

# 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 Analysis

## 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



**61%**

Improved Conversion Rate on Google and Meta Ads



**44%**

Average cost per lead decreased



**72%**

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 testing
- 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

- CPC dropped from \$6.85 to \$3.97
- Conversion rate increased by 61%
- Cost per lead reduced by 44%
- Lead volume increased by 72% across Google & Meta
- Retargeted visitors converted at 2.1x higher rate than cold traffic

### The Result

- Reduce advertising waste
- Attract high-intent patients for semaglutide and GLP-1 therapies
- Build scalable lead funnels with data-driven creative and tracking



Real performance. Real compliance. Real patients

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