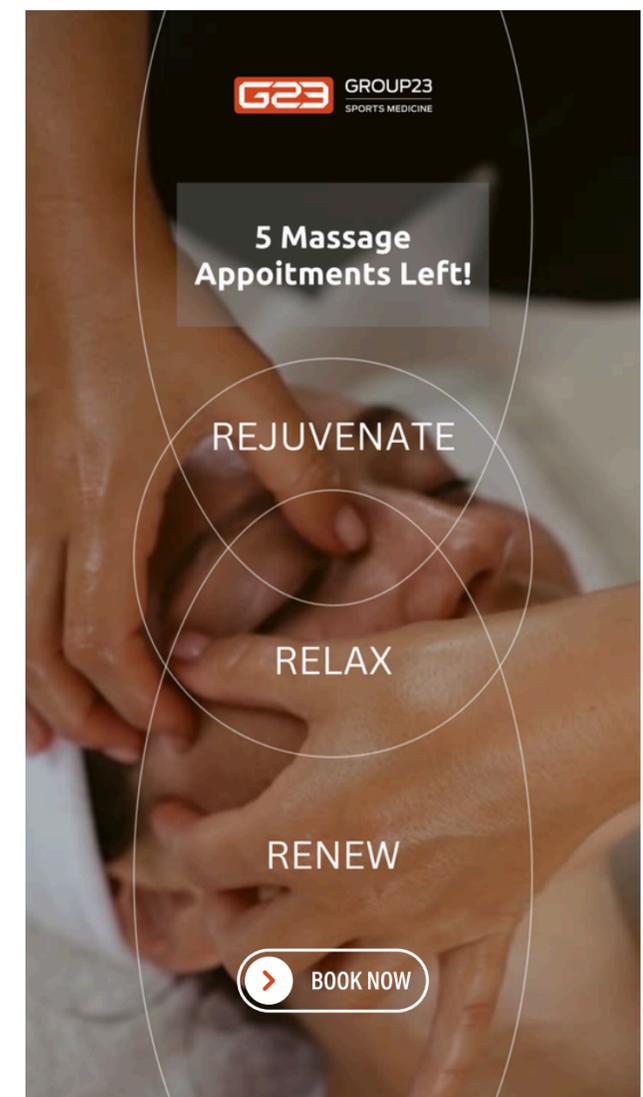
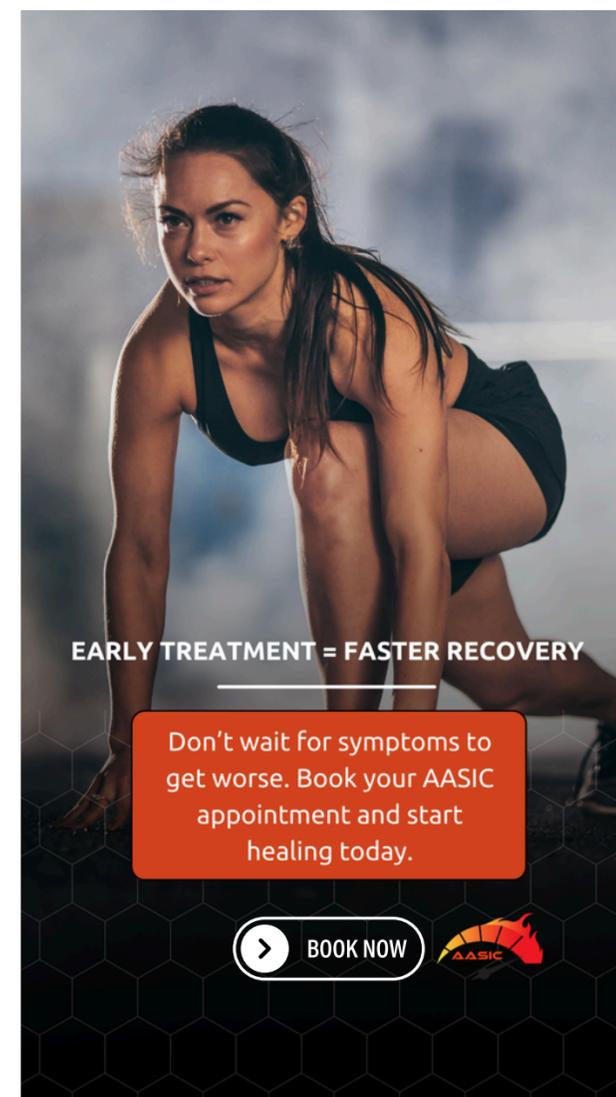
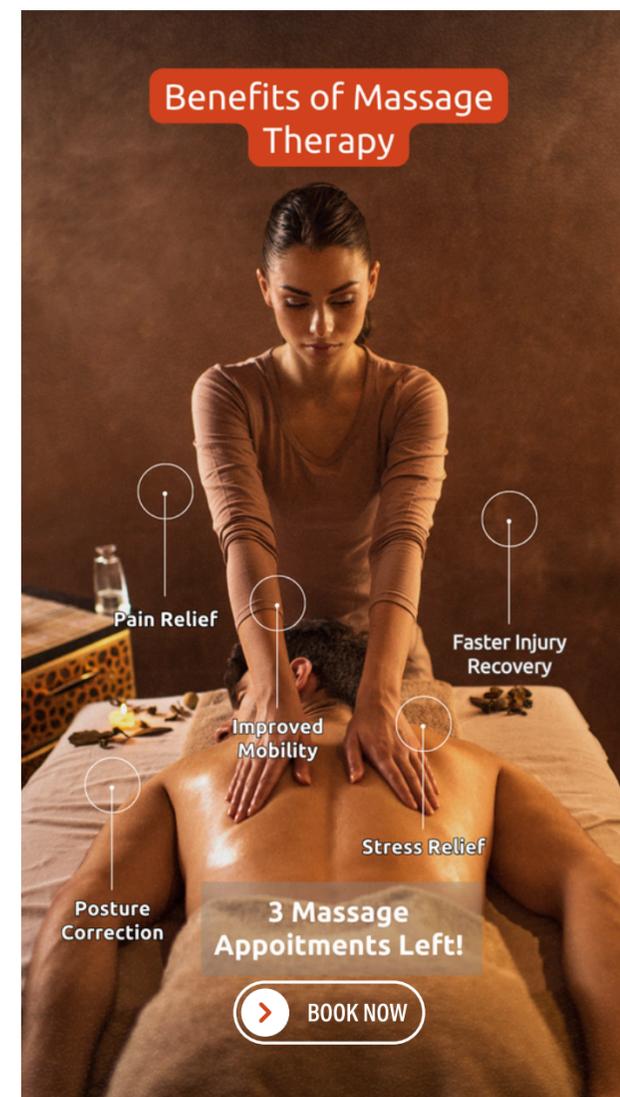
