

Case Study:

WE HELPED THIS
MEDICAL CLINIC
GENERATE **180K IN
ONE MONTH**

OVERVIEW 📌 The Problem The Clinic Faced

With COVID-19 hitting a number of medical clinics across the country, our clients ability to generate leads for in-person events was hit as well. The target demographic fell into the same demographic being hit the hardest by the pandemic—traveling to an in-person seminar was no longer an option for many. Low seminar attendance resulted in a hit to revenue. That is when the medical clinic turned to Digital Pew for a solution!

Items we focused on:

- **Pandemic prevented in-person events**
- **Target demographic most vulnerable to pandemic conditions**
- **Low seminar attendance = lost revenue**
- **Traditional print options did not work**

OVERVIEW 📌 How We Solved Their Problem

In-person events were no longer an option, we adopted a web-based strategy that we used to:

- **Reach our customers right where they were at by setting up on-demand webinars**
- **Testing and optimizing paid advertising to drive new prospective patients to register for our online seminars**
- **Performed split testing and A/B tests for different ads and ad copy to gauge the best performing ads**
- **Set up follow-up email marketing automation to perform automatic outreach and drive free consultations**
- **Scaled up advertising to new areas to reach an even wider audience than previously**

During the first 4 months we were able to help them drive:

- **Over 400 Free Consultants which resulted in...**
- **Over 100 Brand New Patients in office getting treatment**
- **Over \$500k in New Revenue through paid advertising alone**

CHALLENGE 🖐️ **Over-reliance on in-person events, meetings and live seminars to drive new leads to the clinic**

When COVID-19 hit the United States and we saw rolling restrictions go across the country, this medical practice needed to make a pivot.

Their primary lead generation strategy for their medical clinic was to host live, in-person seminars in local cities and towns. With new restrictions, these in-person events became increasingly difficult to do.

On top of that, the target age range of their audience was also the most vulnerable age range for COVID-19. This meant that not only was the registration much lower, but attendance was hit badly as well.

This, coupled with an unknowable timeline on when restrictions would lift or when people would feel comfortable leaving their own, required this medical practice to make a pivot.

This medical practice knew they had to figure out a way to reach their audience in their home and drive free consultations to their office without the in-person seminars.

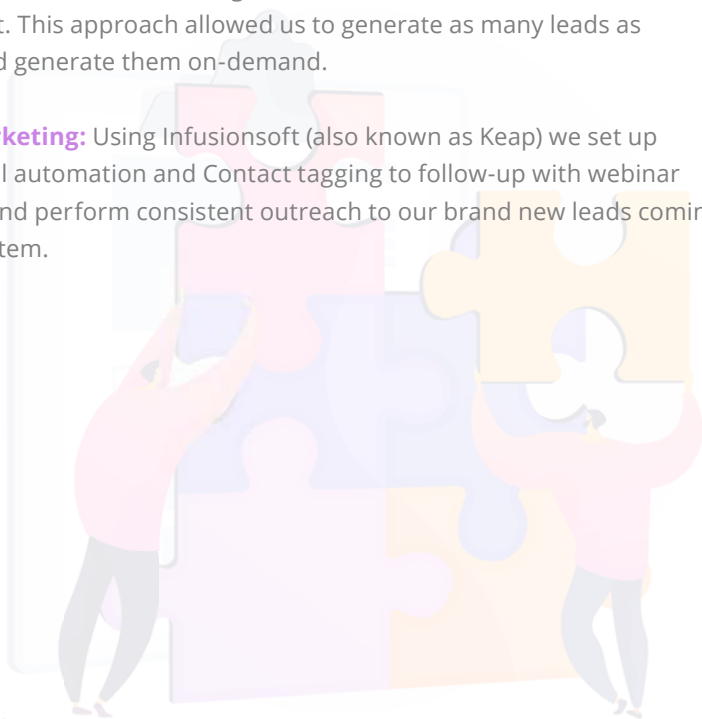
STRATEGY

In order to reach customers, drive new prospective patients and free consultations, we adopted a web-based strategy to:

- **Reach our customers right where they were at by setting up on-demand webinars**
- **Testing and optimizing paid advertising to drive new prospective patients to register for our online seminars**
- **Performed split testing and A/B tests for different ads and ad copy to gauge the best performing ads**
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SOLUTION Transition from in-person live seminars to on-demand webinars with email follow-up

- **Paid Advertising:** After researching their competitors and learning more about their market, we set up a paid advertising campaign to drive traffic to the start of our lead funnel.
- **Landing Page:** The start of the lead funnel was a custom landing page that we built out within a WordPress framework. The landing page was designed to capture the lead's details and get them into the webinar.
- **On-demand Webinar:** Using WebinarJam we built out an on-demand webinar that allowed users to register and attend whenever and wherever they were at. This approach allowed us to generate as many leads as possible and generate them on-demand.
- **Email marketing:** Using Infusionsoft (also known as Keap) we set up robust email automation and Contact tagging to follow-up with webinar attendees and perform consistent outreach to our brand new leads coming into our system.



RESULTS **\$500k In New Revenue with a Completely Automated Online Lead Funnel**

At the start of working with this practice, they had a very early stage online funnel with a lot of holes and gaps in it (they've admitted this to me—I'm not knocking them!) After working with their team, we were not only able to elevate their results, but drive growth in an area of their practice that they had never tapped into before.

Their staff has more time freed up to pursue new patients, the Doctor is relieved that he doesn't have to do as many in-person live seminars to drive business to this portion of his business. During a time of crisis, we were really blessed to work with the team at this clinic to revitalize this area of their business and elevate their entire practice overall.

Within four months, we were able to help this medical practice transition from in-person seminars to on-demand webinars. Now that COVID-19 has lightened restrictions, they are able to do both the in-person and seminars while still driving traffic to their on-demand webinars.

100s

Labor Hours Saved

2400+

New Leads For Other Services

\$180k

New Revenue In One Month

\$500k

New Revenue With A
Completely Automated
Online Lead funnel

LET'S WORK TOGETHER!

Before you dive in with a company, *I fully believe that a conversation and a 'discovery' session are crucial* to understand your goals, needs and the results you expect. We are careful to work with practices and clinics that we are a good fit for.

If you are looking for results and love data-driven marketing with a focus on empathy, schedule some time with us today and schedule your free consultation!

[Schedule Your Free Consultation](#)

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