



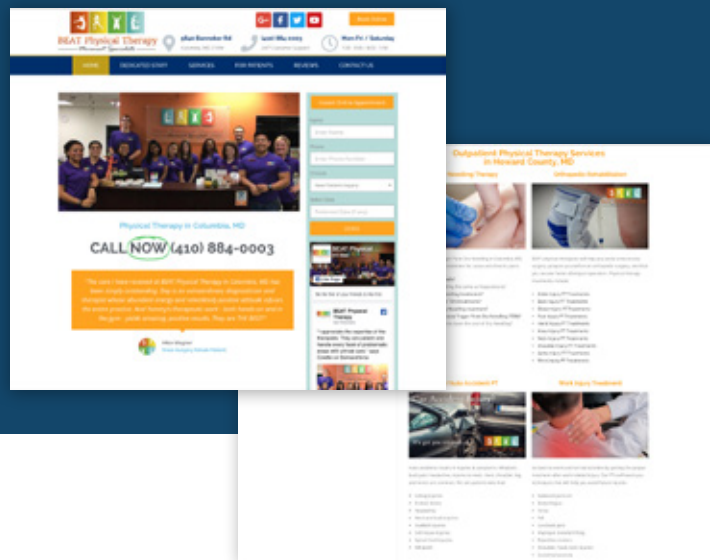
About BEAT Physical Therapy



BEAT Physical Therapy prides itself on being awarded as Best Physical Therapists in Columbia, Maryland by Expertise.com two consecutive years in a row (2018 and 2019). They provide the highest-quality of Orthopedic Rehabilitation, Sports Therapy, Auto Accident Injury Treatment, Workers Compensation, Pain Relief Management, Women's Health, Geriatric Rehabilitation, Hand Therapy, and Trigger Point Dry Needling.

Marketing Strategy Goals

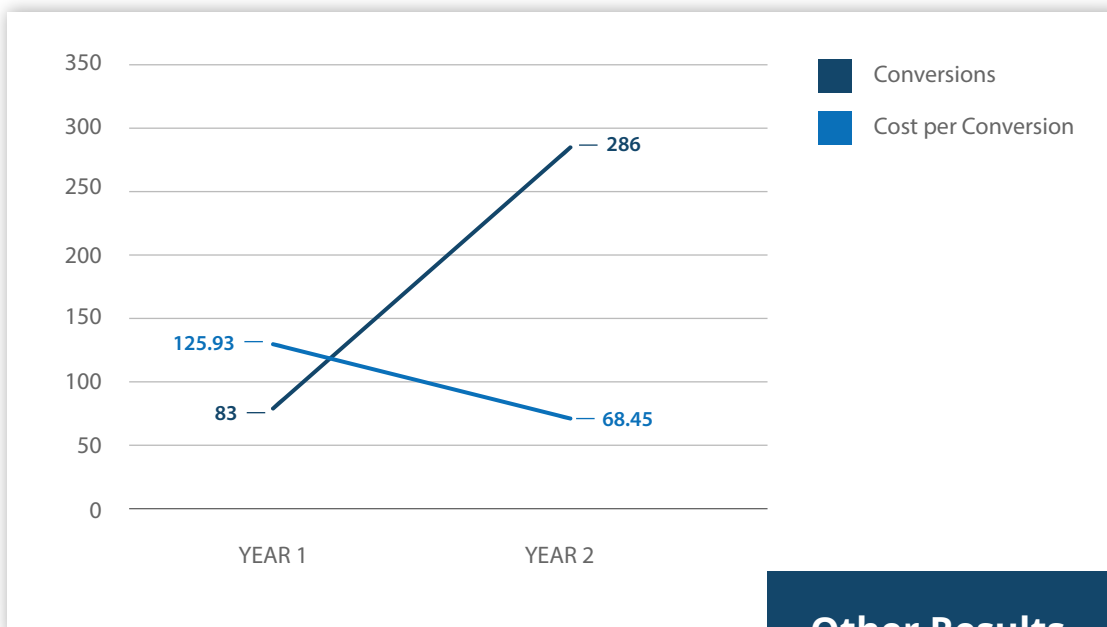
- ✓ To acquire from 10 to 15 new patients per month
- ✓ To be in the 2nd or 3rd position on the Google SERPs



Plan of Action

- ✓ Launch of Google Ads Search, DSA, and YouTube campaigns to increase brand awareness and generate leads.
- ✓ New keywords discovery through Dynamic Search Ads campaigns
- ✓ Use of location-based keywords and miscellaneous ad groups
- ✓ Launch of a Display Remarketing Campaign
- ✓ Use of Responsive Search Ads for A/B testing

Results



Other Results

- ↑ CTR increased by 59.99%
- ↑ Conversions increased by 244.58%
- ↓ Cost per conversion decreased by 45.64%
- ↓ Average SERPs position improved from 1.5 to 1.0

Conclusion

We are very pleased with the overall results of our efforts with BEAT Physical Therapy, including a much-higher conversion rate and lower cost per conversion. In addition, their SERP position improved and so did their click through rate. By following industry best practices and targeting the right, locally-based keywords, we were able to achieve the kind of success this client was looking for.

