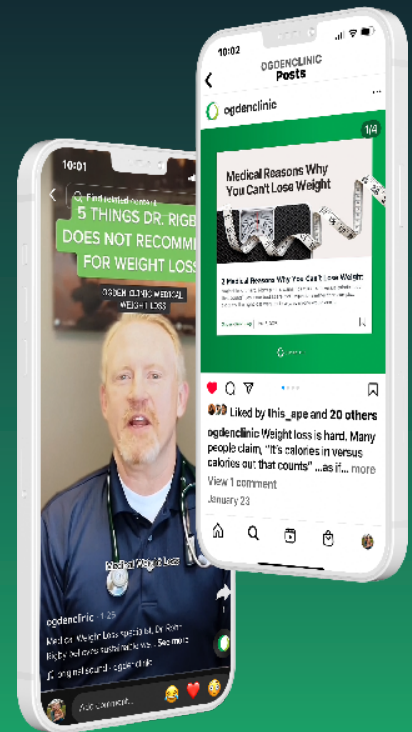


JANUARY CAMPAIGN

SPECIALTY FOCUS: Medical Weight Loss

Social Media:

POST TOPIC	CHANNELS	POST TYPE	REACH
Dr. Rigby: Ozempic Q & A Pt 1	Instagram TikTok	Video	1.4K
Dr. Rigby: Ozempic Q & A Pt 2	Instagram TikTok	Video	2K
3 Medical Reasons Why You Can't Lose Weight	Facebook Instagram Pinterest	Blog	4.8K Reach 26.1K Imp. 461 Clicks
Medical Weight Loss Team Approach	Facebook	Paid Ad	6.4K Reach 325 Clicks
Dr Rigby: 5 Things I do not recommend	Instagram TikTok	Video	2.3K
10 Snacks Recommended by MWL Specialist	Facebook Instagram Pinterest	Post Carousel	4.2K
5 Things Dr. Rigby Recommends for Weight Loss	Pinterest	Animated Post	221
MWL Kinetic Typography Promo	Facebook Instagram	Video	252
Dr. Rigby: Weight Loss & Sleep Apnea	Instagram TikTok Pinterest	Video	1.2K



2023 IS MY YEAR TO...

Did you set a weight loss or health improvement goal in 2023? If it's not going so well, you're not alone. **Eighty percent of such resolutions fail by February**, as reported by U.S. News & World Report.

If you have a goal this year to have more energy, change your eating habits, or change your body composition, don't throw your money at another quick fix.

95%
OF FAD
DIETS
FAIL

+

Fad Diets Fail

=

CHOOSE A PROGRAM THAT'S SMART

SMART

SPECIFIC MEASURABLE ACHIEVABLE RELEVANT TIME-BOUND

OGden Clinic Medical Weight Loss has helped thousands of patients create and keep habits that change their lives forever. We're a fully integrated team of doctors, dietitians, mentors, therapists, and community support.

Giving each patient a customized plan, we've helped thousands achieve lasting success with improvements mentally and physically.

[CLICK HERE TO LEARN MORE!](#)

Email Marketing:



EMAIL MESSAGE	OPEN RATE	SENT	CLICKS
MWL Campaign Email	34%	6,602	50

Landing Page & Website Traffic

We created a landing page to drive all clicks and traffic to throughout the campaign to help better track the ROI.

	Last 30 Days
Total Visits	1,400
Landing Page	474
Organic	524
Direct	426
Social	312
Button Clicks	223
Form Submissions	17 total

**Working with Jana and Quincy to determine a lift in patient schedules and encounters for ROI on this campaign.*

Audio Streaming

We are running a 15 second audio ad campaign for MWL. It is set to run through **Feb 23. I will report on it's performance next month.**