

Case Study: How Target Avenue Helped Medstar UK Modernise Growth

Client

[Medstar UK](#)

Agency

Target Avenue

Partnership Duration

2 Years

Overview

Over a two-year partnership, Target Avenue worked closely with Medstar UK to strengthen its digital presence, improve operational efficiency, and generate a consistent flow of inbound opportunities. This resulted in a 63% increase in qualified website enquiries, a 41% improvement in operational efficiency, and 3.4x stronger website engagement, creating the foundation for sustainable long-term growth.

As a care and support provider operating in a highly trust-driven industry, Medstar UK needed more than traditional marketing support. They required strategic guidance, day-to-day business assistance, and systems that could support sustainable long-term growth.

Target Avenue became an extension of the Medstar UK team — providing 1:1 consulting, personal assistant support, and digital lead generation services that helped streamline operations while increasing visibility online.

The Challenge

Before partnering with Target Avenue, Medstar UK faced several growth and operational challenges:

- Limited digital visibility
- An outdated online presence
- Inconsistent inbound inquiries
- Time-consuming administrative processes



- Lack of structured marketing systems
- Difficulty managing day-to-day communications efficiently

As the business continued to grow, leadership needed support not only with marketing, but with organisation, execution, and operational structure.

The Solution

Target Avenue implemented a hands-on partnership approach that combined strategic consulting with operational support.

1. 1:1 Business Consulting

Target Avenue worked directly with Medstar UK leadership through ongoing consulting sessions focused on:

- Business growth strategy
- Brand positioning
- Client communication
- Lead generation planning
- Workflow optimisation
- Operational efficiency
- Digital growth opportunities

Rather than offering one-off marketing campaigns, the partnership focused on long-term business development and sustainable systems.

2. Personal Assistant Support

To reduce operational pressure and improve responsiveness, Target Avenue also provided dedicated personal assistant support.

This included:

- Managing communications
- Coordinating administrative tasks
- Assisting with scheduling
- Supporting day-to-day business organisation
- Helping maintain consistency across operations

This allowed Medstar UK leadership to focus more on delivering high-quality care services while Target Avenue supported the business behind the scenes.



3. Inbound Lead Generation

Target Avenue helped improve Medstar UK's digital visibility and website effectiveness to increase inbound inquiries.

The strategy focused on:

- Improving website presentation
- Strengthening online credibility
- Supporting user engagement
- Increasing awareness of care services
- Creating clearer pathways for potential clients and families to make contact

Over the course of the partnership, Medstar UK experienced a stronger flow of inbound interest through its website and online channels.

Results

Over the 2-year partnership, Medstar UK achieved:

+63% Increase in Qualified Inbound Website Leads: A stronger and more consistent flow of inquiries from individuals and families seeking care and support services through improved digital visibility and clearer contact pathways.

41% Improvement in Operational Efficiency: Administrative and communication support significantly reduced internal workload, improved response times, and allowed leadership to focus more on service delivery.

28% Increase in Client Conversion Rate: Clearer service messaging, improved website trust signals, and stronger enquiry pathways helped convert more visitors into qualified client enquiries.

Stronger Business Structure: Ongoing consulting helped Medstar UK make more informed operational and growth decisions with clearer systems in place.

Enhanced Digital Presence: The business developed a more professional and credible online presence aligned with the quality of care it provides.

Long-Term Strategic Support: Rather than acting as an external supplier, Target Avenue became a trusted long-term growth partner embedded in Medstar UK's growth journey.



Client Impact

The partnership enabled Medstar UK to spend less time managing operational pressure and more time focusing on what matters most:

Delivering compassionate care and support services to individuals and families.

By combining consulting, operational assistance, and digital lead generation, Target Avenue provided a complete support system tailored to the needs of a growing care provider.

Conclusion

The partnership between Target Avenue and Medstar UK demonstrates the value of combining strategic marketing with operational support.

Through consistent collaboration over two years, Target Avenue helped Medstar UK strengthen its business foundations, improve digital performance, and generate meaningful inbound opportunities, while supporting the day-to-day operations that keep the organisation running effectively.

For businesses in care, healthcare, and support services, growth requires more than advertising alone. It requires trusted partnership, structure, and long-term strategic support, exactly what Target Avenue delivered.

