

WEIGHT LOSS CLINIC

RAMPING UP NEW PATIENT ACQUISITION

SITUATION

NEED TO INCREASE WEB TRAFFIC

A weight loss clinic in the Midwest wanted to target individuals who were seeking weight loss solutions. Though the clinic developed a number of lead sources—free informational classes and eBooks downloads—the challenge was driving prospects to them.

INSIGHT

LEARN FROM CONSUMER BEHAVIOR

Understanding that people engage in many ways on their journeys, the local client strategy team spent time looking at online behavior and trends in the target demographics for medical weight loss. The team’s research uncovered a growing opportunity to stay in front of this audience in the digital space, as people were actively seeking resources and content on weight loss solutions.

TURNING POINT

EXTEND REACH WITH DIGITAL

The team developed an integrated digital marketing solution designed to reach target audiences. The solution included digital display ads to build brand awareness and SEO and PPC to improve search rankings and drive web traffic. The team nimbly optimized the campaign using audience insights, conversion tags, and monthly deep-dives into Google Analytics to maximize results.

IMPACT

CONVERT 60% OF PROSPECTS



The campaign was such a success that the client has had to implement a waiting list for its classes to keep up with demand. Roughly **60% of class participants have scheduled procedures, with an average ticket price of \$15,000 per patient.** The clinic is even considering adding an additional physician to accommodate the increased interest.