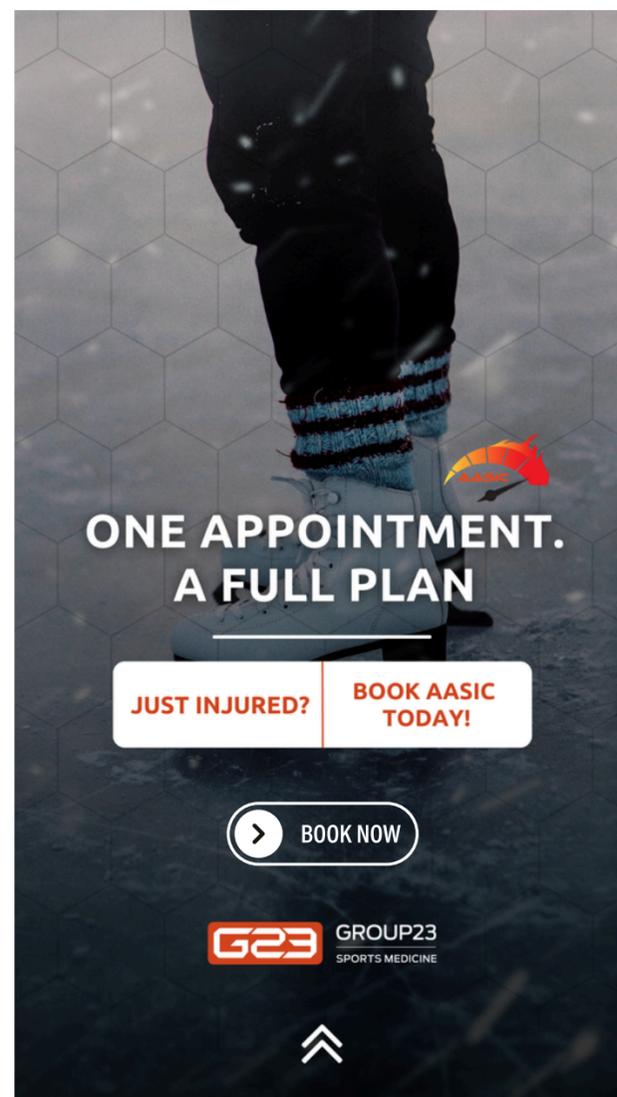
**Accelerated Access Sports Injury Clinic**

