

How We 10X'd Lead Generation for a Telepsychiatry Company



**RAELIN BRIGHT
WELLNESS**

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TELEMEDICINE

About the client:

Raelin Bright Wellness is a telepsychiatry practice based in Nevada founded by Dominique Sanders, a Psychiatric Nurse Practitioner.

As very well-versed and passionate as the owner was with the industry, she wanted to start a practice business successfully - *in the midst of the Covid situation*.

And if you're thinking that that would've been an obstacle, we saw that as an opportunity.

The idea was simple and effective, offer her services to clients in need through telehealth.

From a business/marketing standpoint, this would allow her customers to **be protected, feel safer** with her, while significantly **reducing business costs**.

She had **just launched** her website & business and needed **a quicker way to generate leads** than content marketing.

However, we **consulted** with her on both **content and paid media**.

The challenge:

Dominique wanted to **expand** from Nevada to California & Iowa, but she was - at that moment - **restricted to Nevada's** market only.

And if you know a little about Google & Facebook Ads, you'd know it's a bit of a challenge.

Nevertheless, Raelin Bright Wellness was getting on average **1-2 leads per week** in the beginning.

This was through a few **psychiatry/therapy websites** she was listed on. Though with her big ambitions, this wasn't satisfying - *to say the least*.



**"Only 1-2 leads...
a week?"**

Dominique wanted to find a **sustainable, profitable, and consistent** way of **attracting clients**.

Naturally, she was a great psychiatric nurse, but marketing & content were not her specialties. This is how Dominique turned to WriterArmy.

The solution:

After attentive calls, meetings, and thorough market research, we were able to identify her ideal customers, along with the quickest and most accessible way to reach them immediately.

I.e Where they would hang out, how to speak to them in a way that they'll effectively resonate with, and how to successfully attract them to her A+ quality services.

Provided services:



Market Research



Persuasive Copywriting



FB & IG Ads

We had identified that her ideal clients would be hanging out on Facebook and Instagram, following a few pages, having some common interests, and sure enough... we were right.

And so, in addition to **market research**, we've also provided RaelinBrightWellness with **copywriting, social media content strategy, UI/UX optimization, website design**, as well as **Facebook & Instagram Ads management**.

Needless to say, Raelin was amazing at her own work, all of her clients were happy to consult with her.

So what kinds of results were we able to provide?

The outcome:

Through a careful combination of our provided services, we were able to effectively **hit - and exceed - her desired goals**.

In the first week: we managed to get Raelin **from 1-2 leads per week to 2-3 per day**.

In the second week: we nearly **doubled** that number.

At the peak: we hit **20-30 leads per week - in the first month**.

On average: Raelin was generating **10-20 leads per week**. That's 10 times her initial leads.

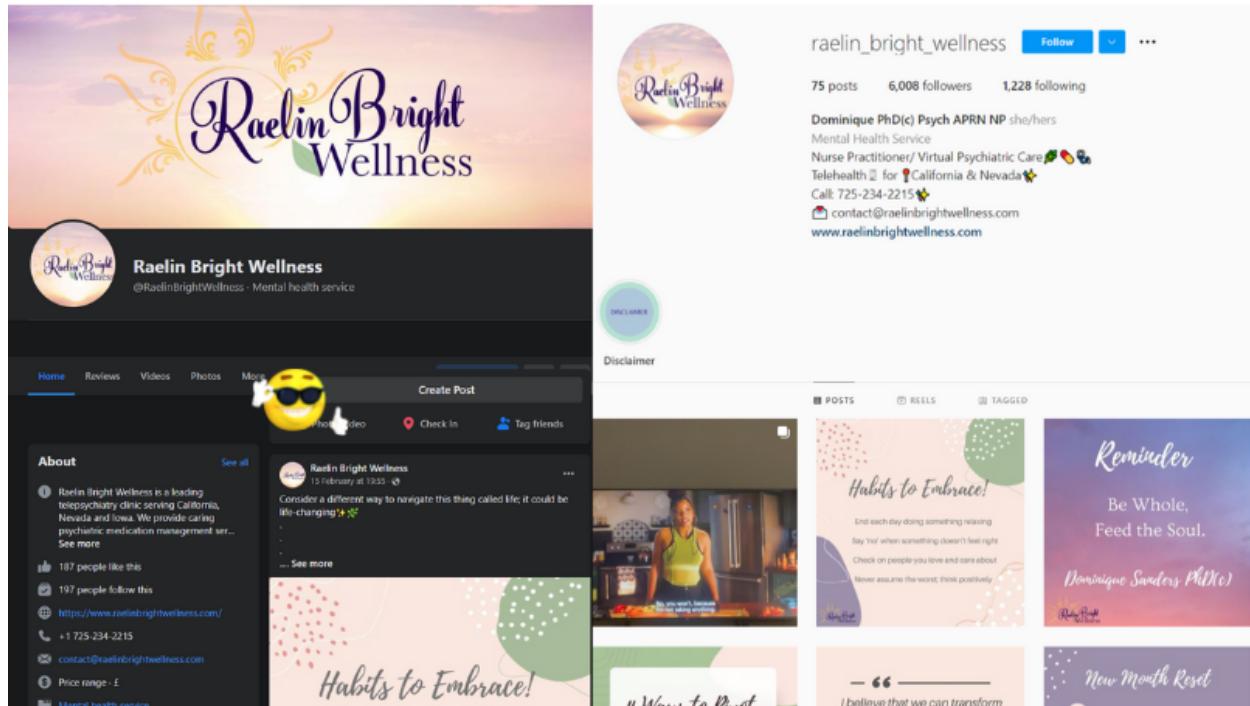
And with a **20% lead-to-customer conversion ratio**, Dominique was running a very "busy" business.



When we first started working together, Raelin's social media pages were all new (**i.e 0 likes / 0 followers**).

We consulted with Raelin Bright Wellness on their social media content and engagement strategy.

Today, RaelinBrightWellness has **more than 100 followers** on her **Facebook** page and more than **6,000 followers** on her **Instagram** page.



Some references:

[RaelinBrightWellness' Facebook page.](#)
[RaelinBrightWellness' Instagram page.](#)

Conclusion:

We already have our experience working with many clients in the health industry, and we know how to produce HIPAA-compliant advertising, all while producing great results.

Working on a unique & timely project such as Dominique's has been very pleasing and satisfying to achieve.

[If you too are interested in one - or many - of our services, contact us today for a free quote! :\)](#)

- To your success.