

CASE STUDY: IDEAL PROTEIN

Dieter Lead Generation for Clinics Offering the Ideal Protein Plan

38%

Lead Cost Reduction

2%

Lead Conversion Rate Increased

CHALLENGE

Ideal Protein is a clinically-supervised diet meal program that has grown exponentially popular after its initial release, due both to its innovative recipes and weight loss success record.

Keep it Off is a nationwide partnership of clinics that offer the Ideal Protein plan. Social Media Beast partnered with Keep It Off to run a multi-platform integrated lead generation program for potential Ideal Protein dieters.

APPROACH

Social Media Beast has the ability to integrate many forms of digital marketing (e.g. search, social, display, mobile, retargeting, email automation, etc.) to drive lead generation.

For this campaign, we set up a search, social, and retargeting campaign to specialized landing pages where people could sign up to receive a series of informational videos and also be contacted by a personal concierge who could help them sign up at a participating clinic.

RESULTS

After a successful test launch in the Chicago area, the campaign has expanded to the rest of Illinois and also to the D.C./Virginia metro area. Plans for future expansion are underway.

In the first three months of operation, the lead conversion rate for landing page submissions has more than tripled, and the average cost per lead is down 38% from the first month of operation.