



Elevate Marketing Solutions Shares Facebook Advertising Framework Driving Patient Growth for Health and Wellness Practices

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Elevate Marketing Solutions, a health and wellness marketing agency specializing in patient acquisition, has outlined its Facebook advertising framework for independent practices seeking a structured approach to generating new patient appointments. The framework combines pre-campaign market research, custom advertisement creation, dedicated landing pages, ongoing daily oversight, and integrated follow-up processes to direct outcomes toward scheduled appointments and measurable practice results rather than isolated engagement indicators.

Before launching any campaigns, the agency implements its Market Analysis Program to examine local market conditions, patient requirements, and competitive factors in the specific community served by each practice. This preparatory step provides a data-informed basis for campaign development and helps avoid misaligned advertising efforts. "A thorough understanding of the local market and patient dynamics forms the necessary foundation before any advertising activity begins," said Dr. Kendall Price, Founder and CEO of Elevate Marketing Solutions. "This analysis helps align campaign efforts with actual opportunities available to the practice."

Advertisements developed under the framework incorporate several coordinated elements intended to capture attention and prompt action. These include immediate local references to establish relevance for nearby residents, authentic visual content recorded directly from the clinic environment using standard smartphone methods, and structured offers designed to minimize initial barriers for prospective patients. Completed advertisements guide users to custom landing pages built specifically for the campaign, with content that addresses particular health concerns and maintains mobile accessibility for typical browsing habits. Practices have noted that such targeted pages facilitate smoother transitions from initial interest to appointment requests compared to general website navigation.

Campaign management occurs through daily reviews conducted by a United States-based team responsible for monitoring performance data, adjusting budget allocations, testing variations in creative content, and refining audience parameters as needed. This consistent oversight addresses the dynamic nature of social media advertising environments where audience responses and platform conditions can shift rapidly. Adjustments made on a frequent basis help maintain relevance and efficiency throughout the duration of active campaigns.

The framework extends beyond advertisement delivery to encompass structured follow-up mechanisms that support conversion of inquiries into confirmed appointments. These mechanisms combine automated messaging through text and email channels with human-assisted outreach, including responses to missed calls and access to bilingual support staff when appropriate. Speed of response receives particular attention because delays between initial contact and engagement can result in lost opportunities. All communication processes operate with attention to applicable privacy and compliance considerations common in health-related services. Integration of these follow-up components helps reduce instances where potential patients disengage prior to completing the booking process.

Measurement of framework effectiveness centers on the number of patients who attend appointments and the corresponding collections generated for participating practices. This patient-centered evaluation differs from approaches that emphasize intermediate indicators such as likes, shares, or raw lead volume alone. Documented outcomes from various implementations include one neuropathy care practice that recorded 22 new patients following a \$1,500 advertising investment, with collections totaling \$34,000. A separate general chiropractic practice observed 35 new patients from a \$2,000 spend, producing \$45,000 in collections. A regenerative medicine practice reported 18 new patients from a \$3,500 investment, resulting in \$85,000 collected. These instances illustrate the range of outcomes observed across different practice focuses and market conditions when the full framework operates as designed. Success in these campaigns is ultimately determined by the patients who schedule and attend appointments, along with the financial outcomes for the

practice," said Dr. Kendall Price, Founder and CEO of Elevate Marketing Solutions. "The integration of creative, targeting, and follow-up processes supports consistent progress toward those measurable goals."

The methodology applies across diverse practice types and community sizes, including smaller markets where consistent patient flow depends heavily on precise messaging, offer relevance, and reliable follow-through rather than broad market scale. It supports promotion of core chiropractic services as well as specialized offerings such as neuropathy care, shockwave therapy, spinal decompression, and prenatal or pediatric care. By connecting advertising activities directly to operational follow-up and appointment systems, the approach aims to create more predictable contributions to practice schedules and revenue streams.

Elevate Marketing Solutions was established by Dr. Kendall Price, a 2015 graduate of Life University who previously developed his own Aurora Chiropractic practice into a seven-figure operation within five years through coordinated online and in-person marketing techniques. The agency has provided support to more than 700 offices in the health and wellness field and has assisted over 100 practices in reaching collections above \$1 million. Its work centers on constructing complete operational frameworks that link marketing activities to booked appointments, with services extending to website development, search engine optimization, and automation tools in addition to paid advertising. The organization maintains a focus on data-informed refinements and transparent communication regarding campaign performance with partner practices.

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Elevate Marketing Solutions

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