



**LOREN ROSS**

MARKETING CONSULTING

# Helping Those Who Help Others

A Researched, Data-Driven Strategy  
For A Psychotherapy Clinic

Prepared by :

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# Our Credo

## About LRoss Marketing Consulting

We are **certified digital marketing nerds who have mastered marketing strategy & consumer psychology principles** to turn website visitors into leads for small & medium-sized businesses serious about their brand.

We do things the right way. We are studying and improving our processes and strategies daily to ensure your businesses digital marketing is leagues ahead of your competitors.

 Relationship Centric

 Integrity Driven

 Strategically Minded

# A Couple Of Certifications



## Google Ads Certified

Google Advertising – Search & Display



## Masters In Marketing

Marketing Strategy, Branding, Consumer Psychology (in progress)



## HubSpot Certified

Driving Customers Through Digital Content



## SEO Certified

SEMRush Certified In Over 6 Areas Including Technical SEO & Mobile SEO



## Google Analytics Advanced User

Expertise of Advanced Tools To Drive Sales And Solve Problems



## Applied Neuro-Marketing

Certified on applying new consumer psychology principles to marketing

# We Are Proven Marketing Authorities

## Who Specialize In



SEO



Digital Advertising



Analytics & CRM



Lead Generation



Integrated Digital Marketing Strategies



Digital Marketing Consulting

# What We Did

## Driving Leads & Attribution

A mental therapy practice serious about helping those affected by the Pandemic came to us wanting more insight into the full funnel of their lead generation, and also to increase their share of voice across strategic digital channels.

 PPC

 Paid Social

 Programmatic Advertising

 SEO

 Analytics & Lead Gen Tracking

# Our Process

01

## Audit & Market Research

We not only figured out the technical opportunities on their website and digital marketing, but more importantly **we discovered the psychology and motivation behind their customers.** Then took that knowledge **and strategized how they can offer patients more value than their competitors.**

02

## Targeted Marketing

We **took our market knowledge and blended it with the latest AI technology,** and consumer psychology principles to drive sales, not just traffic.

03

## Detailed Tracking

We built out a complete report to provide insight into each major node of their sales & marketing funnel. **Tracking everything from website users to customer lifetime value.**

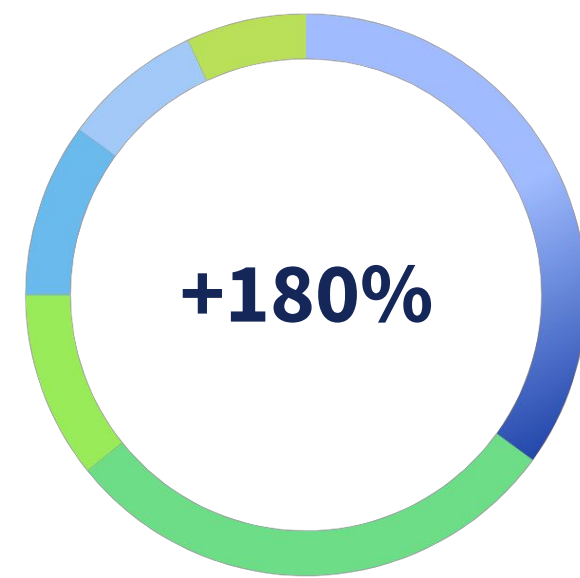
04

## Continual Testing

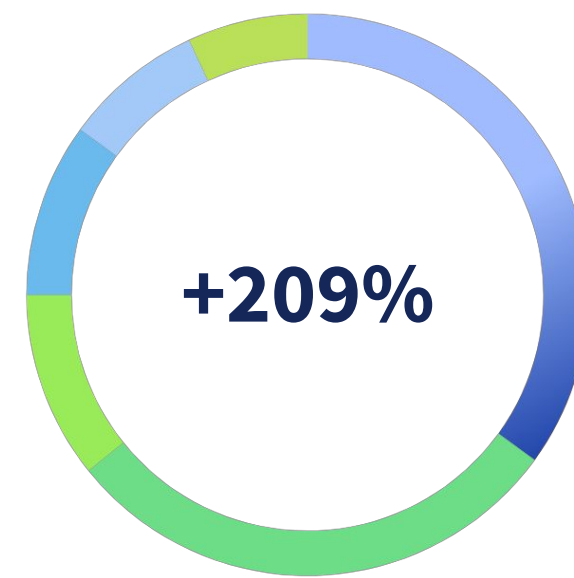
We built out **quarterly A/B tests and experiments.** Our advertising was never on autopilot, we actively tested and optimized the campaigns to ensure incremental increases quarter over quarter.

