



# Attention Grabbing Media CASE STUDY

- LOCAL HEALTH SERVICE BRAND -  
LIVING HEALTH INTEGRATIVE MEDICINE



*It is a pleasure working with the team at AGM. They have worked closely with me to develop new marketing initiatives and campaigns, all with the purpose of getting more attention for my services and products. They have delivered! The team is extremely responsive to requests and are actively involved with ensuring the best results.*

- Dr. Tom Chaney



## CLIENT GOALS

For years, the client relied heavily on live seminars to generate leads. These seminars were hosted once every 2 weeks and served as their primary form of lead generation. After COVID-19 hit, they were no longer able to deliver live seminars and needed a digital solution that would allow them keep their business afloat.

## ABOUT AGM

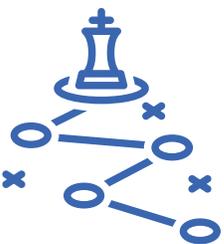
- Located in Clearwater, FL
- Preferred Facebook Agency Partner
- Certified Messenger Marketing Experts
- Facebook Blueprint Certified

## ABOUT THE BRAND

Living Health Integrative Medicine services Annapolis, MD and surrounding communities. Although their live seminars were mostly effective, they required additional expenses (venue costs, food, support staff, etc.) which significantly increased their cost per lead.

## THE STRATEGY

We developed a webinar funnel strategy that could capture tons of qualified leads using Facebook Marketing ads. This funnel allowed us to reach more people, more frequently. This included automated emails and text messages to help with follow up that increased webinar attendance and improved overall closing rates.



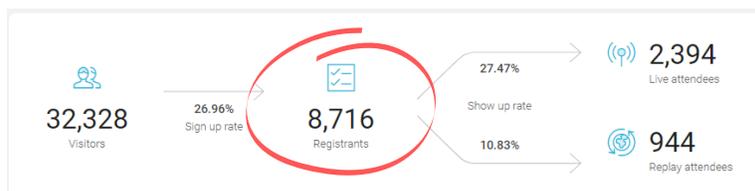
# SUMMARY OF RESULTS

- 22K+ leads generated within 5 months
- The ability to do 4-8 webinars per month (versus 2/month)
- 100's of attendees per webinar (versus 15-25 at live seminars)
- Significantly reduced costs in delivering webinars/seminars

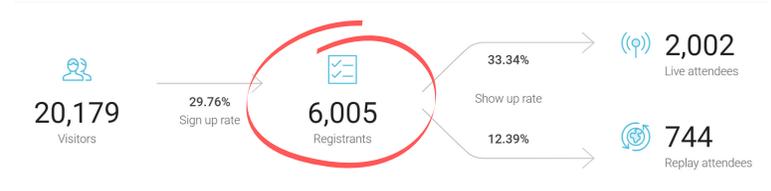
## Increase in Lead Generation

(From May 2020 - September 2020)

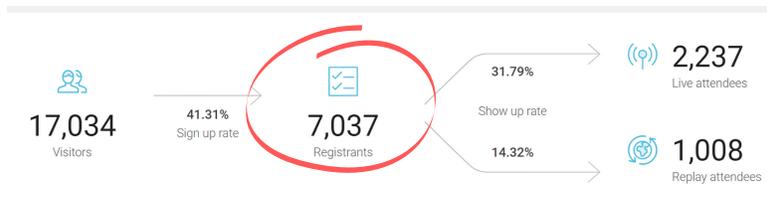
### Webinar Topic #1



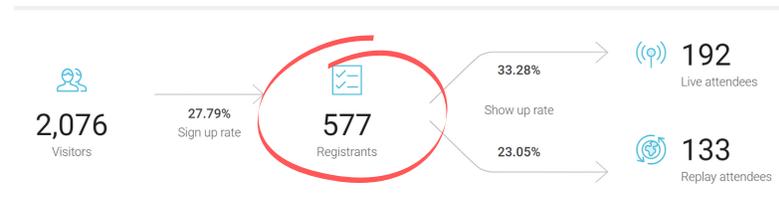
### Webinar Topic #2



### Webinar Topic #3



### Webinar Topic #4



## CONCLUSION

Living Health Integrative Medicine is now able to reach thousands of potential clients who can watch their webinars from anywhere. With this new funnel, they've been able to generate over 22,000 new leads over a few months. Every webinar now has hundreds of active attendees, versus the 15-25 they used to get at live seminars delivered locally. Overall expenses have reduced, as webinars do not require renting a venue, providing food, supplies and additional support staff.



*They are always looking for ways to improve and optimize efforts. I would recommend the team at AGM if you are looking to take your marketing and promotions to the next level!*

- Dr. Steph Chaney