

CASE STUDY

Digital Marketing Strategy for a Chiropractic Office Expansion in Northern New Jersey

CLIENT BACKGROUND

A well-established chiropractic office located in New Jersey sought to expand its patient base and increase its reach across northern New Jersey. Despite providing exceptional care, the office faced challenges in attracting new patients and expanding its market presence due to limited online visibility.

CHALLENGE

The primary challenge was to enhance the online presence and attract a larger patient base for the chiropractic office. The client aimed not only to increase the number of patients but also to expand geographically within northern New Jersey.

SOLUTIONS IMPLEMENTED

To achieve these objectives, we implemented a comprehensive digital marketing strategy that included:

Website Rebuild

We revamped the client's website for improved usability, mobile optimization, and SEO effectiveness.

Localized Content Creation

We created localized content for specific communities in northern New Jersey.

Backlink Building

We launched a comprehensive backlink campaign to boost the site's authority and rankings.

Social Media Management

We managed and enhanced their social media presence, engaging the local community, sharing health tips, and promoting services, which strengthened their online community and brand visibility.

AT A GLANCE

Challenges

- Grow Organic Presence
- Grow Patient Base
- Geographical Expansion
- Establish Local Authority

Benefits

- Low Monthly Cost
- Holistic Improvements
- Coordinated SEO & Social Media Efforts
- Evergreen Pages



RESULTS

- Continuously improving local presence, with hundreds of local keyword rankings moving up monthly
- Form & phone call conversion rate comparable to paid search
- Contributed to successful launch of third practice