

CASE STUDY

**How Ignite Marketing Helped
Scoliosis Reduction Center Grow
Their Traffic by 6681.48% and Gain
5,372 Qualified Leads in 3 Years**



IGNITE
MARKETING

THE SCOOP

5,372

Qualified Leads

6681.48%

Traffic Growth

2,525

Organic Keywords Ranked on Page #1 of Google

80+

Contact Form Completions Per Month

Scoliosis Reduction Center | **CLEAR**
SCOLIOSIS CENTER

INDUSTRY

Health and Wellness

LOCATION

Celebration, FL

SERVICES PROVIDED

Inbound Marketing

CAMPAIGN STRATEGY & IMPLEMENTATION, INCLUDING:

- » Content marketing
- » Search engine optimization
- » Paid advertising
- » Lead generation
- » Email Marketing

THE CLIENT

Scoliosis Reduction Center is an alternative care medical facility that offers specialized chiropractic-centered treatment to individuals with scoliosis.

The practice's unique and patient-centric approach employs the CLEAR Institute's revolutionary methodology, which aims to correct and improve scoliosis without surgery. Their spinal rehabilitation protocol boasts an impressive efficacy rate, with 95% of patients reporting positive outcomes after completing a customized treatment program.

THE CHALLENGE

Lack of Online Visibility & Lead Generation

Founded and headed by Dr. Tony Nalda, Scoliosis Reduction Center operates in a highly competitive chiropractic market. Although Dr. Nalda is an expert in his field and his team is on the cutting edge of new non-invasive scoliosis treatment, the practice was struggling to stand out from run-of-the-mill chiropractic offices while simultaneously distinguishing itself as an alternative solution to conventional treatment options such as surgery and traditional bracing.

Dr. Nalda wanted to rise above the online noise and generate leads through Facebook advertising, but he also needed help establishing a smart content marketing strategy that would improve his website rankings, educate his target audience, lend credibility to his brand, and help him carve a niche in a saturated marketplace.

The goals of this project were threefold:

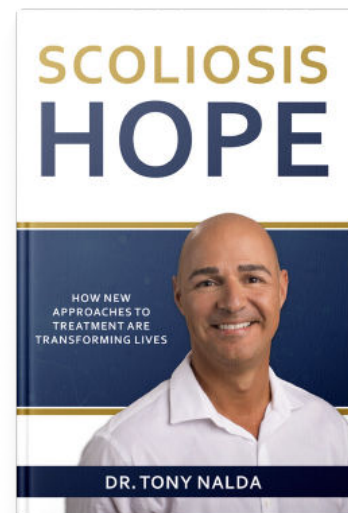
1. Strategize and produce the framework for digital lead generation funnels tailored to the practice
2. Cultivate a website that would organically climb Google rankings while effectively serving as a lead magnet and conversion tool designed to attract and nurture the practice's ideal patients
3. Build Dr. Nalda's credibility as an expert in the field of chiropractic-based scoliosis treatments.

THE SOLUTION

Working alongside Dr. Nalda and his team, Ignite Marketing developed and executed a comprehensive campaign spanning several marketing disciplines.

SEO-FOCUSED CONTENT MARKETING

Understanding that content creation would be critical to Scoliosis Reduction Center's success, Ignite Marketing spent the first year creating a baseline of content that was published to the practice's blog and promoted through its social media channels. To generate exposure and build Dr. Nalda's authority as a chiropractic and scoliosis expert, they also helped in the creation and publication of a book called *Scoliosis Hope: How New Approaches to Treatment Are Transforming Lives*. The book was made available in both print and ebook format in the Amazon marketplace.



In the second year, Ignite Marketing ramped up blogging efforts with a major push toward focused keywords that would help the practice's website rank for specific terms over time. Eventually, new blog content was being posted three times per week.

During this time, Ignite Marketing created two premium content assets, including *Demystifying Scoliosis* and *How to Treat Scoliosis*. These guides were leveraged as top-of-funnel lead magnets on the practice's website and in Facebook Ad campaigns. The agency also produced a scoliosis-related magazine called *Ahead of the Curve* that is specifically geared towards teens. They handled every aspect of distribution and promotion for each asset they created.