Find Out If You're Eligible

**FILL OUT THE FORM**



# Sample Instagram Stories with CTAs





# Data Analysis 1

## Massage Appointment Growth

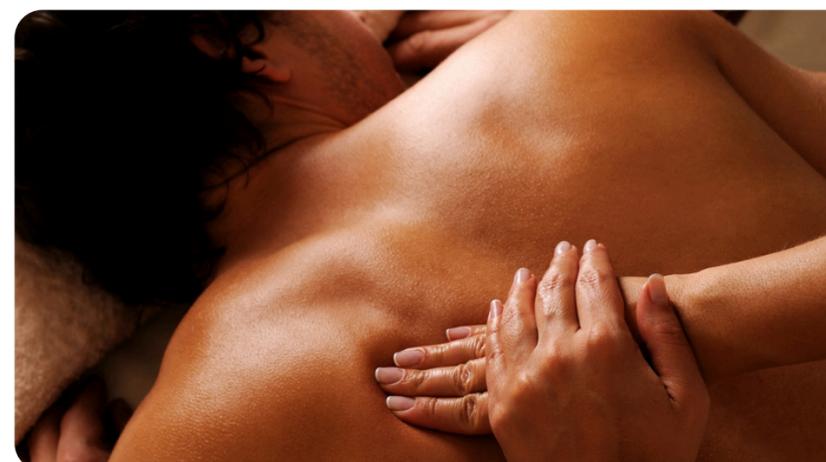
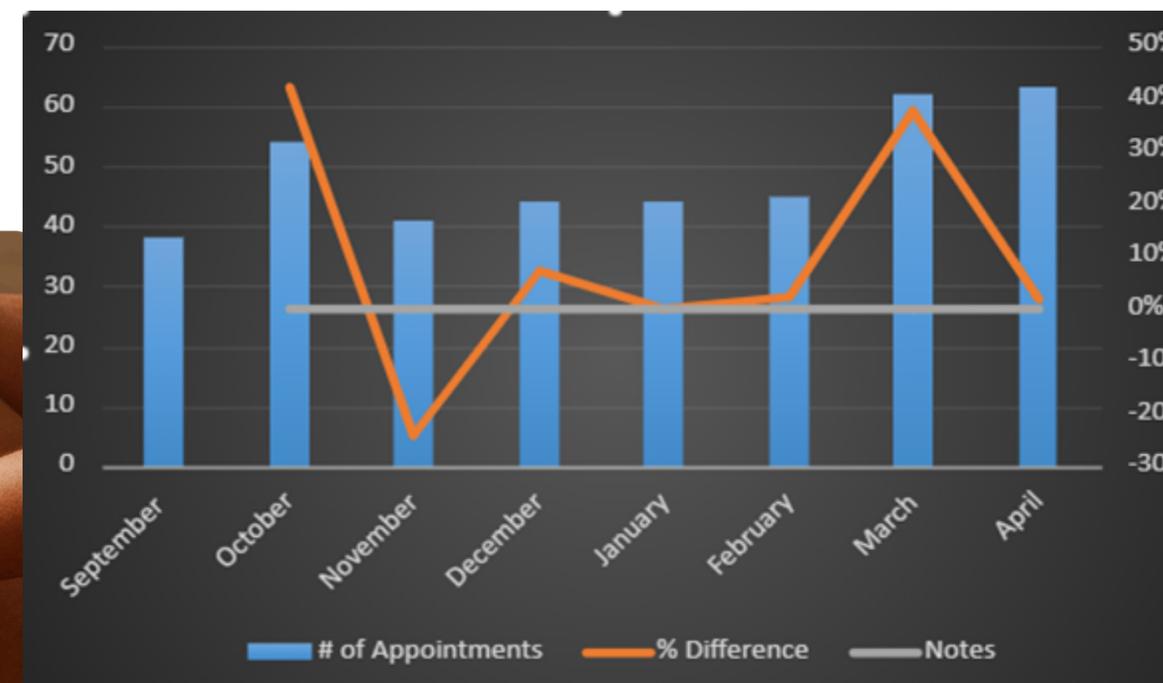
# Results

