

Lifelong Metabolic Center Increases Revenue from Digital by 80%

the challenge

Succeeding in a Competitive Market

Dr. Amanda Borre knew when she started Lifelong Metabolic Center, a natural weight loss clinic, she was entering a highly competitive space where quick fixes and weight loss fads quickly beat out professional-led weight loss clinics like hers. Dr. Borre also understood in order for Lifelong Metabolic Center to succeed, they would need to establish credibility, gain visibility, and generate quality leads in an efficient manner.

The only way to successfully accomplish these goals was by investing in a lead generation program with a partner that was knowledgeable in the weight loss industry and could consistently drive high quality leads and maximize Lifelong Metabolic Center's monthly advertising budget.

Partnering with OppGenetix

Dr. Borre previously worked with a one-stop-shop digital marketing company and was not pleased with the results. After months of poor performance, Dr. Borre made the decision to transition her marketing efforts to OppGenetix. OppGenetix's responsiveness and digital expertise surprised Dr. Borre. They were able to answer her questions, resolve issues, and clarify anything she didn't understand in a way that made sense to her, a weight loss clinic owner who had limited experience with digital marketing/online paid advertising.

Not only was communication greatly improved, but OppGenetix's weight loss program was driving high quality leads at a better rate for Lifelong Metabolic Center. On top of more leads, Dr. Borre was finally receiving valuable advice about the lead follow-up process, business positioning, review management, pricing, unique selling propositions, and more.

Lifelong Metabolic Center quickly became comfortable and confident in the partnership, deciding to utilize OppGenetix's entire marketing suite, which included paid search ads, paid social ads, SEO, and a new and improved website.

Generating Appointment-Ready Leads at a Better Rate

In order to generate a quick initial patient lift for Lifelong Metabolic Center, OppGenetix first launched a paid search program, targeting (and retargeting) audiences actively searching for Dr. Borre's weight loss services on Google.

40+ leads

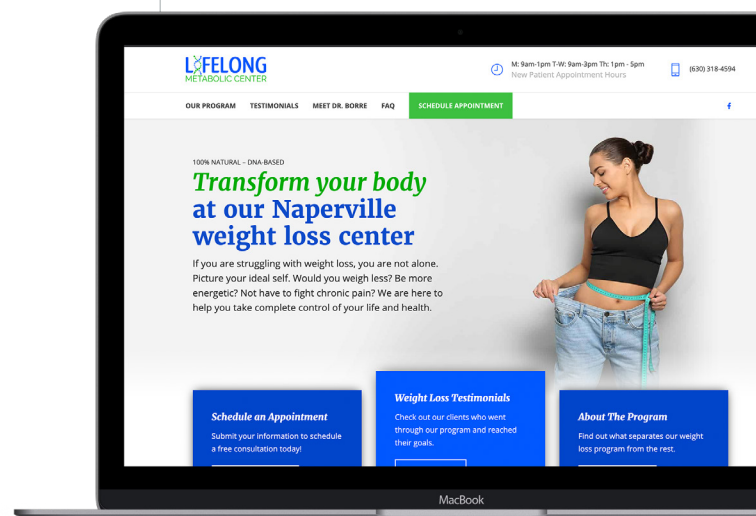
per month from digital channels

80% lift

revenue from digital channels

35% increase

total new patients per month



OppGenetix then identified contextual audiences on Facebook and leveraged its advertising platform to target higher intent prospects. Using data based on prospects who converted in the past, OppGenetix also created lookalike audiences to find more prospective patients.

A Website Designed to Perform

Lifelong Metabolic Center's new website did a better job of telling Dr. Borre's story and boosted its credibility. This resulted in a lift in performance across all channels. Technically, all OppGenetix websites are developed with an emphasis on page speed and mobile first: two key factors for ranking high on Google organically. The new site also included marketing analytics tracking so Dr. Borre can see how many people are visiting the site, where they are coming from, and how many are converting to sale.

the results

Rise in Leads Results in Record Breaking Growth

Within the first three months of launching OppGenetix's weight loss program on Google and Facebook, Lifelong Metabolic Center was generating 40+ leads and an average of 80% more patients per month across paid advertising channels. In addition to seeing success from PPC, OppGenetix's SEO strategy boosted Lifelong Metabolic Center's ranking to the first page of Google for 5 of their priority weight loss keywords that drove the most lead volume to their site. These improved organic search rankings resulted in a 40% increase in lead volume.

By partnering with OppGenetix, Dr. Borre has increased her overall monthly revenue by over 35%. After six consecutive months of success, Lifelong Metabolic Center entrusted OppGenetix to expand services again, implementing an email nurturing track to engage leads and improve lead-to-patient rates.

About OppGenetix

The most effective online lead generation program for specialized businesses. We leverage online paid advertising to create high quality, profitable sales opportunities through innovative data tracking and enhanced customer experience.

Contact

(866) 313-0665

info@oppgenetix.com

oppgenetix.com

"Thank you OppGenetix for always being on top of it and making the necessary changes. [This] was a record-breaking month for me. Let's do it again!"

— **Dr. Amanda Borre**, Owner
Lifelong Metabolic Center