# Digital Results

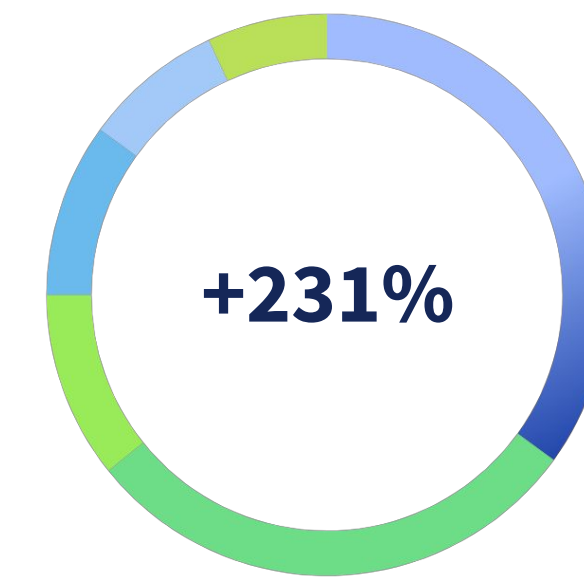
- In The Midst Of A Pandemic



Increase In Total Web Traffic

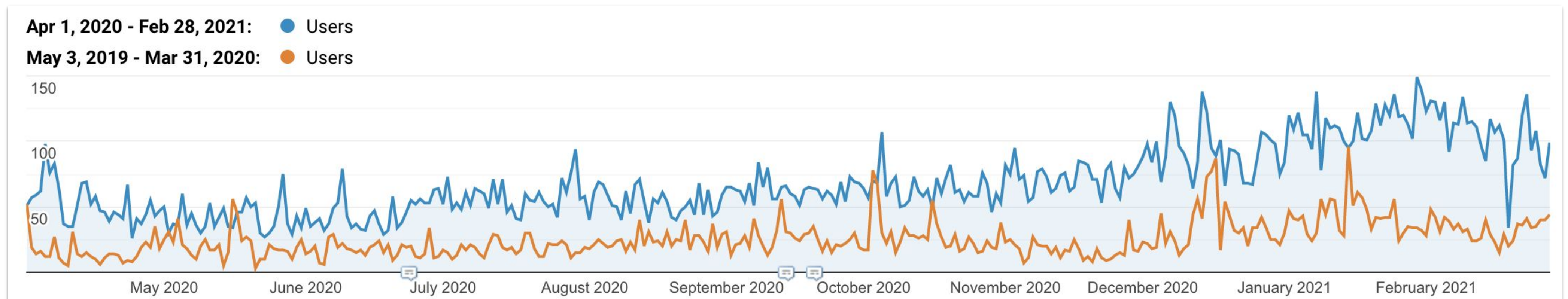


Increase In SEO Traffic



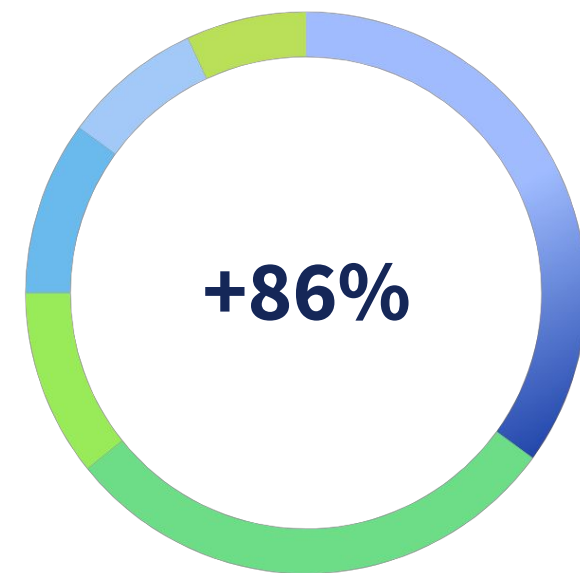
Increase In Paid Search Conversion Rate

*While keeping the same ad spend as previously used*

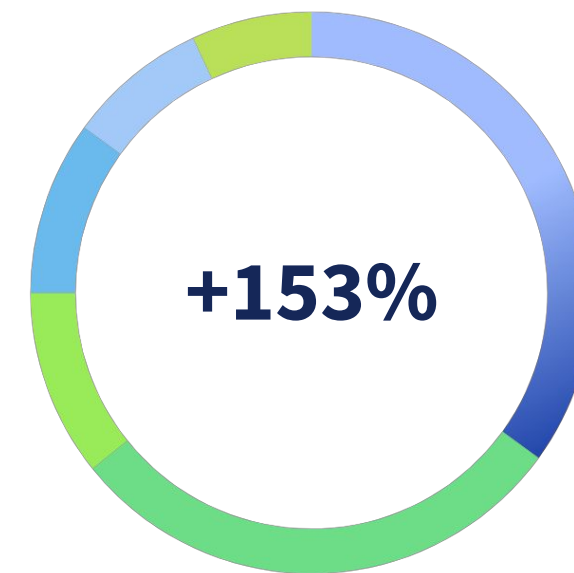


# Lead Generation Results

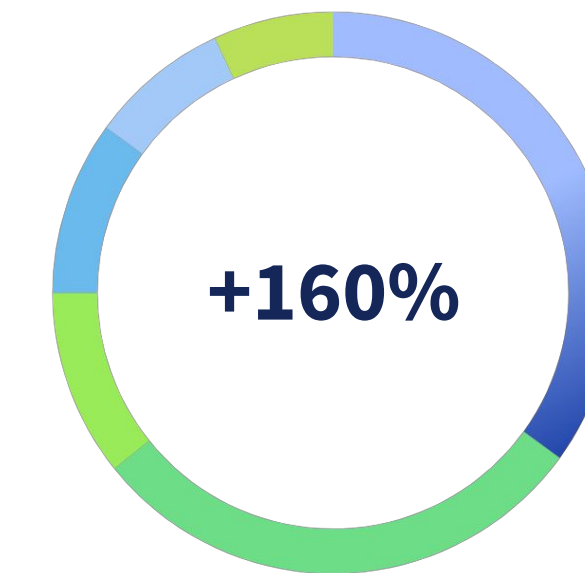
- In The Midst Of A Pandemic



**Increase In Total Website Conversions**  
*Phone Calls & Contact Form Submissions*



**Increase In Avg. New Patients Per Month**



**Increase In Total Revenue**

<b>Website Conversions</b>	123	128	154	201	212	191	215	226	296
<b>Website Conversions - MoM Difference</b>	624%	4%	20%	31%	5%	-10%	13%	5%	31%
<b>Website Conversions - Conversion Rate</b>	N/A	9%	10%	10%	12%	11%	10%	9%	10%
<b>New Inquiries</b>	29	48	41	80	53	68	56	71	81
<b>New Inquiries - MoM Difference</b>	-3%	66%	-15%	95%	-34%	28%	-18%	27%	14%
