

Challenges and Solutions in Marketing for Chiropractors

*Proven strategies that were tested on
Solutions 8 clients.*

The Challenge

Getting quality traffic that will convert to more bookings

Challenges

These are the challenges that we see when marketing for chiropractic clinics:

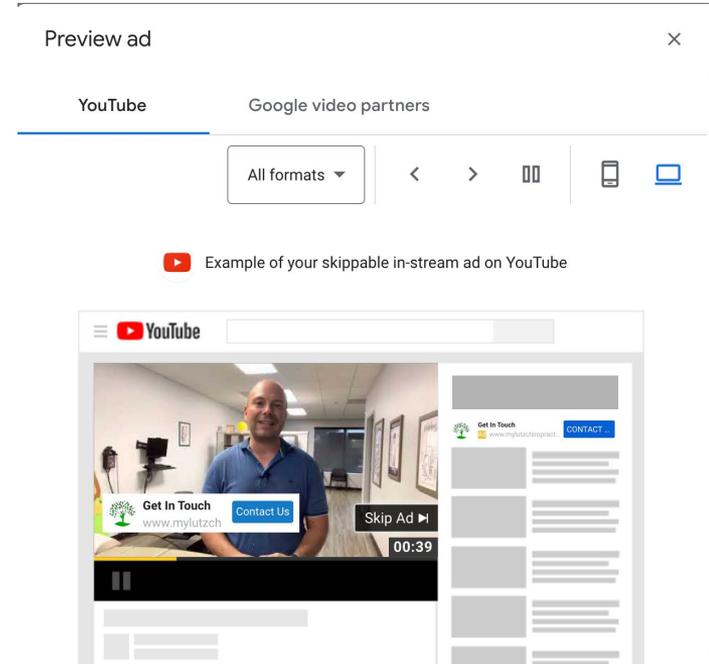
- Leads that are coming from Facebook campaigns would usually **cancel their bookings**
- It's **hard to generate high quality traffic** that will result in leads.
- **Ads limitations**

The Solution

Solutions

Run a YouTube Top of Funnel traffic that target audience within 20 miles of your clinic. YouTube campaigns help clinics to proactively reach and find new prospects.

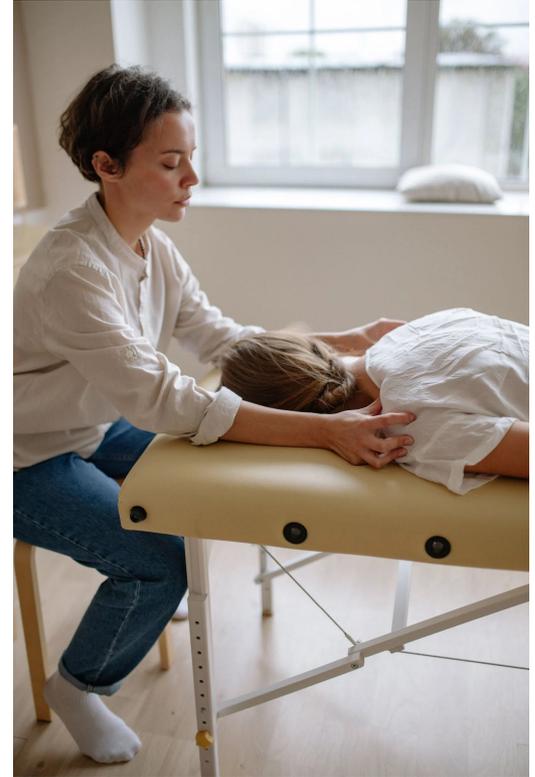
YouTube ads work best when you have some quality video BUT it's more of a recommendation than a requirement. You can start your ads with a simple video shot using a smartphone.



