



# REVENG CONSULTING

Pay Per Click Advertising  
Case Study

## SITUATION

THE PROVISO MENTAL HEALTH BOARD IS A GOVERNMENT AGENCY TASKED WITH EDUCATING AND PROVIDING MENTAL HEALTH SERVICES IN THE CHICAGO LAND AREA. THEIR PRIMARY GOAL WAS EDUCATING THE PUBLIC ABOUT THEIR MISSION AND SERVICE OFFERINGS.

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## APPROACH

- The audience varied considerably in terms of age, need, and channel strategy. RevEng researched their target areas and concluded on a broad digital strategy across three channels: (1) Google Search, (2) Meta/Instagram, and (3) YouTube.
- RevEng also recommended a robust content strategy to include help articles, blog posts, videos, testimonials, case studies, and doctor/patient profiles to help build trust with potential patients.
- Finally, we launched a comprehensive Google Search campaign based on extensive keyword research. This provided content ideas based on search terms and also ensured the PMHB was present when people were searching for services they offer.

## RESULTS

- The PMHB website saw a 1000% increase in website visitors within the first two weeks of launch.
- Engagement across channels exceeded benchmarks and the PMHB continued creating new and diverse content based on search terms. This resulted in sustained website visits and nearly 250% increase in patient sign-ups within the first six months.