## Massage Appointments - Nov 2024 - April 2025

### Massage Appointment Growth

- Sustained an average of **60+ massage bookings per month**
- Peak booking months: March and April
- Demonstrated consistent service demand across multiple months

Month	Year	# of	%	Notes
September	2024	38		
October	2024	54	42%	Neutral
November	2024	41	-24%	Negative
December	2024	44	7%	Positive
January	2025	44	0%	Neutral
February	2025	45	2%	Positive
March	2025	62	38%	Positive
April	2025	63	2%	Positive





# Data Analysis 2

## AASIC Bookings

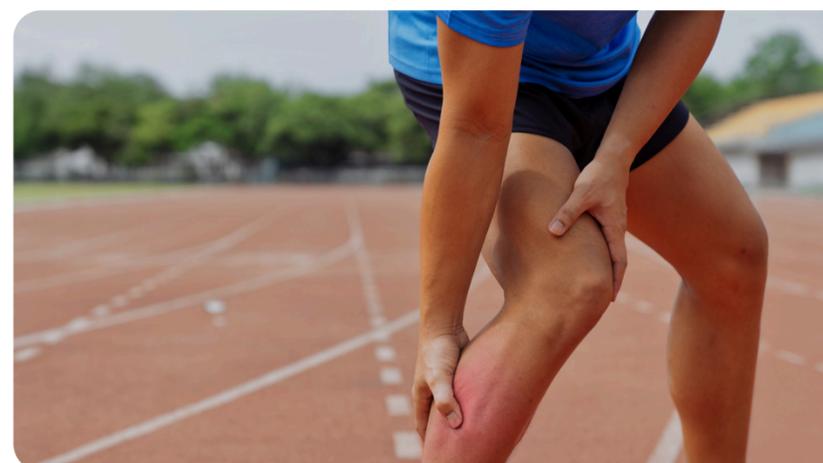
# Results

## AASIC Appointments - Nov 2024 - April 2025

### AASIC Appointment Growth

- Averaged **200+ AASIC bookings per month**
- Peak demand in January, March, and April
- Showed strong recurring patient acquisition and retention

Month	Year	# of
September	2024	154
October	2024	180
November	2024	164
December	2024	160
January	2025	225
February	2025	190
March	2025	228
April	2025	234



# Results

## Website Traffic Supporting Demand

The website had **13,000 active users** between February and April

### Top traffic pages:

- Landing Page — **7,600 users**
- Specialists Page — **4,300 users**
- Booking Page — **3,500 users**

### Key Insights

- Majority of users arrived via search engines, indicating strong SEO intent
- Additional traffic sources included Instagram and partner referrals

Active users	New users	Average engagement time per ...	Event count
13K	13K	1m 44s	135K

