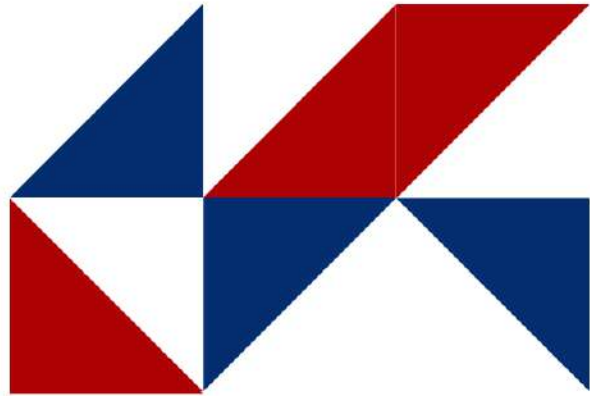




Case Study: Dominion Care



Multi-Location, Full Scope Digital Plan For Mental Health & Behavioral Clinic



► CLIENT

- Dominion Care is a leading mental health, autism, and behavioral clinic with locations across Virginia. They provide a variety of clinical services in addition to private day school classes.
- Working with our close partners at Wabash & Lake Consulting, we launched the digital arms of Dominion's marketing strategy throughout 2021 and 2022.
- We executed layered digital campaigns including SEO, Google Ads, and Display Ads across Richmond, Norfolk, and Roanoke locations.

► KEY RESULTS:

- 200% Overall Increase in Google Organic Searches and Views.
- Multi-Location SEO: 29 First Page Rankings Across Multiple Locations.
- 200% Increase In Visitors To Key Website Pages.
- Average 70+ Leads Per Month From Google Ads.
- Average Lead Cost of only \$36 From Google Ads.