



THE PHYSIO CO SMASHES CONVERSION GOALS BY 71%

WITH PAID SEARCH, SOCIAL MEDIA, SEO & EMAIL OPTIMISATION

The Physio Co is an award-winning company that evolved its business model right before its client base was hit especially hard by COVID. Seeking a new approach to growth, TPC engaged Copilot Crew to optimise key areas of client acquisition.

Building on website optimisation and SEO wins, we launched paid search and social campaigns, optimised TPC's email and automations, YouTube video content and localised lead-generation initiatives. In 6 months, lead conversions grew 71% while conversion rates were up 29%. In a year, PPC conversions nearly doubled, the email list grew 175%, and TPC celebrated smashing several key growth goals.

+71%

OVERALL CONVERSIONS

+94%

PPC CONVERSIONS

+29%

OVERALL CONVERSION RATE



*"One thing that's impressed us about Copilot Crew is how quickly they dug in and got a real handle on our company, our clients and our growth objectives. **With our business undertaking a big transition, Copilot Crew has been a reliable, proactive partner in keeping our marketing and optimisation initiatives on the fast track. We always know where things stand and where they're going next.**"*

Tristan White, Founder & CEO, The Physio Co



HOW WE GOT THE WINS:

- Conversion Optimisation
- Google Ads & PPC Optimisation
- Facebook & Instagram Ads
- SEO, Video & Content Marketing Optimisation
- Email Marketing & Automation

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