



CASE STUDY

LIFESTYLE CHIROPRACTIC & WELLNESS

Because the obvious goal is to help heal a patient so that they no longer need a chiropractor, a chiropractor's business depends on a steady flow of new patients.

Dr. Phillips at Lifestyle Chiropractic & Wellness practices in a competitive environment filled with many quality chiropractors. He didn't just want to find new patients; he wanted to find those that were new to chiropractic services altogether. His goal was to offer such an experience that clients would always return to him if they needed help.

CAMPAIGN

Our approach with Lifestyle Chiropractic & Wellness (as is the case with almost any service-based campaign) was to bring in clients to experience what they had to offer. The value for the client is created through their experience. So, to draw new patients in, particularly those that had never been to a chiropractor before, we offered an initial consultation with lots of value at a low price.

As you can see in the numbers, not only did people come in, but they also turned into long-term clients, resulting in a phenomenal return on investment.

WHAT MAKES US DIFFERENT

When it comes to running a social media campaign, Marketing Videos Club helps you from start to finish. We specialize in producing effective, quality videos and in putting getting them in front of the right people through Facebook, YouTube, and Instagram marketing. Because we are a video production studio, we have all the equipment, know-how, and experience to create top-of-the-line social media videos. But, our real specialty is in teaching you how to script and film your own videos right on your smart phones. This approach offers you more bang for your buck—enabling us to produce more videos on the same budget, increasing your overall ROI.

Additionally, our expertise in digital marketing means that we can take care of the entire marketing process from creation of the ad to getting the campaign up and running and even capturing leads, freeing you up to focus on your business.

Bottom line? Don't make the mistake of running a social media campaign without video! The stats show clearly that videos enhance and make a campaign more effective. To learn more, please visit <http://www.marketingvideosclub.com>.

Learn how to get your first campaign for 50% off!

THE NUMBERS



3 Mins

First patient within mins of launch



25,000+

Impressions



300%

ROI percentage



\$15-\$18

Per Lead Costs