

How a Fertility Clinic Generated 90 New Appointments for Less Than \$33 Each

“The Fertility Center” is located in South Central Pennsylvania. They are providing reproductive health services such as family planning, infertility treatment options, hormone and surgical treatments, and egg donation opportunities to the region.

As with many specialized healthcare service providers, The Fertility Center faced increasing competition in a small market as local hospitals and big name clinics move into the Central Pennsylvania region which is within a 2-hour traveling distance from 3 major metropolitan areas. Having been in business for 10+ years, The Fertility Center was already a well-known fertility clinic with a 5-Star reputation within the local community, however, it was critical for them to start utilizing digital strategies to further set themselves apart.

THE GOAL:

A systematic way to bring in new, qualified patients, and to establish themselves as the go-to choice for fertility services in the Central Pennsylvania regional market.

THE CHALLENGE:

Even though the Fertility Center was well-known in their local community, when it came to web traffic, the numbers were lacking. Internally, they didn't have a solid follow-up process for qualified leads that came in and had little to no experience with Facebook ads or social media marketing. They knew that this avenue was a goldmine for them and they needed a campaign that would get noticed by their target market and drive those prospects into their hands.

THE SOLUTION AND STRATEGY:

In 2017, LinkedSelling began a campaign running Facebook ads for The Fertility Center. The process that was designed specifically for them was to show Facebook ads to qualified potential patients who are in the early stages of the fertility planning process, guiding them directly into a consultation with a new patient acquisition specialist or doctor at The Fertility Center. During this process the email addresses of these qualified individuals were captured and utilized for additional retargeting to turn them into patients.

In addition to Facebook ads, LinkedSelling created a weekly email campaign which nurtured those prospective patients who had been added to the email list, providing a call-to-action in each communication. We also added daily social media posts on their Facebook and Instagram pages for The Fertility Center in order to establish credibility, authority and engagement in the social media atmosphere. Using these combined strategies, The Fertility Center was able to cut through an increasingly saturated market, position themselves as the authority in their field, create patient trust and credibility, and grow their patient base systematically.

THE SYSTEM:

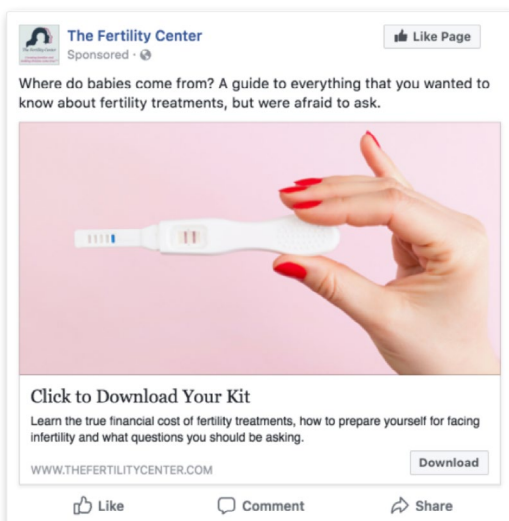
"THE A-Z GUIDE TO INFERTILITY" FACEBOOK CAMPAIGN

Target Market

The sweet spot for The Fertility Center is women who were struggling with hormone issues, fertility concerns, and possible auto-immune issues, such as hypothyroidism, who are in the prime of family building: Women aged 25-45 and living within a 25 mile radius of The Fertility Center's 2 locations.

To turn these prospective clients into actual patients, LinkedSelling implemented a turn-key relationship building process that combined the forces of Facebook ads and email communication.

