

PREPARED FOR

Brenner Chiropractic

3.5 Years. 2 Channels. 966 Patient Inquiries.

July 2, 2026 • brennerchiropractic.com



ACCOUNT SNAPSHOT

INDUSTRY

Healthcare — Chiropractic

BUSINESS MODEL

Single-Location Chiropractic Practice

PLATFORM

Google Ads + Meta

WEBSITE

brennerchiropractic.com

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1. The Client

Brenner Chiropractic is a single-location chiropractic practice in Bellmore, New York, led by Dr. Russell Brenner. The practice offers spinal adjustments, extremity care, and rehabilitative services for musculoskeletal pain and injury recovery.

For a local chiropractic practice, marketing has one job -- put the practice in front of the right prospective patient at the right moment, and generate a qualified patient inquiry. That inquiry can come in three ways: a phone call to the office, a contact form submission, or a request to book an appointment online. Each is a patient who has decided the practice is worth reaching out to.

At a glance

- Category: Chiropractic care (spinal, extremity, rehabilitation)
- Location: Bellmore, New York
- Practice type: Single-location, physician-led
- Ad channels: Google Ads (Search) + Meta (Facebook / Instagram)

BrandRocket has managed Brenner Chiropractic's paid patient acquisition program since February 2023 -- three-and-a-half years of continuous, always-on paid media.

2. The Two-Channel Program

Brenner Chiropractic runs on a two-channel paid patient acquisition program:

Google Ads (Search) -- the primary volume driver

Launched in February 2023 as the account's first channel. Google Ads captures bottom-of-funnel demand: patients actively searching for chiropractic care in the Bellmore / Long Island area. The account is structured around symptom keywords (back pain, neck pain, sciatica), treatment keywords (chiropractor near me, spinal adjustment), and branded terms. Bid strategies are tuned for conversions (phone calls, contact form submissions, and appointment bookings).

Meta (Facebook + Instagram) -- awareness + phone calls

Added in December 2023 as the second channel, roughly one year into the engagement. Meta is used for local awareness, retargeting, and -- importantly -- click-to-call ads. On Meta, patients see the practice, tap the ad, and go straight into a phone call. Meta's call-tracking tells us how long each call lasted, so we can distinguish real conversations from accidental clicks.

How the two work together

Google Ads catches high-intent search traffic; Meta builds awareness in the local feed and generates a steady flow of click-to-call phone conversations. The two channels together produce a diverse mix of patient inquiries -- some who searched for a chiropractor, some who saw the practice in their feed. Both feed the same phone line and the same appointment book.

This is what a properly-run local patient acquisition program looks like: two channels, one shared inquiry engine, continuous tuning.

3. Google Ads — Three-and-a-Half Years of Compounding Growth

Google Ads has been the primary volume driver for Brenner Chiropractic since February 2023. The trajectory has been steady compounding growth: more patient inquiries every year, at a lower cost per inquiry every year.

Year-by-year — Google Ads patient inquiries

Year	Phone Calls	Contact Forms	Book Appointment	Total
2023 (Feb-Dec)	23	76	8	107
2024	47	157	39	243
2025	86	135	56	277
2026 (Jan-Jun)	42	67	16	125
LIFETIME	198	435	119	752

The shape of the growth

Patient inquiries approximately **doubled** from year one to year two (107 to 243). Year three (2025) grew again to 277 on essentially the same ad spend as 2024. 2026 is on pace to match or exceed 2025 through the first half of the year.

Phone calls specifically -- the highest-intent inquiry type -- have grown from 23 in 2023 to 86 in 2025, a **nearly 4x lift**. The 2026 pace suggests another strong year.

Cost per patient inquiry has dropped by approximately one-third across the engagement -- the same media budget is producing more inquiries every year.

4. Meta — 2.5 Years, Powered by Phone Calls

Meta went live in December 2023, about ten months into the Google Ads engagement, as the second patient acquisition channel. Meta's role is different from Google Ads: rather than catching active searchers, Meta puts the practice in front of local users while they scroll Facebook and Instagram, then drives them to phone the office directly through click-to-call ads.

Year-by-year — Meta phone calls

Year	Calls Placed	20-second+ Calls	60-second+ Calls
2023 (Dec)	Launch month	—	—
2024	131	42	33
2025	279	69	52
2026 (Jan-Jun)	187	54	41
LIFETIME	597	165	126

Why the second column matters

Meta's click-to-call tracking reports the duration of each call. A 20-second+ call is one where a real conversation happened -- not an accidental tap that got hung up on. A 60-second+ call is a substantive patient conversation. Both are meaningful signals of paid-media-driven patient inquiries.

Over 2.5 years, Meta has driven **165 patient phone conversations lasting 20 seconds or more** -- and **126 of those lasted a full minute or more**. Plus a steady stream of form submissions and Facebook Messenger inquiries.

Meta phone call volume has more than doubled year over year -- from 131 calls placed in 2024 to 279 in 2025, with 2026 tracking to exceed both.

5. The Combined Impact — 966 Patient Inquiries

Across the two channels, the Brenner Chiropractic paid patient acquisition program has generated **approximately 966 qualified patient inquiries** since February 2023 -- phone calls, contact form submissions, appointment requests, Meta calls, and Facebook Messenger inquiries all combined.

Channel	Duration	Patient Inquiries
Google Ads	3.5 years	752
Meta	2.5 years	~214
COMBINED	3.5 years	~966

For a single-location chiropractic practice, that is the difference between a marketing program that fills the calendar and one that leaves it empty. Nearly 1,000 prospective patients who have raised their hand and said 'I want to talk to Dr. Brenner' over the course of the engagement.

Cost per patient inquiry has trended down every year. The same media commitment is producing more patient inquiries in 2025 and 2026 than it did in 2023 -- and phone calls in particular have grown almost every quarter.

6. What This Means For The Practice

The Brenner Chiropractic engagement is what a compounding local patient acquisition program looks like:

- **Three-and-a-half years** of continuous management -- always-on, always tuning.
- **Two channels working together** -- Google Ads for active searchers, Meta for local awareness + click-to-call.
- **Approximately 966 qualified patient inquiries** across the engagement.
- **Google Ads patient inquiries doubled** from year one to year two, then continued to grow.
- **Meta calls placed more than doubled** from 2024 to 2025 and are tracking higher again in 2026.
- **Cost per inquiry has trended down every year** -- the same monthly budget is doing more work now than it did at the start.

For a local practice, the best marketing program is the one that produces more patient inquiries every year at a lower cost per inquiry. That is what has happened here.