

HEALTH / MEDICAL CASE STUDY

Chiropractic Clinic



Overview

Campaign Focus

Increase Foot Traffic.

Geography

East Coast US

Campaign Length

4 Months

Investment

\$100,000

Products Utilized

Social
Google Power Solution
Search Engine Marketing
Device ID
Streaming TV

Leads	Total Clicks
724	37.4K
Cost Per Lead	Leads in the last month
\$50	400
(Started at \$231)	

Objectives

Our objective was to boost the number of leads generated while also significantly reducing the cost per lead. We aimed to implement strategies that would optimize our marketing efforts. By focusing on efficiency, we sought to maximize our return on investment. Ultimately, we wanted to achieve sustainable growth without overspending on lead acquisition.

Solutions

- ◆ Streaming TV was used to broaden the audience reach and increase brand awareness for the clinic.

- ◆ Display advertising and social media were utilized to target potential qualified individuals in the top in middle of the sales funnel.

- ◆ To maintain user engagement and prevent creative fatigue, we recommended that the visuals should be updated regularly on Social and Streaming TV.

- ◆ A full-funnel approach ensured the brand was present at every stage of the customer journey, from initial awareness to final conversion.