Google Ads for Healthcare

Times have changed.

Healthcare practices have the unique ability to gain new patients by finding and capturing them directly. Last year, 90% of all searches in the U.S. online were with Google. If done correctly, a Google Ads campaign can be one of the most effective means for growing any healthcare practice.

Reach the right patients, when they need you most.

Some staggering statistics

Google Ads

Patients who booked healthcare appointments ran 3x more searches than those who didn't.

(Source: Google)

Google Ads

Hospitals dedicate a staggering 85% of their marketing budget to Google Ads.

(Source: HealthGrades)

Google Ads

Over 60% of consumers run a search before scheduling an appointment.

(Source: LSA)

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Our Pricing

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Google Ads

Campaigns become more and more effective over time. The longer Google has to learn from your campaign, the better they can pinpoint your best patients. For this and many other reasons, we require a minimum 6-month contract to begin with.

$300/mo.	our fees
/mo.	+ the media spend you determine
$500	+ one-time startup fee

This includes, but not limited to:

- the creation of all your ads for all your services
- dialing in the exact targets for each ad groups
- launching and running your campaign
- daily/weekly optimization of your campaign
- monthly reports on your campaign performance
- adjusting the ratio of your services each month

ROI

A strong return on your investment.

It may only take one appointment to get your money back with us. For example, with all our fees and a media spend of $250 a month (First 6-month total of $3,800), you would only need one new patient from your campaign to pay for your entire investment. And remember, after a few short months, your campaign data grows to *really* optimize your results.

Claim you exclusive territories.

Your territory is your territory alone. There is enough competition that you don't need any any more of it from us. We never run any Google Ads or any other of our marketing services for other clients that would be in direct competition with you.

Already have a Google Ads account?
Get a free evaluation & discounts.

Book a 30-minute free evaluation

Three easy steps to get started

1 First, we get all your vitals.

We want to know as much about your business as possible. The more you can share, the better we can pinpoint keywords and write compelling copy to overtake your competition. We will want to know every means you have already to book appointments (phone numbers, website submissions, etc.) and can even find new ways that might them work even better.

2 You determine what services you want appointments for.

Pick as many of your servides as you want. We will create compelling ads for all of them. You determine which of those we should push more or less each month. The nice part about working with us is we can adjust your account's ratio at any time.

> INSIGHT: Elective procedures can really perk up at the end of the year when healthcare spending dollars need to be spent.

3 You set your monthly budget.

This is called your media spend. Your media spend is the maximum amount you allow Google to charge your account each month to show the ads. It is spread out evenly over the entire month. We optimize the budget to run harder during the the times of day when people are clicking your ads more frequently and turn it down during the slow times. Unlike others, we do not mark this up. Every penny of your media spend goes directly to the number of times your ads are clicked.

> INSIGHT: There's no right or wrong answer for a budget. We've done highly effective campaigns for healthcare groups with a media spend of $300 a month. We've done equally effective campaigns for large practices who spend over $3,000 a month. If you don't have a number in mind, we can help you determine where to start.

Get Started Today

We can help grow your practice immediately.

We also do ads for

Book a free 30-minute consultation

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