



GOOGLE ADS **CASE STUDY**

REINCKE VEIN CENTER
SUGAR LAND, TX



TABLE OF CONTENTS

03

ABOUT US

04

WHY PROSOCIAL CONTENT?

05

MEET THE FOUNDER

06

WHY INVEST IN PAID ADVERTISING

07

CASE STUDY

13

UNLOCK YOUR BUSINESS POTENTIAL



A photograph showing four hands of different skin tones huddled together in a circle over a dark wooden desk. The desk is cluttered with various office items: a laptop, a calendar, a smartphone, a coffee cup, and some papers. The image is partially covered by a blue banner at the bottom left containing the text 'About Company'.

About Company

Welcome to ProSocial Content, where innovation meets results!

In this fiercely competitive market, success demands a unique approach. We're not confined to a single platform because we create, manage, and optimize high-performing Google, Bing, and Social Media advertising campaigns for businesses of all sizes.

But we don't stop at ads. Our dedicated team crafts unique content for Facebook, Instagram, Google My Business, LinkedIn, Twitter, and Pinterest - 7 days a week, 365 days a year.

Our comprehensive services include:

- Social Media Marketing & Content Creation
- Google & Bing PPC
- Google Local Service Ads
- YouTube & TikTok Marketing
- WordPress Design
- Local, National, International SEO
- Landing Page Creation and so much more!





Why ProSocial Content?

- **Effortless Start:** We get you up and running without the hassle. It's quick and simple.
- **No Strings Attached:** We're confident in our performance; no binding long-term contracts required.
- **Proven Results:** We've consistently boosted businesses, big and small, with our high-performing campaigns and compelling content.
- **All-Inclusive Expertise:** Our full-stack team tailors solutions to your unique needs, irrespective of your industry or size.
- **Dedication, Around the Clock:** We're here 24/7, 365 days a year, ensuring your digital presence shines.
- **Constant Innovation:** We're not your typical agency; we stay ahead of the curve, keeping your brand at the forefront of digital trends.

Join us at ProSocial Content for a partnership that's all about your success.



MEET THE FOUNDER

DRAGAN CRNJANSKI

My story began with a dream of becoming a lawyer, a dream I pursued with unwavering determination. After graduating from law school, I took my first steps as an intern at a local legal office. However, a year into practicing law, I discovered it didn't align with my values. It was challenging to derive my livelihood from others' troubles. With the unwavering support of my wife, I embarked on a path of change.

In 2015, I decided to forge my own path, beginning as a freelancer and wearing multiple hats. By 2016, I'd expanded my team and moved into larger offices. Today, Pro Social Content LLC is a thriving marketing agency, employing 25 dedicated professionals, and serving nearly 300 U.S.-based companies.

Our journey underscores the power of determination, adaptability, and the belief that we can reshape our paths to achieve extraordinary results. What sets us apart is our relentless commitment to our clients' success. It's worth noting that we've never spent a single dollar on advertising our services. Every client we work with is a result of personal recommendations from satisfied customers.

Now, I invite you to embark on a transformational journey with us.

Discover your business's true potential by booking a [FREE 30-minute account consultation](#). Let's unlock your business's future success together.



WHY SHOULD YOU INVEST IN







Paid Advertising

In the competitive digital landscape, PPC (Pay-Per-Click) or paid advertising emerges as a powerhouse strategy to swiftly expand your business reach.

With PPC platforms on the rise and your potential customers spending most of their time on popular platforms like Google, Facebook, Instagram, Amazon, LinkedIn, and more, the opportunity to connect with your target audience is immense.

As a savvy business owner, you understand the importance of exposing your brand to potential customers, ensuring they not only recognize but also remember your offerings when they're ready to make a purchase.

KEY BENEFITS OF GOOGLE ADS:

-  **Targeted Advertising**
Reach a specific audience based on criteria like keywords, location, and demographics.
-  **Cost Control**
Set and control your budget, only pay for actual clicks (PPC).
-  **Measurable Results**
Access detailed performance metrics for data-driven decisions.
-  **Quick Results**
Rapid campaign launch with immediate visibility in search results.
-  **Flexibility and Customization**
Choose from various ad formats to meet specific goals.
-  **Geographic Targeting**
Focus on specific locations to reach local or regional audiences.



ABOUT THE CLIENT

Client Name

Reincke Vein Center



Industry

Medicine, Vein Specialist Center

Location

Sugar Land, Texas

Campaign Goal

Increasing online visibility, attracting new patients and boosting appointment booking

Conversions

Leads, Phone Calls

About the client

CONTINUED...

Meet Reincke Vein Center, your trusted destination for vascular care right here in Sugar Land, Texas. When we joined forces, they were taking their first steps into the digital world – no website, no social media presence. We took that as our cue to get things rolling.

We started by building them a solid website, a digital hub reflecting their dedication to top-notch vascular services.

CLIENT WEBSITE: www.reinckeveincenter.com

But we didn't stop there.

Recognizing the impact of being social, we launched targeted social media ads, connecting Reincke Vein Center with the local community and showcasing what makes them exceptional.

And guess what? The results were amazing. You can download their Social Media Ads case study on our website, and see the results first hand.

The positive response we saw from social media ads was a game-changer. So, we decided to kick things up a notch. We brought Google Ads into the mix, adding another layer to their digital strategy.

Now, when you search for vascular care in Sugar Land, Reincke Vein Center is right there at the top, thanks to our comprehensive mix of Social Media Ads, Google Ads, and SEO efforts. It's been a journey of putting them not just on the digital map but making sure they thrive in the online space.

Our story with Reincke Vein Center is all about adapting, evolving, and achieving real results. Starting with social media ads, we've expanded our efforts to Google Ads, creating a powerful digital presence that resonates with their audience. Reincke Vein Center – your go-to for elevated vascular care in Sugar Land.



