CASE STUDY

Chiropractor



Phase I

- ✔ **Google Business Profile** 20 - 30%
- ✔ **Website** 15 - 20%
- ✔ **Social Media** 5 - 10%

Phase II

- ✔ **Local Listing Optimization** 10 - 15%
- ✔ **Reputation Management** 15 - 20%
- ✔ **Email Marketing** 2 - 5%

Relative importance based on tactic's direct and indirect impact on rankings

Phase III

A chiropractor in a town of 75,000, aimed to maximize leads over three months with a $2,500 budget to focus on ROI. Average new client value: $850.

STRATEGY	RESULTS
✔ **SEM** $500 CTR: 1.91% • 5,236 Impressions	**9 Total Leads** 200 Clicks
✔ **Social Media Ads** $1,000 CTR: 0.35% • 66,667 Impressions	**6 Total Leads** 233 Clicks
✔ **Targeted Display Ads** $1,000 CTR: 0.10% • 100,000 Impressions	**3 Total Leads** 100 Clicks

SPEND	ROI
$2,500	**$12,750**
$5,000	$25,500
$7,500	$38,250

90-Day Campaign

18
Total Leads

85%
Lead Conversion

$12,750
Revenue

5.1:1
ROI

The statistics, metrics, and results presented in this case study are provided for illustrative purposes only. They are based on specific circumstances and may not be representative of typical outcomes. Actual results may vary depending on a wide range of factors, including industry, target audience, budget, and execution. This case study is not intended to guarantee or predict future performance, and should not be interpreted as a promise of similar success.

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