



Connecting Top Medical
Staff with Leading
Healthcare Systems

Local Model. Tailored Solutions. Lower Costs.

OnCall Solutions

PAID SEARCH, LINKEDIN, AND SEO MANAGEMENT

THE CHALLENGE

When OnCall Solutions partnered with Saltbox, they had a unique challenge: their business growth had stalled without a consistent inbound marketing program to drive growth beyond the capabilities of their founder. They raised capital and needed to develop a repeatable inbound customer acquisition program.

OUR SOLUTION

Saltbox standardized job postings and messaging, created 30 new blog posts, and optimized content over 60 site pages, helping OnCall Solutions become a go-to repository for expert advice on locum tenens, moonlighting, and telehealth staffing. This authority led to steep increases in traffic and conversions, increasing customers month after month.

Saltbox implemented a paid advertising strategy and developed a more in-depth plan utilizing LinkedIn and Google Ads. Saltbox enhanced conversion tracking, allowing for measurable data and clean reporting, and completed extensive keyword research that improved traffic and lead quality. Because OnCall Solutions needed both providers and healthcare facilities, the approach was segmented to target both individually.

THE RESULTS

2024 Year-over-Year

- **+114%** Organic Users
- **+221%** Non-Branded Organic Impressions
- **+97%** Organic Conversions
- **+50%** Paid Search Click-Through-Rate