GOOGLE ADS CASE STUDY





Upper Cervical Chiropractic Lead Generation Through Google Paid Search

\$80 Avg. Cost Per Lead

19

Leads Generated Per Month

350+

Avg. Clicks Per Month

-31%

Decrease in CPA by Month 3

Client:

Multiple Upper Cervical Chiropractic Businesses

Campaign Term: 6 Months

Budget:

\$1,500 - 2,000/month

Goals:

Create Structured Campaign to Implement in Other Markets

Gather Qualified Leads (Calls & Form Fills)

Low CPA (Cost Per Acquisition)

About The Client

Upper Cervical focused chiropractic businesses. These businesses are focused in GA, TX and NC. Each practice is highly specialized in Upper Cervical care and focuses on local customers. Practices are located in small cities with populations of about 30,000 people. The other practice is located in a city of 850,000 people.

The Challenges:

Marketing a highly specialized service in areas with small populations and high competition results in little room to test and determine effective strategies. Due to the nature of small businesses, this campaign was highly focused on generating leads at low costs as a result of small initial investments

Our Solution:

Our solution was to create a templated Google Search campaign to effectively generate leads at a low cost in multiple markets to minimize the "Learning phase." We started with one practice early in 2021 to learn and create the structured campaign. After testing multiple campaign set ups, we ultimately decided to create 2 campaigns for each advertiser. One campaign focuses on **General Chiropractic keywords** and the other focuses on **Upper Cervical related keywords** with corresponding ad copy. Each campaign leverages Upper Cervical specific Ad extensions to differentiate the business from other Chiropractic practices.

The Results:

As a result of our templated Search Campaigns, we are able to quickly and effectively implement these campaigns in any market. Each market still responds differently and requires time to be dialed in but the time to dial this in is minimized. We can expect to see an initial CPA of \$110 with this decreasing dramatically to \$80 or less by month 3.

Although these campaigns are focused on cost efficiency for these small businesses, these campaigns are highly scalable with spend thresholds in the \$10,000 range depending on the size of the geo-targets. Each advertiser has increased their investment by about 40% after the 3rd month of the campaign.

