

YOUR PHYSIO

Digital Marketing Case Study



I have tried to find many agencies for my company account, and finally got the right one. Axcel Digital team is very responsive, never MIA and always deliver value more than what we expected. Highly recommended.

Lee Choon Yik
Co-Founder, Your Physio

About Your Physio



Your Physio is a leading physiotherapy and rehabilitation clinic that specialise in pain management, sports injuries, scoliosis treatment, and stroke rehabilitation.

Our Scope of Marketing

- **Back Pain**
- **Slipped Disc**
- **Neck & Shoulder Pain**
- **Sports Injuries**
- **Scoliosis**
- **Stroke Recovery**
- **Knee Pain**
- **Dry Needling**

Demographics

Target Market

People who are looking for body pain relief and people who need rehabilitation after a stroke or surgery.

Location

KL
Selangor
Penang
Johor

Challenges

Challenge 1

Have an existing website but were unable to generate and close new leads.

Challenge 2

Inconsistent sales each month as bulk of the sales was via offline marketing.

Challenge 3

Lack of ads running to target the specific patient pool.

Our Strategy & Work Done

STEP 1 - Revamp

Our team came in and did a website revamp that took 5 weeks to complete as Your Physio had branches in KL, Selangor, Penang and Johor. This revamp is crucial to ensure the website for each location is optimized to generate leads in an efficient manner. Once the website is ready, we move on to Step 2 - Ads.

STEP 2 - Ads

We produced new video ads that cater to Facebook, Instagram feed, Stories and started running Google Search Ads for targeted keywords. We also provide native copywriting with an attractive hook that encourage users to Whatsapp and Send Message to the centre.

STEP 3 - Retargeting

Subsequent to the new ads, we run the retargeting to ensure Your Physio has a higher chance of turning cold leads into actual bookings. With retargeting, we are able to reach patient who had previously engaged with the ad but had not convert into appointment. This strategy the key step for the increase in sales.

Results

Your Physio is now consistently generating profitable sales via online enquiries and appointments for all 11 branches across Malaysia.

