

CASE STUDY

forward thinking psychological services





About

Forward Thinking Psychological Services

Forward Thinking Psychological Services is a group of experienced mental health professionals providing evidence-based online therapy services across Canada, specializing in OCD treatment available in Ontario, BC, Nova Scotia, and New Brunswick. Our associates are fully registered in various provinces, ensuring compliance and quality care. Our client-centered approach emphasizes collaboration and values-based treatment, empowering clients to take an active role in their therapy.

Forward Thinking offers individual and couples therapy, trauma work, and interventions such as cognitive-behavioral therapy and mindfulness-based treatment. Virtual services are available nationwide, while in-person sessions in Ontario focus on collaborative community exposures for OCD and anxiety, including home visits.

1 challenges

Forward Thinking Psychological Services sought to enhance their advertising strategy. The primary challenge was overcoming stagnation in patient bookings and inadequate communication and results from the previous marketing agency. The goal was to increase website traffic, enhance Google rankings, and boost client engagement through strategic digital marketing efforts, including Search Engine Optimization (SEO) and content optimization.

before Mediaforce

Experienced inadequate results and communication from their previous agency, leading to stagnant patient bookings and a lack of transparency in actions taken. Forward Thinking Psychological Services aims to establish effective communication with timely responses. This is crucial to ensure clarity and transparency in marketing efforts and ongoing progress. Going forward, the focus is on increasing patient bookings, improving website traffic and Google rankings, and enhancing goal conversions to attract potential clients through the website.

MEDIA FORCE

key metrics 2

Forward Thinking Psychological Services's case study evaluates key metrics such as clicks, \$ per click, purchases, leads, search through click rate, conversion rate, impressions, and \$ spent. These metrics collectively provide insights into the effectiveness and efficiency of Forward Thinking Psychological Services's advertising strategy. The study aims to showcase improvements in lead generation, user engagement, and overall return on investment resulting from Mediaforce's services.

after Mediaforce

Increase in leads
 Increase in conversions & organic traffic
 Increase in keyword visibility
 Increase in Ad spend



3 analytics

A comprehensive visual analysis compares the performance metrics of Forward Thinking Psychological Services' advertising campaigns before engaging with Mediaforce and afterward. This section aims to provide a visual narrative of the transformation in campaign performance achieved through Mediaforce's strategic interventions.

Growth in Keyword Visibility



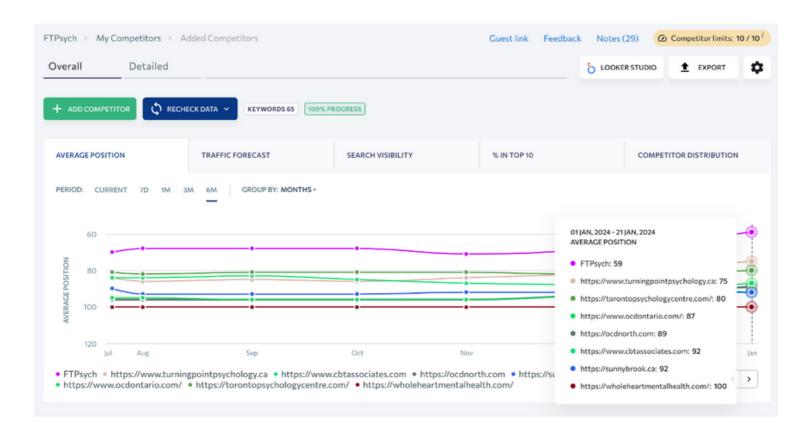
Organic Keywords 402



3 analytics

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Average position comparison to competition





3 analytics

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Organic Traffic Growth

	Analytics Forward Thinkin	ng Psycholog Q Try searching "U	RL builder + U	TM"				
•	Reports snapshot Realtime	Traffic acquisition: Session default channel group () Custom Sep 1, 2022 - Jan 21, 2024 Compare: Apr 11, 2021 - Aug 31, 2022						
2	Life cycle ^	01 01 01 01 01 01 01 0 0 5K 10K 1 • Organic Search • Direct • Paid Search • Cross-network • Referral • Custom range • Preceding period						
G.	Acquisition overview User acquisition							
	Traffic acquisition: Session	Q Search Rows per page:						Ŧ
	 Engagement Engagement overview Events: Event name 	Session default channel group 👻 🕇	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	
	Conversions Pages and screens		34,005 vs. 9,799 † 247.03%	49,350 vs. 13,627 † 262.15%	28,952 vs. 7,073 † 309.33%	1m 08s vs. 82.15 ↓ -17.18%	0.85 vs. 0.72 † 17.95%	
	Landing page	1 Organic Search						
	 Monetization 	Sep 1, 2022 - Jan 21, 2024	18,104	26,993	16,931	1m 10s	0.94	
	Retention	Apr 11, 2021 - Aug 31, 2022	4,981	6,940	4,184	1m 30s	0.84	
	Library	% change	263.46%	288.95%	304.66%	-21.87%	11.34%	

