

David Smania : Case Study #53

Modern Minds Launches New Business and Secures 92% Search Market Share



Modern Minds is a new type of mental wellness clinic with an integrative approach that treats their clients as a whole person, not a diagnosis. The goal of Modern Minds is to empower people by helping to develop and practice proven mental and physical skills that create long-lasting, growth-oriented solutions tailored to a person's unique needs.

The Challenges

When Modern Minds approached me, it was a new business with a truly unique model. My number one goal was to get the right leads in the door as quickly as possible so they could begin building a long-term client base to grow and expand the business.

How We Did It

As a new business, I could not rely on name recognition, so I went with a full-funnel marketing approach. My keyword research was extensive as I examined and identified words and phrase with the right commercial intent. In addition, I created exploration campaigns harnessing the power of smart bidding to find additional search opportunities that would have otherwise gone undiscovered. Outside of search, I also leaned heavily on smart display advertising to generate upper funnel awareness for this truly unique new service offering. During the first six months, I executed several A/B test experiments in an ongoing effort to discover additional opportunity. Today, I have a well-balanced account which reaches prospects at all stages of the buying journey.

The Results

Within the first month, this account started attracting high quality leads and phone calls. The campaigns have averaged 56.8% average monthly growth rate in leads over the first 15 months.

The Results



92%

Market share for high commercial intent keywords



56.8%

Average monthly growth rate in conversions over 15 months



40.32%

Average monthly growth rate in phone calls over 15 months



David Smania

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