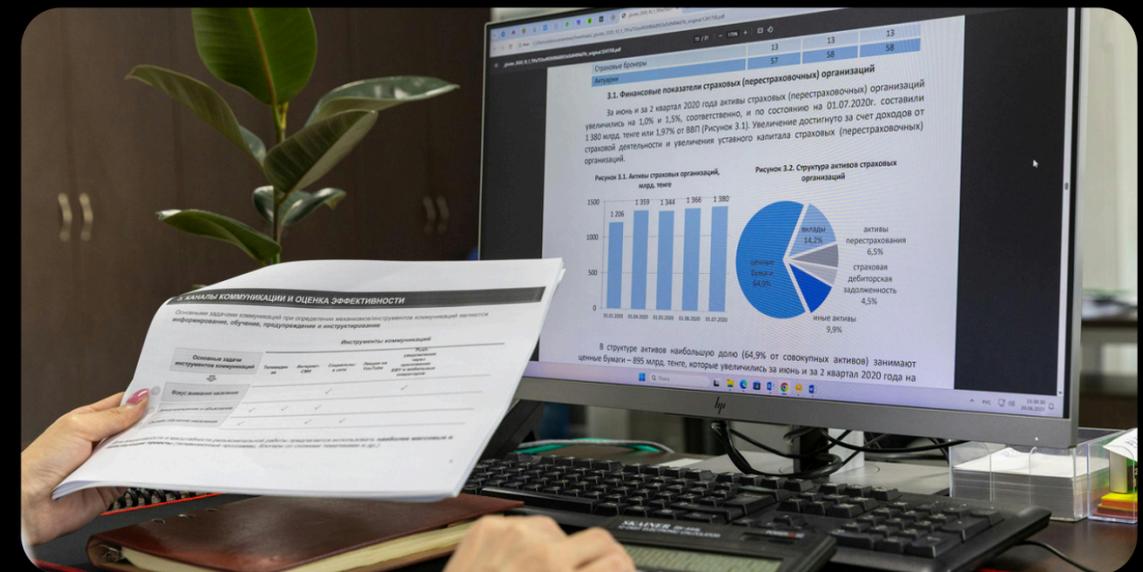
Top pages/screens				
PAGE TITLE AND SCREEN CLASS	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Sports Medicine Clinic   Rise Above Injury...	11K	7.6K	39K	18.8%
Our Specialists   Group23 Sports Medicine	7.6K	4.3K	21K	26.9%
Book Now   Group23 Sports Medicine	5.7K	3.5K	14K	21.9%
Group23 Sports Medicine	2.3K	1.7K	8K	18.5%
Contact Us at (403) 284-4040   Group23 ...	2.2K	1.5K	5.5K	26.4%
Physiotherapy   Group23 Sports Medicine	2.1K	1.5K	5.3K	10.7%
Accelerated Access Sports Injury Clinic   ...	2K	1.2K	5.5K	34.7%

[View pages and screens →](#)



# What Drove Demand & Conversions

- ✓ High-performing booking pages capturing high-intent traffic
- ✓ Strong search engine visibility fueling organic patient acquisition
- ✓ Social media acting as a secondary demand funnel
- ✓ Seasonal and service-driven demand peaks aligned with campaign timing



# Real Impact

## How these Results Impacted the Business

Sustained booking growth drove real business expansion, including hiring 1 additional massage therapist, 3 new doctors, and 4 physiotherapists, with plans to open a new clinic by March 2026 to support rising patient demand.



Massage Bookings

Month	Appointments Count
2025-12	57
2025-11	37
2025-10	49
2025-09	42
2025-08	36
2025-07	50
2025-06	46
2025-05	50
2025-04	63
2025-03	62
2025-02	45
2025-01	44

AASIC Bookings

Month	Appointments Count
2025-12	163
2025-11	200
2025-10	224
2025-09	196
2025-08	181
2025-07	193
2025-06	184
2025-05	207
2025-04	234
2025-03	229
2025-02	190
2025-01	225

To support SEO optimization, analyze website performance, and track key events to understand campaign trends and their impact on bookings, the following tools were used.

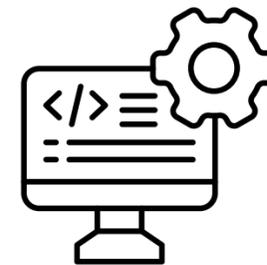
# Tools & Platforms Used



Google Analytics



Instagram Analytics



CHR Booking Analytics



Excel



WordPress



# Key Skills Demonstrated

- ✓ Demand generation & lead funnel optimization
- ✓ Website & landing page performance analysis
- ✓ SEO & search intent strategy
- ✓ Conversion rate optimization
- ✓ Data-driven marketing decision-making
- ✓ Monthly performance reporting
- ✓ Customer acquisition strategy
- ✓ Marketing analytics & KPI tracking



### Case Study 2

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Presented by :  
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*Kindly visit my website [joanamanwi.com](http://joanamanwi.com) to view more case studies.*