



# Chiropractors adjust their advertising

Dr. Krysten Jacobs and her husband, Matthew, are chiropractors who moved from Maryland to Tennessee to realize their dream of running their own practice.

## Payroll was a headache we didn't want to have

We knew from the time we opened the business that we wanted to work with ADP. Payroll was a headache we didn't want to have, and many of our mentors who'd opened their own business recommended ADP. Plus, we had moved from Maryland to Tennessee, and we didn't know the tax system here. With a baby at home and a new business to run, we decided to give everything to a company that knows what it's doing.

Our plan was to just let ADP handle things and then do payroll ourselves once we got settled. But honestly, everything is so easy and seamless with ADP that I don't foresee us switching. From sending all our employees their W2s and signing them up for direct deposit to giving us access to LifeMart, which we used to buy all new computers for our office at a discount, ADP has reduced a lot of our administrative burden. It's beneficial on so many levels to be working with ADP.

## Our ad agency was missing the mark

We had been working with an advertising agency, but we parted ways after about eight months because we didn't feel like we were really hitting our target demographic. This year, I started doing Google Ads by myself, and it was going fairly well. But then I got an email from ADP about Google Ads by Upnetic, and I was like, "Wow, one more thing off my plate, and at no additional cost."

**Dr. Krysten Jacobs**

Co-owner



## Quick facts

**Company:** Broadway Chiropractic & Wellness

**Industry:** Health and wellness

**Established:** 2020

**Employees:** Three

**Location:** Murfreesboro, Tennessee

**Website:** [BroadwayChiropractic.net](http://BroadwayChiropractic.net)

**Business challenges:** Managing a new company and growing their client base without wasting money on expensive ad agencies.

**How ADP® helped:** RUN Powered by ADP® lets them process payroll in minutes, and Google Ads by Upnetic® helps turbocharge their ad buy at no additional cost.



**Google Ads**  
by upnetic

I had a call with the Upnetic digital marketing specialist, and he was immediately helpful. We compared dashboards, and he told me that I had actually been using Smart Google Ads, which is great for beginners, but not nearly as powerful as what Upnetic uses. They were able to customize and tweak everything and really zero in on our target locations, markets, and demographics. And they even handled our bilingual ads, which is much better than me just asking my employees if my Spanish wording is correct. I had Upnetic do a campaign for a specific treatment of ours, and it performed so well, I said, "You know what? Just take over all our ads."

Now, we are getting significantly more clicks and conversions. And about 50 percent of our new patients are finding us through Google thanks to the traffic Upnetic has been sending to our website.

#### **Google Ads by Upnetic literally cut our advertising costs in half**

And the best part is that ADP pays Upnetic's fee, and all we pay for is the ads. I couldn't even believe it when I heard it. Google Ads by Upnetic literally cut our advertising costs in half. Plus, it saves us a lot of time. So, we're very happy that we discovered Upnetic through ADP and are able to use them so effectively.

#### **ADP has given us so much freedom**

Overall, the amount of time we have saved by working with ADP is irreplaceable. The fact that every two weeks I can sign on and do payroll in two minutes max has been amazing, because we're able to devote more time to our family instead of having to be like, "Oh, we need to calculate this, we need to calculate that." It has given us so much freedom. And our employees love it, too, because they can access all their information right on the ADP app. If we ever have any questions, we can email our local ADP representative, and she always gets right back to us. Every time I talk to her, I feel like I'm talking to an old friend.

They don't teach you how to run a business in chiropractic college. So, anytime one of our friends is starting their own practice, we tell them, "Use ADP. It's 100 percent worth it." We've had only positive, great experiences with every aspect of ADP, so we are very satisfied.

[Discover how easy it can be to expand the reach of your business using Google Ads by Upnetic.](#)

#### **Metrics Breakdown**

 5,649 impressions  
377 clicks

 20 phone call leads  
19 requests for directions

 39 total conversions

**6.67%** click through rate (CTR)  
over **6.11%** industry benchmark

**\$ 1.84** cost per click (CPC),  
the industry average  
was **\$3.63**



**Google Ads**  
by upnetic