

CASE STUDY



**How Ignite Marketing Helped Moss
Family Chiropractic Increase Patient
Revenue by \$6,000 in 2 Weeks**



FAST FACTS

52

Qualified Leads

13.46%

Conversion Rate on Cold Traffic

\$6,000

Revenue Injection from New Patients



INDUSTRY
Health and Wellness

LOCATION
Canton, GA

SERVICES PROVIDED
Inbound Marketing

**CAMPAIGN STRATEGY &
IMPLEMENTATION, INCLUDING:**

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

THE CLIENT

Moss Family Chiropractic is a Max Living Health Center based in Canton, GA. The practice provides patients with transformational healthcare solutions tailored to their unique needs. This includes The 5 Essentials™ healthcare program that combines spinal correction, detoxification, exercise, nutritional balance, and mindset changes for sustained health and wellness.

THE CHALLENGE

Dr. Daniel Moss, a Doctor of Chiropractic and Moss Family Chiropractic's founder, had been attending health fairs, offering free screenings, and hosting workshops to generate new leads. Although these tactics, along with word-of-mouth referrals, were netting new patients for the practice, growth was slower than anticipated. Knowing the business couldn't continue to rely on these tactics alone to bring in new cases every month, Dr. Moss began exploring other options.

After a discussion with Shawn Manaher, the founder of Ignite Marketing, about the opportunities Facebook Ads presented to local businesses like chiropractic offices, Dr. Moss saw an opportunity to test whether inbound marketing was a viable tactic for reaching qualified leads and nurturing them into paid patient care. However, he quickly realized his team would run into additional challenges.

Although he had been implementing his own marketing strategy since the practice opened, no one on his staff had the digital marketing expertise or experience to implement a campaign of this nature. He also lacked the time and human resources available to dedicate to learning the intricacies of running such a campaign.



THE SOLUTION

Working in conjunction with Moss Family Chiropractic, Shawn and his team of experts produced the framework for a digital lead generation funnel tailored to the practice.

First, Ignite Marketing researched what the practice’s ideal client demographic looked like using data collected from Moss Family Chiropractic, web traffic, and the practice’s Facebook Page.

☐		Ad Set Name
☒	☒	30114, 30115 - W - 32-42
☐	☒	30114, 30115 - W - 21-31
☐	☐	30114, 30115 - W - 54-64
☐	☐	30114, 30115 - W - 43-53

Next, a Facebook Ad campaign was created to generate traffic for a voucher offer. The ad was highly targeted to match the ideal local markets Dr. Moss and his team wanted to target.

Locations ⓘ

Everyone in this location ▼

United States

📍 30114

📍 30115

📍 Include ▼

Type to add more locations

Browse

The ad's copy was strategically crafted to convince prospects to take immediate action.

Moss Family Chiropractic - Certified Pediatric Chiropractor in Canton, Ga
January 5 · 🌐

Hey Cherokee County Moms!
Back pain, neck pain and headaches are no fun right?

I'm Dr. Moss from Moss Family Chiropractic and I'm doing something **CRAZY** to promote our office! For a limited time I'm giving away 47 vouchers for a Consultation, Exam AND Doctor report of findings for just \$21 (\$120 Value). Click here and enter your name, email and phone to claim your voucher. => <http://bit.ly/cherokee-county-families>

What our patients have to say...

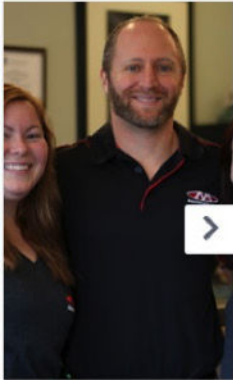
"Dr. Moss and the maximized living team have changed our families life. Dr. Moss is dedicated to educating the community about health and total body wellness. He provides a plethora of opportunities to learn, engage and fellowship with other like minded people who put their health and the health of their families first. Great staff who are friendly and engaging and genuinely fun to be around. Love this group of fine people and have recommended them to everyone I know." - Lori Davis

"I would recommend Moss Chiropractic to anyone! Dr Moss and his staff are so compassionate, kind and caring. They provide awesome care and have amazing programs to help you live your best life! They are the experts in Maximized Living's 5 Essentials for health and wellness." - Rheba Summerlin Casteen

Click here and enter your name, email and phone to claim your voucher. => <http://bit.ly/cherokee-county-families>

DISCLAIMER: THE PATIENT AND ANY OTHER PERSON RESPONSIBLE FOR PAYMENT HAS A RIGHT TO REFUSE TO PAY, CANCEL PAYMENT, OR BE REIMBURSED FOR PAYMENT FOR ANY OTHER SERVICE, EXAMINATION, OR TREATMENT THAT IS PERFORMED AS A RESULT OF AND WITHIN 72 HOURS OF RESPONDING TO THE ADVERTISEMENT FOR THE FREE, DISCOUNTED, OR REDUCED FEE SERVICE, EXAMINATION, OR TREATMENT.


Consultation, Exam and Report of Findings for just \$21! [Learn More](#)


Consultation, Exam and Report of Findings for just \$21!

