



CASE STUDY



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.

CASE STUDY

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.

CASE STUDY

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

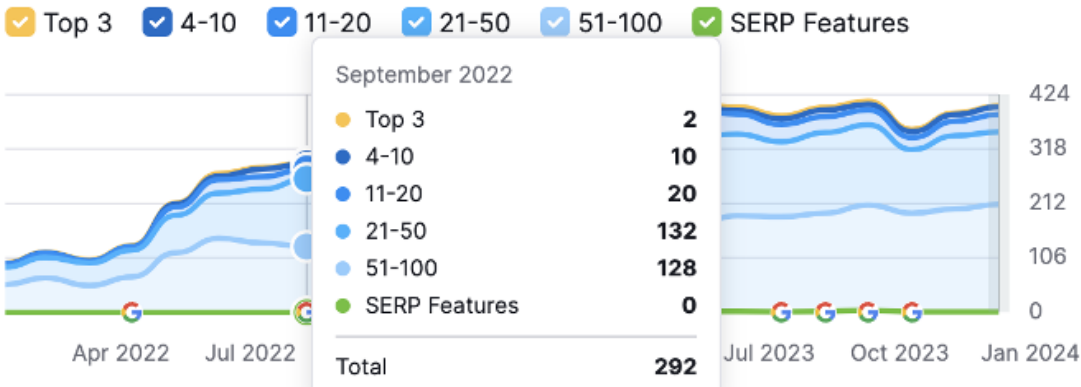
CASE STUDY

3 analytics

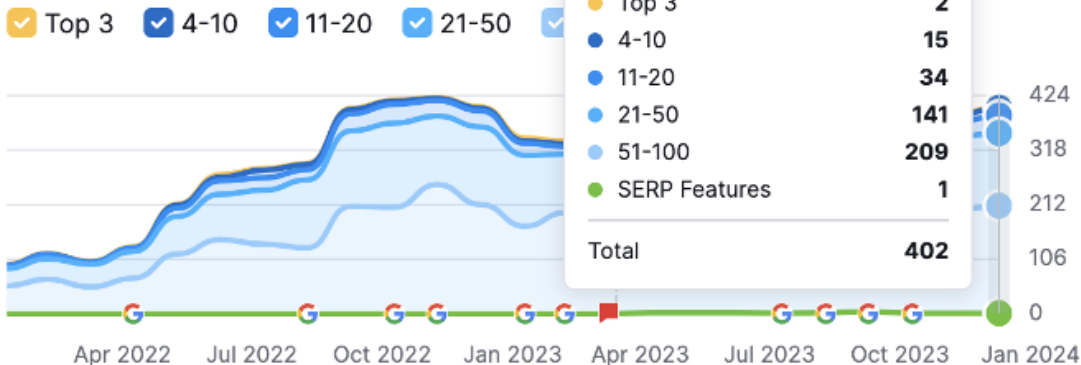
A comprehensive visual analysis compares the performance metrics of Forward Thinking Psychological Services' advertising campaigns before engaging with Mediaforce and afterward. This section aims to provide a visual narrative of the transformation in campaign performance achieved through Mediaforce's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

Growth in Keyword Visibility

Organic Keywords 402



Organic Keywords 402

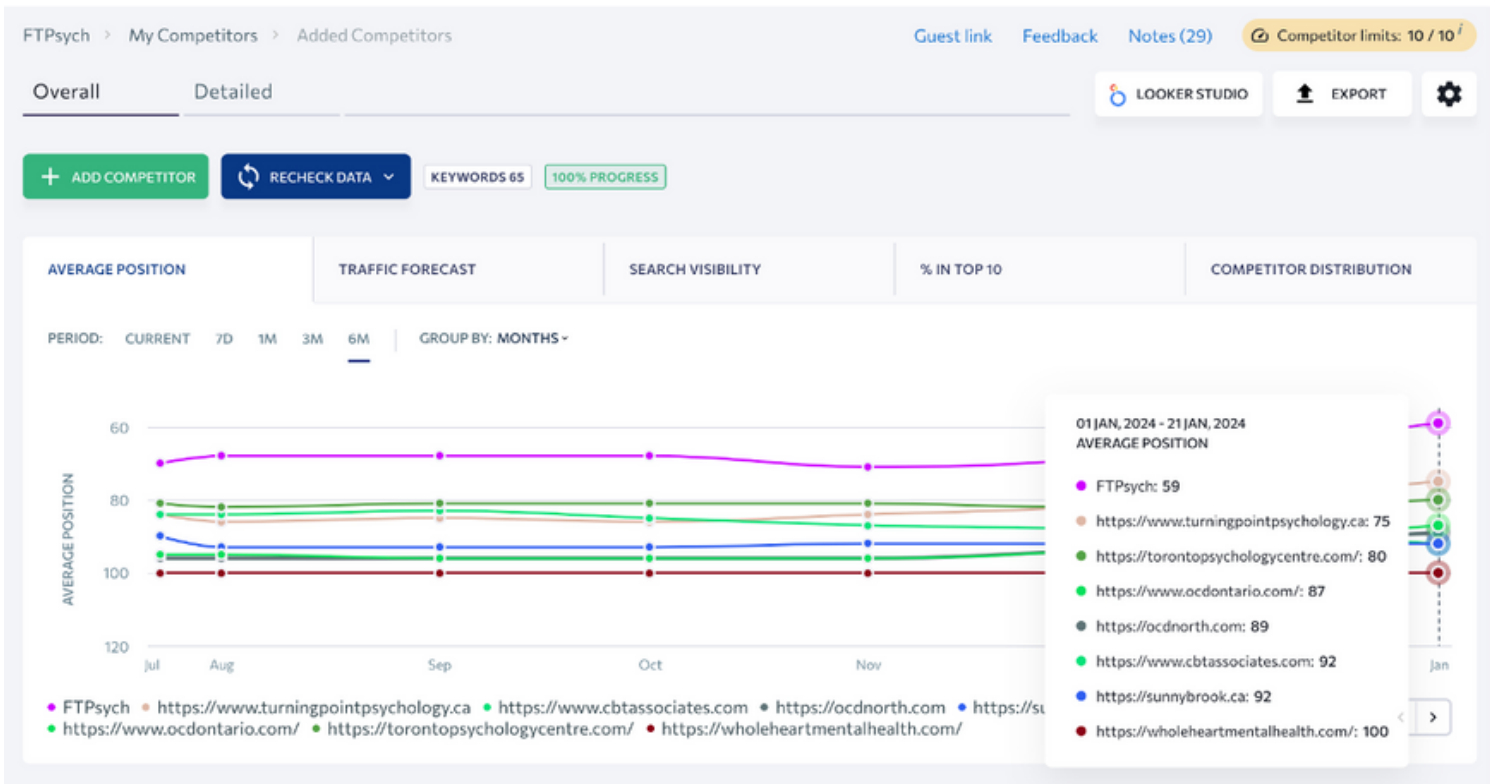


CASE STUDY

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.

Average position comparison to competition



CASE STUDY

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.

Organic Traffic Growth

