

Mental Health Clinic Acquisition Ads

OVERVIEW

Project Type: B2B Lead Generation | Mental Health Marketing Agency

Audience: TMS and ketamine clinic owners who need more qualified, educated patient inquiries. Providers who believe in the treatment they offer but struggle to consistently reach the people who need it most.

Objective: Generate qualified inbound inquiries by educating prospects before the first call. The goal is not just lead volume. It is getting the right people to raise their hand and take a next step.

Strategic Angle: The patients who need TMS usually are not searching for TMS. They are searching for relief and a next step when medication has not worked. This campaign was built around that awareness gap, leading with empathy and education to move interested prospects toward a consultation.

SAMPLE COPY

AD 1 — Awareness | Empathy Angle

The Patients Who Need TMS Usually Aren't Searching for TMS

They're searching for relief. Options. A next step when medication hasn't given them the outcome they hoped for.

Most of them don't know TMS exists. And if they don't know it exists, they'll never find your clinic.

That's the gap our patient acquisition system is built to close.

We help TMS, ketamine, and other mental health clinics reach qualified people in their local area, educate them before the first call, and bring in patients who already understand the treatment and want to get started.

Featured in Psychology Today. Built around the patient journey, not just ad volume.

Watch the free training to see how it works.

AD 2 — Consideration | Pain Point Angle

How to Attract Qualified Leads That Desperately Need TMS

For TMS providers, knowing that there are thousands of individuals that aren't getting the treatment they need is frustrating and heartbreaking.

Oftentimes these people don't know what TMS is or that an alternative treatment option even exists.

The truth is, it's up to you to educate these people and get your message in front of them so that they are finally aware of the lifesaving service that you provide.

But if you don't know how to and you don't have a system in place that finds these people and shows them what TMS is, how it can help them, or where they can start...

Then you're missing out on a huge opportunity.

Our patient acquisition system that has been featured in Psychology Today creates a way for TMS, ketamine, and other mental health clinics to pinpoint qualified people in your local area through specific online targeting.

Now you can educate people about your service and turn them into leads that understand the value that you provide and are eager to get started.

Not only will you learn how to get more qualified leads. You will also be given the scripts, patient conversion methods, and organization skills (and more) that will allow you to sustainably scale your business by 10+ patients every single month.

Watch the free training to learn more.

AD 3 — Decision | Proof and Scale Angle

The System That Is Forcing TMS and Ketamine Practices To Scale

Want the turnkey patient acquisition system that TMS, Ketamine, and other mental health clinics are using to scale 10+ patients every month?

It might sound too good to be true but [Agency], a preferred partner of BrainsWay, has been providing practices with a simple 3 phase system that generates qualified leads and sends them

to you automatically, day and night.

The system that has been featured in Psychology Today has worked so well, clients have needed to buy more TMS chairs and even more office space as a result.

Because of this, a part of our proven system is dedicated to showing how you and your staff can manage all the new patients.

Watch the free training to see how to apply this to your practice.

STRATEGY NOTES

The three ads cover different angles within the same campaign, designed to support awareness, consideration, and decision.

Ad 1 leads with empathy and awareness. It speaks to the gap between patient need and patient awareness. Best for cold audiences encountering the clinic for the first time.

Ad 2 leads with the pain point and education angle. It speaks directly to the clinic owner's frustration with patients not understanding the treatment option. Best for warmer audiences who feel the problem but have not yet found a solution.

Ad 3 leads with proof and scale. It anchors credibility through the Psychology Today feature and the BrainsWay partnership. Best for bottom of funnel audiences who are evaluating and ready to commit.