<b>New Inquiries - Conversion Rate</b>	24%	38%	27%	40%	25%	36%	26%	31%	27%
<b>Consult Booked</b>	4	16	0	8	4	1	2	2	2
<b>Consult Booked - MoM Difference</b>	-50%	300%	-100%	#DIV/0!	-50%	-75%	100%	0%	0%
<b>Consult Booked - Conversion Rate</b>	14%	33%	0%	10%	8%	1%	4%	3%	2%
<b>Consultation Show Up</b>	0	4	0	5	1	1	4	5	2
<b>Consultation Show Up - MoM Difference</b>	-100%	#DIV/0!	-100.00%	#DIV/0!	-80.00%	0.00%	300.00%	25.00%	-60.00%
<b>Consultation Show Up - Conversion Rate</b>	0%	25%	#DIV/0!	63%	25%	100%	200%	250%	100%
<b>1st Sessions</b>	4	12	10	35	22	1	4	4	4
<b>1st Sessions - MoM Difference</b>	57%	300%	83%	350%	63%	5%	400%	100%	100%
<b>1st Sessions - Conversion Rate</b>	14%	25%	24%	44%	42%	1%	7%	6%	5%

# Thank You

Thank you for taking the time to learn more about our business.

Interested in driving results like these?

**Let's Talk**

## **Contact Information:**

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