

SERVICE 01 · À LA CARTE

Paid Patient Acquisition

Surgical paid campaigns built for clinics — focused on cost per booked consult, not impressions.

Cost per booked consult, not impressions. A paid advertising engine built specifically for private healthcare practices. Every campaign is targeted, managed, and optimized against one number that matters: how much it costs to book a real patient consult.

INVESTMENT

\$900

per month · per channel

- ✓ Google and/or Meta
- ✓ Ad spend separate, on your card
- ✓ Month-to-month

— What's included

01

Strategy & targeting

BUILT FOR YOUR MARKET

- ✓ Campaign strategy and audience targeting
- ✓ Channel selection (Google and/or Meta)
- ✓ Competitor and market positioning

02

Creative & landing

CLICK TO CONSULT

- ✓ Ad copy and creative production
- ✓ 1 conversion landing page per channel
- ✓ Compliance-reviewed for medical advertising rules

03

Tracking & optimization

SEE WHAT CONVERTS

- ✓ Full conversion tracking setup
- ✓ Monthly optimization
- ✓ Monthly revenue report tied to booked consults

— How it fits with the rest

— Pairs with the Booking Bot System

Paid traffic is only half the equation — the Booking Bot catches and converts the leads your ads generate.

— Included in every Infrastructure tier

Paid Patient Acquisition is the acquisition core of Foundation, Growth, and Dominance.

— What applies to every engagement

— You own everything

Your ad accounts, CRM and its data, lead lists, and creative assets. If we part ways, you keep what we built.

— Healthcare compliance built in

Every asset is produced with the rules for your jurisdiction and profession in mind — ASA/CAP, HIPAA/FTC, PHIPA/PIPEDA, and profession-specific regulators.

— Healthcare-only focus

We work exclusively with private healthcare practices in the UK, US and Canada. No generic agency playbook.

— Clear, flat pricing

The fee is the fee. Ad spend, where relevant, is billed directly to your card by the platform — never marked up.

THE RANKINGEEK STANDARD

Healthcare-only. Outcome-focused.

We work exclusively with private healthcare practices across the UK, US and Canada. Every service is compliance-aware, measured against booked consults, and built so you own what we create. No 12-month lock-in — month-to-month, cancel any time with 30 days' notice.

— How to get started

- 01 Book a 15-minute fit call**
We confirm scope and whether this service is the right lever for your practice right now.
- 02 Onboarding & access**
We collect the access and assets needed to begin — accounts, brand, and any existing data.
- 03 We build & launch**
We set up, configure, and go live, with everything compliance-reviewed for your market.
- 04 Optimize & report**
Ongoing services include regular optimization and reporting tied to outcomes that matter.

Add Paid Patient Acquisition, or look first.

Start this service, or get a free Growth Audit of your practice before you decide.

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