

CASE STUDY



**How Ignite Marketing Helped Health
1st Center Gain 237 Qualified Leads,
Close 77 New Patients, and Build Brand
Awareness with Facebook Ads**

IGNITE
MARKETING

HIGHLIGHTS

237

Qualified Leads

77

Closed Patients and
Counting



INDUSTRY
Health and Wellness

LOCATION
Palos Heights, IL

SERVICES PROVIDED
Inbound Marketing

**CAMPAIGN STRATEGY &
IMPLEMENTATION, INCLUDING:**

- » Paid advertising
- » Lead generation
- » Email marketing

THE CLIENT

Health 1st Center

Nestled in Palos Heights, Illinois, Health 1st Center is a family-owned, full-service chiropractic wellness facility that promotes a full, healthy, pain-free life for the entire family. Dr. Mohamed Shalabi and his team offer a unique approach to care, combining corrective spinal therapies with nutritional health recommendations for an overall improvement in quality of life. The practice boasts a 93% satisfaction rate where patients report seeing positive physical differences in their day-to-day lives.

THE CHALLENGES

Acquiring new leads

Although Dr. Shalabi had been in business for more than sixteen years with a solid roster of repeat patients and incoming referrals, the practice was facing an “old school” business problem: generating qualified new leads. While his team tried everything from telemarketing and flier handouts at shopping centers to door-to-door marketing and the Yellow Pages, many of these traditional marketing methods weren’t working as effectively as when Health 1st Center was first established.

“ Things change. People want quick solutions, so they turn to Google. We wanted to keep up with new marketing tactics. ”

Dr. Shalabi eventually shifted his focus to the Internet where he established an online presence to supplement his initial marketing efforts and reach new patients. While his business continued to grow over the years and his reputation for delivering both personalized and professional care only strengthened, lead generation efforts still weren't at a satisfactory level.

Discovering that others were finding success with Facebook Advertising and understanding the importance of keeping ahead of the curve when it comes to marketing tactics, Dr. Shalabi decided to implement a paid Facebook marketing campaign. Unfortunately, his experiences left a lot to be desired.

Uncommitted Facebook Ad agencies fail to deliver results

Working with multiple marketers and agencies over the course of three years, Dr. Shalabi invested a significant amount of money in Facebook Advertising without much return. Every pitch he heard sounded the same and every promise made went unfulfilled.

“ Eventually they were the ones saying, ‘Hey, doc. We can't help you anymore. Your area is very tough, so we're terminating your contract.’ ”

Despite having been burned before, Dr. Shalabi's hopes were renewed when he was referred to Shawn Manaher from Ignite Marketing by a friend who had successfully been using Shawn's services.

“ Shawn was different. He didn't try to sell me at all, and he made a lot of sense. In fact, he reminded me of myself when I talked to my patients. We found the problem and then we found the solution. He also knew his stats—and if you don't know your numbers, you don't know your business. After talking to other people he worked with and seeing the proof of his work for myself, I knew he was 100% legit and had to give it another try. ”

THE SOLUTION

For Dr. Shalabi, a major key for closing patients was getting qualified leads face-to-face with him so that he could determine exactly why they signed up for a particular offer. He could then use that reason to convert them into paying patients. In a collaborative effort with the practice, Shawn and the Ignite Marketing team created the framework for two different digital lead generation funnels that would ensure an in-person meeting.

CAMPAIGN #1: THE STANDARD CHIROPRACTIC OFFER CAMPAIGN

The first campaign consisted of a voucher offer that would allow prospective leads to claim a consultation, exam, and report of findings for the deeply discounted rate of just \$21. This would not only allow patients to get to know Dr. Shalabi in a one-on-one capacity while figuring out the root cause of their health problem, but it would also allow the doctor to build trust with each prospect and move the individual into a customized chiropractic care and wellness program. Vouchers were limited and offered on a first-come first-served basis to create a sense of urgency.

CAMPAIGN #2: THE FREE DINNER CAMPAIGN

The second campaign consisted of an educational talk where prospects could learn about a specific issue concerning them while enjoying a complimentary dinner and networking opportunity. The topic of the talk was carefully planned to correlate with a pre-identified pain point. Once again, the face-to-face conversation and relaxed environment allowed Dr. Shalabi to build trust and nurture leads into paid care. Seats were limited to the first 29 RSVPs.

Both campaigns consisted of Facebook Ads, dedicated landing pages with built-in lead generation forms, follow-up emails and texts, and a booking process. Detailed lead tracking was implemented across the entire funnel to measure conversion points.



THE RESULT

“ ROI has been great. With other agencies, we barely received any leads—even after six months. With Shawn’s program, we were generating leads on the very first day. When other marketers were trying to sell me on staying with their services, I was the one asking Shawn not to quit on me. He didn’t hand me off to his staff. He was on top of everything, answering my calls and emails immediately. The experience has been completely opposite. What’s more is that July is usually the slowest month. This July was our busiest. ”

Overall, Ignite Marketing generated 237 qualified new leads for Health 1st Center between June and August alone. Of those leads, Dr. Shalabi and his team were able to close 77 new patients—a number that is steadily growing as leads continue to make use of their discounted vouchers and participate in free dinners. As an offshoot benefit of these campaigns, awareness of the Health 1st Center brand has grown.



“I’m now seeing a lot of people who have had a bad experience with other chiropractors. As a result of our ads popping up on a regular basis, many of these patients decided to give us a try. We live in large community here, and I’ve become very well known in the area. I even have current patients commenting on the ads, recommending that others take advantage of the offer. Overall, Shawn delivered what he said he would deliver.”

- DR. SHALABI

**Ready to Dominate Your
Niche with a Partner Who
Won't Give Up?**

**We look forward to talking with
you on your FREE 30-minute
strategy call with Shawn.**

**Don't forget to block out your
calendar for this call.**