

## SUCCESS STORY / DIGITAL MARKETING

# Chiropractic Clinic

### Campaign Highlights:

**OBJECTIVES:** This personal injury clinic had the goal of expanding visibility and attracting more clients

**TACTICS USED:** Social Media, SEM, Display, Device ID, Streaming TV

**DURATION:** 4 Months

**MARKET:** East Coast USA

### Strategy & Solutions:

- Our objective extended beyond boosting lead volume—we aimed to reduce the cost per lead substantially
- We leveraged Streaming TV to expand reach and enhance brand recognition for the clinic
- Display ads and social media campaigns were deployed to engage mid-funnel prospects with targeted messaging
- To sustain user interest and avoid ad fatigue, we advised regular updates to visual assets across Streaming TV and social platforms
- By implementing a full-funnel strategy, we ensured the clinic maintained visibility at every stage of the patient journey—from awareness to conversion



### Results:

**700+**  
New Leads

**37K+**  
Total Clicks

**\$50**  
Cost Per Lead  
(Started at  
\$231)