

Naturopathic Clinic Achieves



1.5x Growth

With ScaleUp42's Digital Marketing Strategies & Solutions

ABOUT SAGE NATUROPATHIC CLINIC

Sage Naturopathic Clinic, has been offering Naturopathic services for more than a decade, including IV Therapy, acupuncture, massage therapy, and other treatments. Their primary objective is to equip patients with the tools and support needed to attain their best possible health.

OBJECTIVES

- Enhance digital presence to increase client-base and market share in KW area
- Improve customer retention and reduce self-discharge rates
- Increase overall sales by adding new revenue channels like e-commerce store

CHANNELS

- Website Redesign
- Shopify E-commerce Store Management
- Digital Programs Management
- Google Merchant Center & Shopping Ads
- Google Search Ads
- Active Campaign Eblasts & Automations

RESULTS



+10.30%
Total Website
Conversion Rate



+9.73%
Google Ads
Conversion Rate



+37%
Email Contact
Rate Growth



+57%
Increase in new
patient count



Sage Naturopathic Clinic Case Study

KEY CHALLENGES

- Various digital strategies were handled and implemented in silos. ✓
- Website layouts were obsolete, and the user experience (UX) flows were ineffective in stimulating conversions.
- Despite having a significant brand presence in the Kitchener-Waterloo region, there was no marketing strategy in place for Google Search Ads.
- Newsletters' user interface and experience needed improvements to align with the expected standards of the present times.
- Overall the rates of obtaining new customers and retaining existing ones were unsatisfactory.

STRATEGY

1

Web Development

- Redesigned entire website to have contemporary appearance and CX.
- Customer workflows were developed using the most effective UX practices, and various prompts and triggers, such as chatbots and pop-ups, were introduced to first-party customer data.
- Landing pages were created for different programs, customer workflows were established, and payment solutions were incorporated to streamline user acquisition and generate revenue efficiently.

2

Google Ads

- Google Ad tactics were created to focus on users at different phases of their purchasing journey.
- Nine advertisement groups were formed to aim at users according to the services provided and their health conditions.
- Developed a comprehensive keyword strategy based on thorough research.

3

Email & Automation

- Customer email data was migrated to Active Campaign platform, leading to a substantial improvement in the customer lists.
- Created visually appealing customer newsletters.
- Determined the optimal time for E-blast to achieve the highest possible open rate and engagement with the audience.
- Utilized user tagging to produce valuable information about customer interests and goals.

Small steps
yield big results

RESULTS



NEW PATIENT ACQUISITION AND CLINIC VISITS

Rise in new patients count in 2022 by **+57%**
Total visits increased in 2022 by **+54%**
New patients account for **+79%** of the overall visits to the business.



GOOGLE ADS CAMPAIGNS

Delivered **+8,700** users with average cost per click as low as **\$0.93** and **+840** conversions



EMAIL AUTOMATION

Grew contact list from by **+37%**.
35 newsletters dispatched with an open rate of **+23%** and Click to Open Rate of **+7.44%**



WEBSITE PERFORMANCE DETAILS

Delivered over **+2000** leads at the conversion rate of **+10%**



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