ON-SITE AND SEARCH OPTIMIZATION

In addition to creating SEO content, Ignite Marketing redesigned the Scoliosis Reduction Center website, corrected technical issues hindering speed and on-site user experience, dialed in the process for gaining the highest qualified leads through the contact form, and implemented other SEO best practices to improve the site's KPIs. Claiming and optimizing online business profiles, acquiring links, and building citations further helped the practice rank for its desired keywords. A chat widget was installed to improve user engagement.



FACEBOOK ADVERTISING

Besides promoting key pieces of scoliosis-related content to generate leads, campaigns were created for both scoliosis consultation offers and general chiropractic offers. Since the practice caters to English and Spanish-speaking target audiences, ads were crafted to reach both demographics.

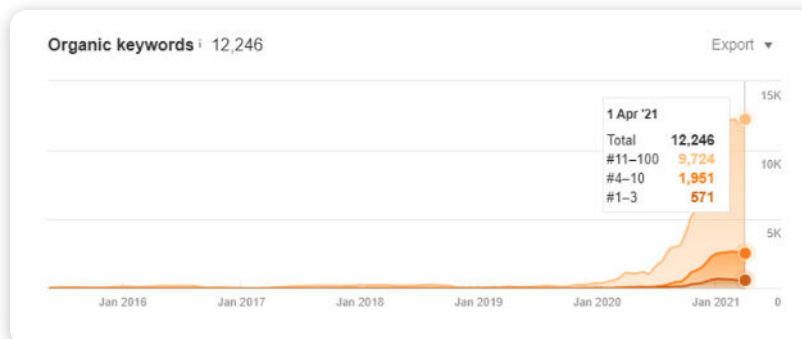
Finally, to build brand awareness and optimize targeting for campaigns, Ignite Marketing ran a targeted 'Likes' campaign for Scoliosis Reduction Center's Facebook Page.

Throughout the project, a trusted CRM platform allowed for detailed lead tracking across entire funnels, ensuring prospects were timeously contacted and effectively nurtured whether through email, phone, text, or voicedrops.

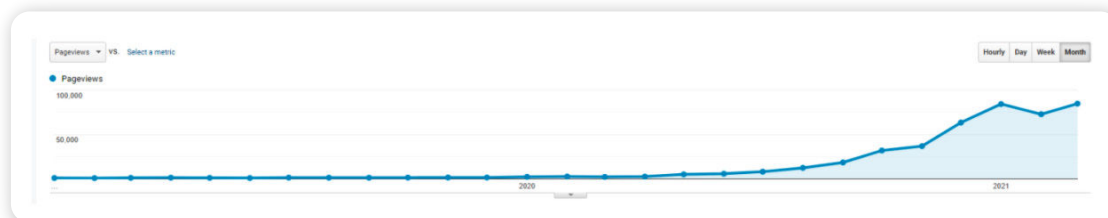


THE RESULTS

Content marketing and SEO efforts resulted in 2,525 organic keywords ranking on the first page of Google alone. In total, Scoliosis Reduction Center now ranks in the top 100 spots for 12,246 search terms.



Perhaps more impressively, this produced a 6681.48% increase in organic traffic.



This exponential growth in website visitors along with the refined contact form submission process has led to an average of 80+ contact form completions per month. These prospects are highly interested in taking action to treat theirs or their child's scoliosis condition. And thanks to the implementation of Pure Chat's live chat software, the Scoliosis Reduction Center team is enjoying far greater engagement with users. Since tracking began in late 2020, there have been 137 chats resulting from organic search and 248 emails received outside of business hours via Pure Chat's plugin.

On the paid advertising front, English Facebook Ad campaigns have generated 1,765 leads while Spanish campaigns have resulted in 1,100 signups to date. The two free guides attracted 2,507 leads combined and the targeted 'Likes' campaign resulted in 1300+ clicks.

Today, Scoliosis Reduction Center has a solid online presence and Dr. Nalda has become a prominent figure in conservative scoliosis treatment. Their stats are up across the board with the practice generating qualified leads consistently and predictably.



“ Since we started working with Ignite Marketing, we've found that we're reaching patients we probably wouldn't have reached any other way other than through Facebook. They've increased our success in getting new patients and growing our revenue. We find their process simple and their staff really supportive. ”

- Dr. Tony Nalda

Is your business ready for proven marketing that ignites growth and revenue?

Let's talk to assess your needs. Simply book a free
strategy session by clicking the button below
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