



# Digital Marketing for Mental Health Treatment Provider

## PROJECT DETAILS

 Digital Marketing

 Apr. 2019 - Ongoing

 \$50,000 to \$199,999



*"They are truly excellent partners."*

## PROJECT SUMMARY

Ignite Visibility conducted digital marketing for a mental health clinic. Their team worked to create a funnel for qualified prospects through PPC ads, social media content, email marketing, and a web redesign.

## PROJECT FEEDBACK

Ignite Visibility effectively boosted the client's business, the growth of which is reflected in various metrics across the board. The agency quickly adapted their methods to address the business challenges imposed by COVID-19. They maintained excellent communication and showcased real commitment.



## The Client

Please describe your company and your position there.

I am the CMO of Achieve TMS. We offer transcranial magnetic stimulation for the treatment of refractory or treatment-resistant depression and OCD.

## The Challenge

For what projects/services did your company hire Ignite Visibility?

We were looking for a digital marketing company that would partner with us /allow us to distinguish ourselves by refining our website, PPC ads and strengthening our digital footprint.



**Laura Segall**  
CMO, Achieve TMS



**Healthcare**



**51-200 Employees**



**San Diego, California**

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0





## The Approach

### How did you select this vendor?

Both online and word of mouth recommendations from satisfied clients.

### What was the team composition?

SEO specialist Social media specialist PPC managers PR specialist  
Content specialist Email specialist Agency principals.

## The Outcome

### Can you share any outcomes from the project that demonstrate progress or success?

We have grown the business on every metric measured since Ignite Visibility took over just over one year ago despite the pandemic. Importantly, the agency was able to quickly and effectively pivot with us when COVID-19 crisis hit to mitigate damages and build effective campaigns to sustain growth.

### How effective was the workflow between your team and theirs?

Excellent communication and clear expectations regarding each party's scope of work, timelines et al.

### What did you find most impressive about this company?

Each team (SEO, email, social) has made it a point to understand our company and target markets and offer up recommendations that are best suited to the markets we serve. They are as concerned about results as we are.





## Are there any areas for improvement?

They are truly excellent partners...knowledgable and adept at their area of expertise.