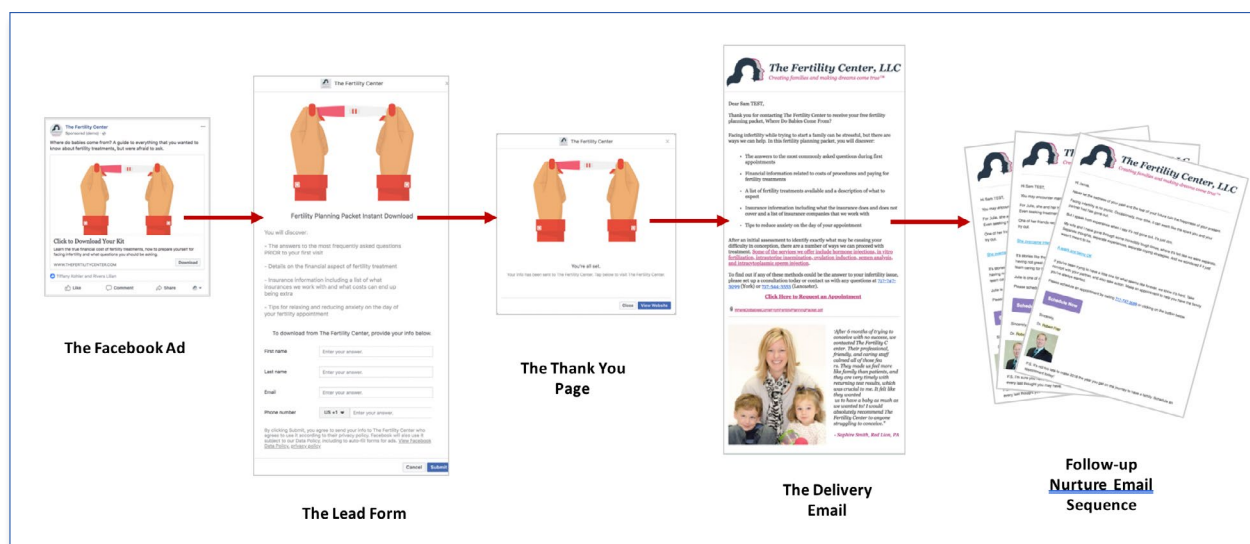
During the research phase, LinkedSelling quickly discovered that women who are struggling with infertility but have not yet sought out a specialist are likely to have a list of questions that they don't feel comfortable asking yet, or they have not uncovered that they are currently having fertility difficulties.



To leverage this, LinkedSelling showed Facebook ads targeting women in the desired age range and location that prompted them to download a FREE fertility planning kit titled *"Where Do Babies Come From?"*

The kit is designed to answer all of the important and common questions families and women struggling to get pregnant would have when seeking fertility solutions, for example, what treatments are available, finance advice, insurance options plus a variety of tips and tricks for improving fertility. The customer journey from viewing the ad looks like this: Show the ad to the prospect which sends them to a lead form collecting the contact information of these qualified leads. They were then poured into a unique follow-up system where they would begin to receive weekly "nurture" emails. These emails contained valuable content such as fertility tips, success stories, and items of interest to the reader such as recipes and contests, and then drove them into scheduling an appointment with a strong call to action. Additionally, as a way to supplement the campaign and establish a social presence, LinkedSelling created and posted daily content across multiple social media platforms such as Facebook, Instagram, Twitter and Google+.

INSIDE LOOK: THE FERTILITY CENTER'S FACEBOOK AD CAMPAIGN



3290 NEW
QUALIFIED LEADS

90 NEW
APPOINTMENTS
AT \$33 EACH

THE RESULTS:

By targeting the ideal candidates for The Fertility Center's services, LinkedSelling was able to generate 90 NEW qualified appointments at just \$33 each, as well as 3,290 new leads at \$0.91 that will go into their follow-up sequence to become potential new patients in the future.

*THE FERTILITY CENTER WAS ABLE
TO ESTABLISH THEMSELVES AS THE
LOCAL AUTHORITY AND EXPERT IN
FERTILITY TREATMENTS.*

Not only did The Fertility Center position themselves as the regional authority and expert in Fertility treatments, but they grew their social presence... resulting in hundreds of social media engagements, and ultimately, profitably growing their patient base.

Want to Generate More Booked Calls & Leads?

Let's Chat to See How We Can Help Generate
Quality Appointments for Your Business!