Florida Weight Loss Clinic Scales Patient Leads by 72% While Cutting Google Ads Costs

Ketamine Lead Gen can help you lower ad costs, increase patient leads, and scale your clinic with compliant and high-converting Google & Meta ads

AT A GLANCE

A leading weight loss and wellness clinic in Florida offering medically supervised weight management programs, including:

- Semaglutide & Tirzepatide Injections
- Customized Nutritional Counseling
- Hormone Optimization & Metabolic Testing
- Lifestyle Coaching & Body Composition

KEY METRICS

"Ketamine Lead Gen transformed our digital marketing strategy. Their expertise in our niche and commitment to compliance helped us achieve results beyond our expectations."

— Clinic Director



Improved Conversion Rate on Google and **Meta Ads**



Average cost per lead decreased



Increase in Lead Volume on Meta ads

CHALLENGES



- Google Ads campaigns had an average CPC of \$6.85, limiting daily ad spend
- Low patient inquiry rate despite strong local search demand
- Ads failed to highlight high-converting services like semaglutide treatments
- Meta Ads account was inactive due to past compliance issues
- Generic landing pages lacked clarity and conversion elements

SOLUTIONS

Google Ads Optimization



- · Built localized ad groups focused on "weight loss near me" and service-specific keywords like "semaglutide injections Florida"
- Introduced dynamic keyword insertion and responsive ad
- Designed high-converting landing pages with appointment booking, before/after imagery, and social proof
- Used negative keywords and dayparting to stretch ad budget

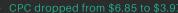
Meta Business Ads

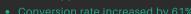
- · Crafted wellness-centric ads compliant with Meta policy, highlighting patient success stories
- Implemented lead gen forms with retargeting sequences
- Geo-targeted high-density residential and high-income ZIP codes across South Florida
- Focused messaging around medically supervised and safe GLP-1 options

BENEFITS

Analytics







The Result

