

# CASE STUDY

## D Marino Medicare Website Transformation & Automation

### BACKGROUND

D Marino Medicare is known for clear, trusted Medicare guidance. While their in-person service was strong, the old website lacked clarity, mobile usability, and lead capture — resulting in missed opportunities and slower client response times.



### CHALLENGES:

- A generic website that didn't clearly communicate personal, trusted guidance
- No streamlined way for clients to book consultations online
- Manual follow-ups creating delays in client communication
- Limited visibility in local search, despite strong community reputation



### SOLUTION & APPROACH

**Website Redesign:** Modern, mobile-friendly design with clear navigation and simple CTAs.

**GoHighLevel CRM:** Automated lead capture, online scheduling, and follow-ups.

**SEO Optimization:** Local search targeting with Medicare-focused content.

**Automation Workflows:** Reminders and nurturing campaigns to boost engagement.





## RESULTS



- **Lead Generation:**  
Increase in local Medicare inquiries within the first 60 days of launch.



- **Consultations:**  
More consistent appointment bookings through the new online scheduling system.



- **Client Experience:**  
Faster responses and a smoother journey from website visit → consultation → enrollment.

## CONCLUSION

The redesign and automation helped D Marino Medicare align its digital presence with its brand promise: simple, trusted, and client-first. Now, the business can scale beyond word-of-mouth, attract more clients online, and deliver the same dependable Medicare guidance in a seamless digital experience.