Google Ads

CAMPAIGN OBJECTIVES:

- Improve local visibility through targeted search ads.
- Utilize display ads for retargeting and brand awareness.
- Optimize Google My Business for enhanced local engagement.
- Leverage ad extensions for click-to-call and location-based actions.
- Implement a Leads marketing objective to drive conversions.

CAMPAIGN STRATEGY:

Our team devised a comprehensive Google Ads strategy to meet the client's objectives:

Targeted Search Ads: Created search ads tailored to keywords related to ophthalmology services, ensuring the clinic's visibility when potential patients actively searched for relevant services.

Display Ads for Retargeting and Brand Awareness: Developed visually appealing display ads to reinforce the clinic's brand, retargeting users who had previously engaged with the website.

Google My Business Optimization: Leveraged Google My Business to improve local visibility, provide accurate information, and engage with the local community.

Ad Extensions: Utilized ad extensions, specifically click-to-call and location extensions, to enhance user experience and drive actions directly from the ads.

Leads Marketing Objective: Implemented a campaign with a Leads marketing objective to specifically target and drive conversions.



Results


FIRST 30 DAYS (SEPT 16 - OCT 15, 2022):

Conversions (form fills): 3

Phone Calls: 5

Ad Spend: \$1,715.76

Cost/Conversion: \$571.92

Campaign	Impr.	Clicks	CTR	Avg. CPC	Cost	↓ Conver.	Phone calls	Cost / conv.	Conv. rate
	3,429	189	5.51%	\$9.08	\$1,715.76	3.00	5	\$571.92	1.59%

LAST 30 DAYS (OCT 15, 2023 - NOV 13, 2023):

Conversions (form fills): 148

Phone Calls: 14

Ad Spend: \$1,886.85

Cost/Conversion: \$12.70

Campaign	Clicks	CTR	Avg. CPC	Cost	↓ Conver	Phone calls	Cost / conv.	Conv. rate
	508	19.46%	\$2.34	\$1,188.87	83.67	9	\$14.21	16.47%
	371	18.12%	\$1.88	\$697.98	64.33	5	\$10.85	17.34%







ALL TIME RESULTS (JULY 15, 2022 - NOV 13, 2023):

Conversions (form fills): 1,293

Phone Calls: 131

Ad Spend: \$26,676.76

Cost/Conversion: \$20.63

Campaign	Clicks	CTR	Avg. CPC	Cost	↓ Conver	Phone calls	Cost / conv.	Conv. rate
 PSC - Lead 2023	5,288	9.50%	\$2.32	\$12,282.57	764.14	65	\$16.07	14.45%
 PSC - Converting	3,300	12.51%	\$1.85	\$6,090.16	414.83	26	\$14.68	12.57%
 PSC - Conversion	886	5.59%	\$5.99	\$5,307.22	44.00	27	\$120.62	4.97%
 PSC - Leads Performance Max	2,466	1.23%	\$0.90	\$2,211.62	42.00	12	\$52.66	0.84%
 PSC - Leads - Performance Max	266	2.15%	\$1.15	\$306.43	27.03	1	\$11.34	0.62%
 PSC - Leads Display #2	271	0.62%	\$1.77	\$478.76	1.00	0	\$478.76	0.36%

ANALYSIS:

The progression of results over the campaign's duration showcases the success of our Google Ads strategy in meeting and surpassing the client's expectations.

In the initial 30 days, we laid the foundation for success with a moderate number of conversions and phone calls. However, the subsequent months saw a remarkable increase in both metrics, indicating the effectiveness of our ongoing optimization efforts.

COST EFFICIENCY:

Despite the expansion of the campaign and increased conversions, the cost per conversion has demonstrated a downward trend. In the first 30 days, the cost per conversion was \$571.92, and in the most recent period, it dropped significantly to \$12.70. Over the entire campaign duration, the cost per conversion averaged at \$20.63, showcasing the efficiency of our strategic approach in delivering tangible results while optimizing ad spend.



RESULTS

Summary

Our Google Ads strategy has played a pivotal role in elevating our client's online presence, attracting potential patients, and driving meaningful engagements.

By employing targeted search and display ads, optimizing Google My Business, and strategically utilizing ad extensions, we have consistently increased conversions and phone calls.

The cost per conversion has decreased over time, underlining the efficiency of our efforts in delivering a high return on investment for our client within the competitive landscape of Google Ads in the medical industry.

Fueling Your Success Through Strategic Marketing Mastery!



The background of the top half of the page features a close-up of two hands in business suits shaking over a glowing blue globe. The globe shows the outlines of continents and is surrounded by a blue, ethereal light effect. The hands are positioned in the center, with the fingers interlaced in a firm handshake.

Unlock Your Business Potential with a FREE 30-Minute Account Audit

At ProSocial Content, we're here to tailor solutions to your unique business needs.

Our inspiring journey, transitioning from a solo operation to a thriving marketing agency, demonstrates our commitment to success and client satisfaction.

Why Book Your FREE Account Audit?

Personalized Solutions: We understand your business is one-of-a-kind. Our audit delves into your unique challenges, goals, and opportunities.

Expert Guidance: Our seasoned professionals are ready to be strategic partners in achieving your objectives.

Actionable Insights: Get practical, data-driven insights that you can implement immediately.

No Obligation: There's zero commitment. Our audit is completely free, offering you a risk-free opportunity.

Ready for Your Business Transformation?

Whether you're a startup or an established enterprise, our FREE 30-Minute Account Audit is designed for you. To schedule your audit, simply click [HERE](#).

Together, we'll unlock your business's true potential.





THANK YOU

For any additional information please do not hesitate to contact our office



www.prosocialcontent.com



info@prosocialcontent.com