👍 Like 💬 Comment ➦ Share 🗑️



Hey Canton Area!

I'm doing something **CRAZY** to promote our chiropractic office...

Click the button below to receive your voucher for a consultation, exam and report of findings for just \$21!!

Only 47 vouchers available!

GIVE ME MY VOUCHER >>

🔒 100% Secure. We Never Share Your Email.

Rheba Summerlin Casteen reviewed Moss Family Chiropractic - Certified Pediatric Chiropractor in Canton, Ga — 🌐
March 16, 2016 · 🗣️

I would recommend Moss Chiropractic to anyone! Dr Moss and his staff are so compassionate, kind and caring. They provide awesome care and have amazing programs to help you live your best life! They are the experts in Maximized Living's 5 Essentials for health and wellness.

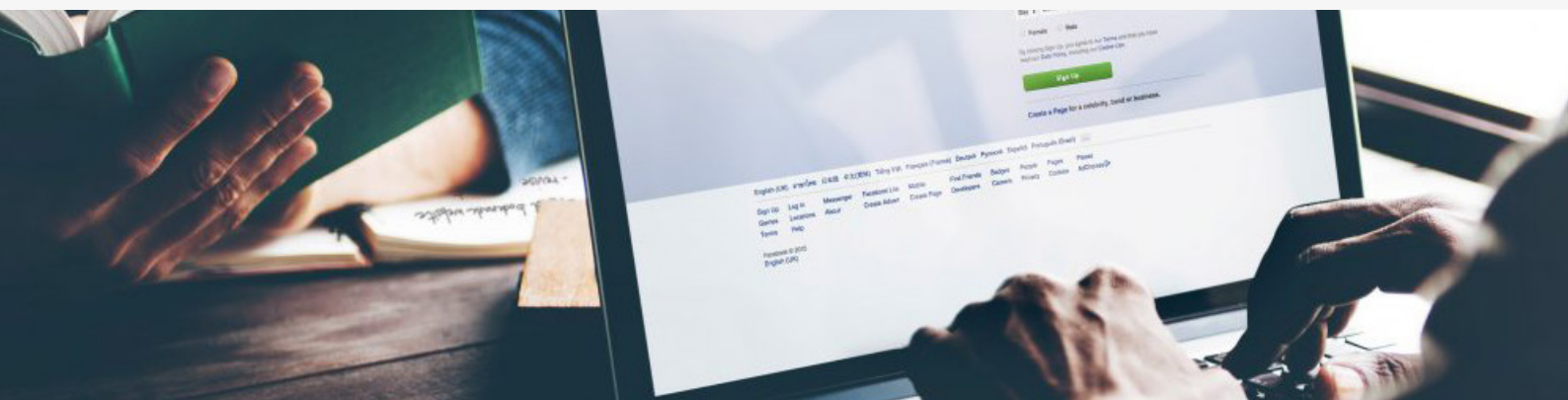
Robert Lori Mutaik reviewed Moss Family Chiropractic - Certified Pediatric Chiropractor in Canton, Ga — 🌐
January 6 · 🗣️

Dr. Moss and the Maximized Living team have been such a blessing for me, my wife, and two daughters! I would HIGHLY recommend to anyone who suffers from headaches, and various other pains in their body to just give them a try. It's far better than just taking yet another pill that has side effects requiring more pills, and on and on! You have nothing to lose, and a life, potentially, free from pharmaceuticals and pain to gain!

From the ad, prospects were sent to a targeted landing page where they could sign up for the advertised offer through an opt-in form. The page was designed with messaging and brand consistency in mind.

Finally, an email nurturing workflow was created to warm incoming leads and close bookings on the offer. Understanding that closing potential practice members in this way is often different than what most doctors have experienced, a proven follow-up call script and text template were provided in order to create the best results.

Detailed lead tracking was implemented across the entire funnel to measure conversion points.



THE RESULT

“ Using the Facebook Ads lead program, we received over 50 leads in the first two weeks. Within the first week, we gained 7 new patients and 4 of those have signed up for life-time maintenance. ”

- DR. DANIEL MOSS

All told, this represented over \$6,000 in new revenue for the practice with a total ad spend of just \$221.75. Since the implementation of this campaign, the practice has seen a 30% increase in their close rate thanks to a few simple tweaks.

For Dr. Moss and his team, leads from inbound marketing are more familiar with Moss Family Chiropractic and much more likely to close than leads generated through other tactics. In addition, this campaign framework does not require much of their time, allowing them to run their practice more efficiently while still bringing in new patients.

After successfully demonstrating the viability of inbound marketing for Moss Family Chiropractic while bringing high quality leads at the lowest cost, Ignite Marketing has since gone on to help the practice with the promotion of their Dinner Campaigns.

Could Your Local Business Use Results Like This?

Schedule a free 30 minute appointment with Shawn to assess your needs. Simply book an appointment by clicking the button below or emailing shawn@ignitemarketing.io

**BOOK YOUR FREE
CONSULTATION NOW**
