



CASE STUDY



WHOLE FAMILY NEUROFEEDBACK

By narrowing down the company's strongest prospective clients, and identifying the ways in which people search for neurofeedback technology, CleverFunnel was able to dramatically increase Whole Family Neurofeedback's qualified lead flow.



WHOLE FAMILY NEUROFEEDBACK

Location
Ft. Collins, CO

Type
Startup

Website
<https://wholefamilyneurofeedback.com>

“I knew I needed to create a digital presence to launch my business, but I wasn’t quite sure where to start.”

Background

Nonlinear neurofeedback is a form of biofeedback, and is a technology designed to train brain activity. Through monitoring brainwave activity, a neurofeedback system trains the brain to recognize its own behavior, and make corrections. By detecting and monitoring changes in the cortical patterns within the brain, neurofeedback training allows a brain to become more flexible and resilient. The brain-training technology is lauded as a natural and side-effect free solution to a wide variety of mental and psychological issues, such as ADHD, anxiety, stress, insomnia, trauma, and more.

Whole Family Neurofeedback was founded in 2017 by Miriam Bellamy, a licensed marriage and family therapist. After finding relief from a chronic illness using neurofeedback training herself, Miriam wanted to start a business focused around proving NeuroOptimal neurofeedback systems to people across the country. “As I learned about nonlinear neurofeedback, I came to understand that its power lay in harnessing the brain’s own natural healing processes in order to bring about greater physical and emotional well-being,” said Miriam. “I am so delighted to walk alongside others who also want to improve their lives.”

Problem

When she reached out to CleverFunnel Digital, Miriam was at the very early stages of starting up Whole Family Neurofeedback. She had a good idea who her target audience was - mothers with school-age children - but wanted to test to make sure. Whole Family Neurofeedback still needed a website and social media profiles. Essentially, the company was brand new, and Miriam had no way for her potential clients to find her online.

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Solution

To start generating conversions, Whole Family Neurofeedback needed a landing page capable of quickly explaining the benefits of the technology, as well as a form to capture visitor information. Once this landing page was in place, CleverFunnel began testing different audiences who might find a use for neurofeedback brain training. This testing involved finding the right messages to correspond with the right emotional drivers for each persona. Once these messages and drivers were identified, the team at

CleverFunnel created persona-specific landing pages, with custom content designed for each type of buyer.

To expand Whole Family Neurofeedback's digital imprint even further, CleverFunnel designed and assembled a full website for the company, with an emphasis on gaining conversions and on SEO. Through landing page variant testing, CleverFunnel was able to see which page designs resulted in the highest conversion rate, and duplicated these efforts across the entire website.

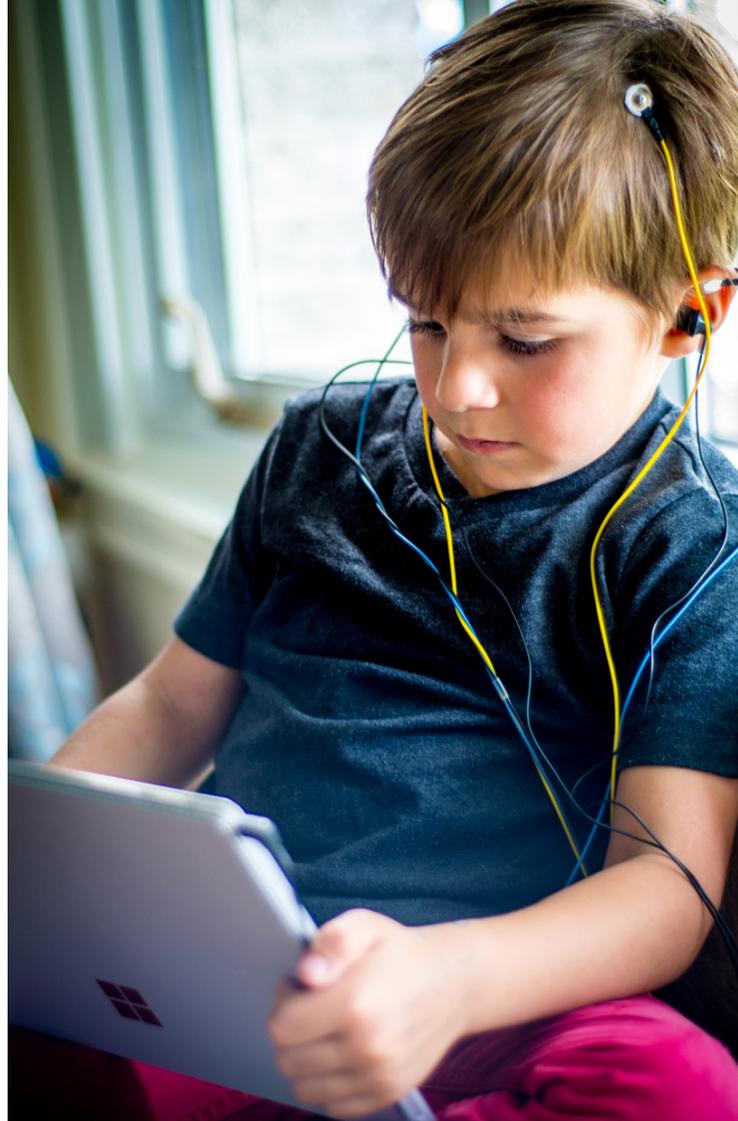
To increase the number of people onsite in the short-term, the CleverFunnel team launched a series of AdWords campaigns, designed for people searching for neurofeedback training that they could do at home. Finally, to recapture prospects who did not convert on their first visit to the website, the CleverFunnel team designed a series of remarketing ads. These ads were based on the previous message and driver tests conducted on the Facebook platform.

Results

When Whole Family Neurofeedback began working with CleverFunnel, the company's only leads were referrals from Miriam's therapeutic practice. However, through rigorous testing, CleverFunnel was not only able to find channels that produced highly qualified leads, they were able to discover the messaging and emotional drivers that led to extraordinary click-to-conversion rates. Additionally, by emphasizing and capitalizing on low-competition words on Google's AdWords platform, CleverFunnel was able to deliver a steady supply of highly qualified leads for the company. "With CleverFunnel, I was able to bring Whole Family Neurofeedback to dozens of new clients," said Miriam. "I am now able to reach further than ever before!"

Summary

From a personal experience with the technology, Miriam Bellamy founded Whole Family Neurofeedback. By working with CleverFunnel, she was able to turn her idea into a fully functional business, with identified audiences, and consistent, highly qualified lead flow.



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