The Company

N A V A

Nava Health & Vitality Center

Industry

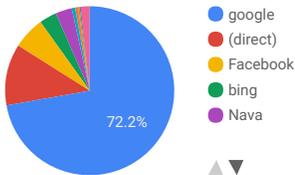[Integrative Health and Wellness Provider](#)

Success Story Topics

✓ [Facebook Advertising](#)
✓ [PPC Mangement](#)
✓ [Search Engine Optimization](#)

By The Numbers

1357% ↑

year-over-year increase in leads

- google
- (direct)
- Facebook
- bing
- Nava

72.2%

▲ ▼

50% ↓

decrease the cost-per-lead

11X More Leads!

50% Lower Cost

All campaigns: Nava Center (Webmechanix Account)

Custom: Jan 1, 2016 - Dec 31, 2016

Campaigns Ad grou... ...s ...udiences Dimensions Display Netw...

All but removed campai... Find campaigns View Change History

Conversions ▾ Cost / conv. ▾ Monthly ▾

500
250
0
Jan 2016   Dec 2016

Summary

How a health and wellness provider increased leads by 1,135% while simultaneously decreasing the cost per lead by 50%.

Challenge: Nava was a quick growing company looking for sustainable ways to drive new patients to it's four locations. Historically, Nava relied heavily on direct mail as their highest contributing source of leads. They had also attempted to target their audience on Google and Bing using pay-per-click (PPC) advertising but had been told by their previous agency they had hit the ceiling in terms of volume and that spend could no longer scale. Thats when Nava decided to seek a new digital agency that could help refine their advertising strategies and generate new leads.

Solution: Using the same advertising platforms -- Facebook, AdWords and Bing-- our team:

    a) Focused on high yield services first, then scale
    b) Applied a "testing" mentality to our campaigns
    c) Build a channel strategy supported by a robust remarketing "engine"

Results: WebMechanix helped Nava increase leads year-over-year by 1,357% and for all web channels combined increased overall appointments scheduled by 344%. All while decreasing Nava's cost per lead and growing their ROI.

webmechanix

Presents:

1,357% More Leads With A Digital Advertising "Engine"

A digital marketing win story

Industry

[Integrative Health and Wellness Provider](#)

Case Study Topics

✓ [Facebook Advertising](#)
✓ [PPC Management](#)
✓ [Search Engine Optimization](#)

Introduction

A health and wellness company wanted to create channels that would provide a steady stream of new patients.

Nava wanted to find ways to reach new customers in a sustainable, cost-effective way.

Nava realized that their primary channel for leads (direct mail) was beginning to dwindle and cost was becoming prohibitive. Their previous marketing agency had told them that they had hit the ceiling with search ads in terms of volume. Nava's marketing and executive team decided to get another opinion.

They approached WebMechanix and together we began to optimize their previous marketing strategy across all channels to reach new customers at a lower cost.

The Challenge

Grow the amount of efficient, high-quality leads, while remaining under an allotted cost per lead goal.

Nava had been attempting to target their prospects on the web, but with somewhat disappointing results. They were struggling to target and attract their target demographics via tools such as direct mail and pay-per-click ads. Nava knew their digital strategy needed to be revamped.

WebMechanix was tasked with growing the amount of efficient, high-quality lead volume generated through online channels while consistently remaining under an allotted cost per lead goal. Therefore, WebMechanix knew that they needed to set two benchmarks to measure the success of their campaign. The first goal that WebMechanix set was to drive 15-20% growth in digitally-acquired appointment volume month-over-month. The second goal was to drive leads under $200 a piece while generating appointments for long term services for under $500.

About Our Team

WebMechanix is a team of digital strategists who get results faster than any other marketing agency.

The Solution

Optimize paid channels and continue to improve organic search performance.

WebMechanix go-to market digital strategy consisted of three core components:

1) Focus on marketing for high-yield services first, then scale
2) Apply a "testing" mentality to our campaigns
3) Build channel strategy supported by a robust remarketing "engine"

Budget Strategy & "Quick Wins"

Starting with a relatively limited budget, we knew we had to be selective in which of Nava's services we promoted. We began by focusing our marketing support efforts primarily on Nava's highest-value services.

Why? Simple -- we would be most likely to generate a positive ROI right out of the gate by focusing on services with the highest margin. Even more importantly, this approach gave us a margin to "test the market" with different messaging and approaches on each of our target digital channels.

Once our campaigns were cranking out leads at an acceptable cost-per-lead, we could identify the successful "best practices" from those campaigns and begin to apply them across Nava's other services. This approach would help us land early "quick wins" and sustain those results by applying our learnings / successes to future campaigns.

Applying a "Testing" Mentality

In order to hit these quick wins and sustain them in the future, we knew we would have to apply a rigorous "testing" mentality to our campaigns. We planned to perform a series of ad copy and landing page tests to iteratively improve campaign performance over time.

This data-backed approach would help us confidently "prove", identify and scale successful elements of our campaigns and ruthlessly cut those that yielded less-than-spectacular results.

Channel Strategy

To test our messaging against the market, we needed the greatest targeting flexibility possible. For that reason, we selected Google AdWords, BingAds and Facebook ads as our primary lead drivers. We also would leverage SEO to both feed direct leads and provide fuel for our paid channels.

The entire approach would be tied together by the development of a highly-targeted remarketing funnel. This all-encompassing "engine" would allow us to squeeze the maximum possible value out of all traffic channels by making sure we "owned" a visitor once they arrived at our site through our remarketing pixel.

The Results

So… how well were we able to turn around Nava's digital presence? The results speak for themselves.

The above chart shows Google AdWords conversion (BLUE line) and cost-per-conversion (ORANGE line) statistics from January 2016 - December 2016. Each point represents a full month.

In this time frame, WebMechanix was able to:

- Decrease the cost-per-lead by **50%** (to a highly-profitable level)
- Increase monthly lead volume by **11X** (from **42** leads to **459**)

(Gotta love it when the blue line crosses over the orange!)

Just one month after implementing our campaign, in January of 2017, Nava broke 500 leads from search ads for the first time ever. At 569 total leads, that's a **year-over-year increase in leads of 1357%** (!)

For all of Nava's web channels combined, overall appointment volume increased by **344%** year-over-year. And thanks to the success of our campaigns, Nava could confidently scale up its year-over-year investment in digital by 562%, all while confidently cutting out channels that were lagging behind digital (like direct mail).

So while the investment in digital was a big leap of faith for Nava, it paid off big-time in the form of substantial growth in their client base and profitability. Not to mention the savings from cutting out channels that weren't delivering a clear or sufficient ROI, which they can now roll into new (and profitable) digital strategies.

Needless to say, the client is very happy with us.

[Contact us](#)
or visit
webmechanix.com
for more information