Solutions

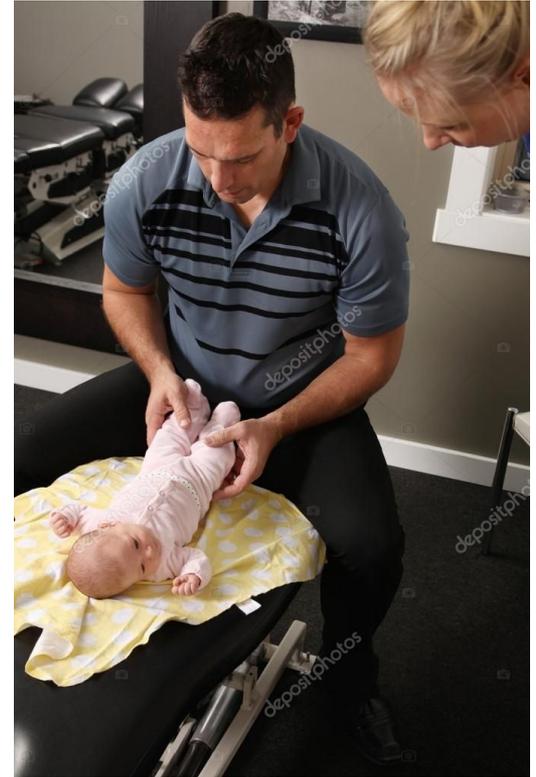
Launch a promo for Google Ads that will lower the barrier of people who just wanted to test out your services first.

The goal is to make the first conversion with a prospective customer, even if this first purchase does not bring desired profits. Focus on LTV (lifetime value of a customer) and try to increase the customer retention.



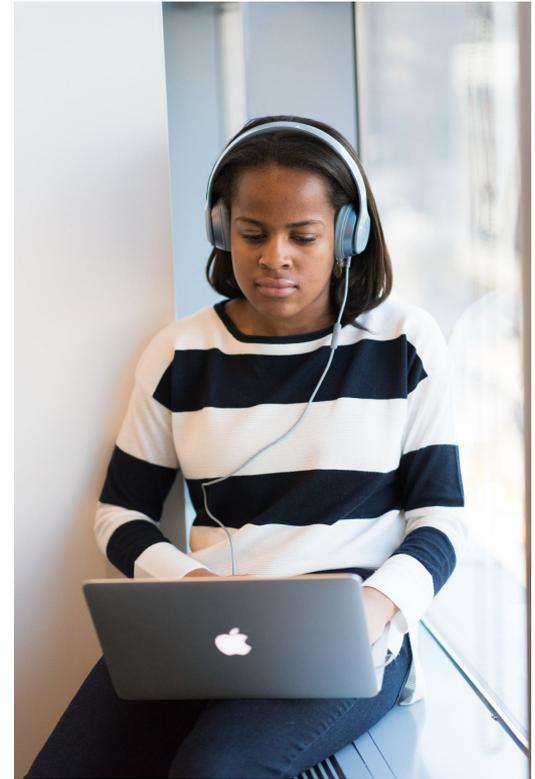
Solutions

Create an ad group that would focus on “pediatric” searches. If your clinic can provide this service, it’s a great first step for a lot of prospective families who are looking into chiropractors for them and their kids.



Solutions

Track your phone calls through something like [CallTrackingMetrics](#) (CTM) to determine if any of the calls are unanswered or spam. CTM allows you to listen to the calls and score them. Then, it can pass this information directly to Google Ads, so only good calls from verified leads will be counted as conversions.



Solutions

Add more conversion actions to you website and simplify the booking process. Sometimes your leads are just not ready yet to commit to a booking. If that's the case, you would want to at least get their details so you can nurture them. Free phone consultations, a PDF file with information, email newsletters with exclusive offers are all great ways to capture the initial lead information.

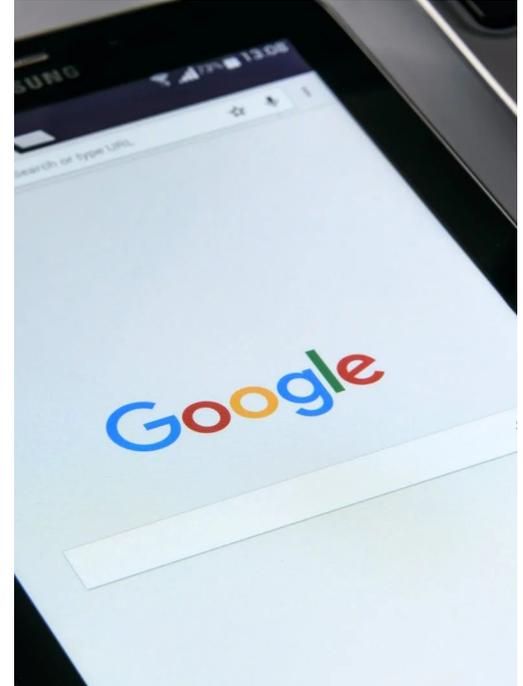
Once they ARE ready to book an appointment, make it as easy as possible. Take advantage of apps like Calendly.com that will allow you to offer automated booking form!

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Proven Search Terms.

All of these keywords generated high quality conversions in 2022:

- family chiropractic center for wellness
- chiropractor near me
- y strap adjustment
- pediatric chiropractor
- near by chiropractor
- infant chiropractic
- massage therapist near me
- walk in chiropractor
- chiropractor walk ins near me
- chiropractor for sciatica
- chiropractor near me with massage therapy
- chiropractor tampa
- emergency chiropractor near me
- prenatal chiropractor



**Case Study: How Full Life
Chiropractic closed *more
quality leads* while decreasing
their cost per conversion**

Full Life Chiropractic is an integrative health care clinic that provides health solutions such as chiropractic, acupuncture, functional medicine, and physical therapy.

They also offer lifestyle advice and holistic remedies to assist in the transformation of health from one of a symptomatic treatment model to one of disease prevention through consistent, proactive care.

Full Life Chiropractic

Since Solutions 8 has managed their Google ad campaigns, they've had:

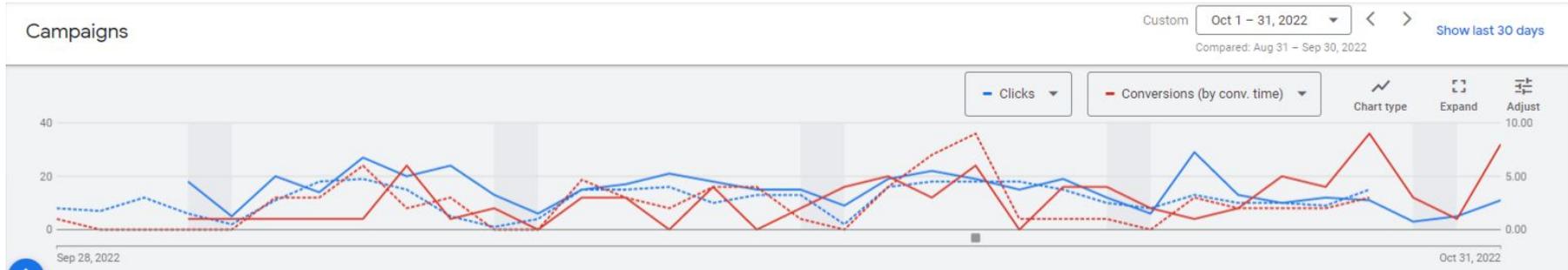
- **105%** increase in conversions actions
- **27%** decrease in cost per conversion
- **300%** increase in incoming calls
- **\$12,500 total** ad spend
- **\$50** average cost per lead

The Results

By sending the client weekly email updates, reviewing all the calls, and implementing marketing strategies through Google Ads, we improved their campaigns and brought more revenue to their business.

Results

- By understanding where the leads were coming from and targeting areas where people are converting, **their incoming calls increased** by 300%
- Instead of wasting money in attracting the wrong clients, the promotions and campaigns we implemented helped **generate good leads** and **reduced their average CPC** by 27% and **increased their call conversions** by 105%
- Based on the insights we provided in CTM, they knew to hire an extra receptionist to avoid missing any calls
- They gained more clarity on how to bring in new traffic and exceeded their goal of 40 new visitors. In October 2022, we **generated 44 call leads**



Solid lines = Oct 1 - Oct 31
 Dotted lines = Sept 1 - 30
 Red = Conversions (by conv time)
 Blue = Clicks

Ready to generate more traffic, increase your leads, and boost your sales?

Let the best Google Ads agency show you HOW.

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Google Ads Action Plan!