

Helping a Neuroscience Wellness Brand **Turn Awareness Into More Sales**

How an Aligned Search, Paid, Social, and Email Strategy Increased Orders 87.8% YoY

Overview

A medical device wellness company was already investing in search, paid ads, social media, and email. However, each channel was managed and measured separately, making it difficult to see what was helping generate sales. Simplified Marketing connected these efforts so more customers could find the brand, learn about its products, and complete a purchase.

Simplified Marketing combined SEO and AI search optimization, Google Ads, Meta ads, social media, email, and connected reporting through Google Analytics 4, Shopify, and other tools. This gave the company full visibility into how customers discovered the brand and interacted across every touchpoint along their journey.

The Challenges

-  **The business wasn't appearing near the top of Google**, making it harder for potential customers to find the company.
-  The **website lacked the scientific detail needed to answer customer questions** and drive confident purchases.
-  **Search, paid ads, social media, and email were measured separately**, making it difficult to see what was contributing to sales.

The Shift

-  **Improved search and AI visibility** through updated product pages and targeted Q&A content.
-  **Improved Google Ads and Meta ads** to reach new shoppers and bring previous website visitors back.
-  **Created educational social posts and automated emails** that answered customer questions, shared scientific insights, and drove repeat visits.
-  **Connected Google Analytics 4, Shopify, and other marketing tools** to show which channels contributed to e-commerce sales.

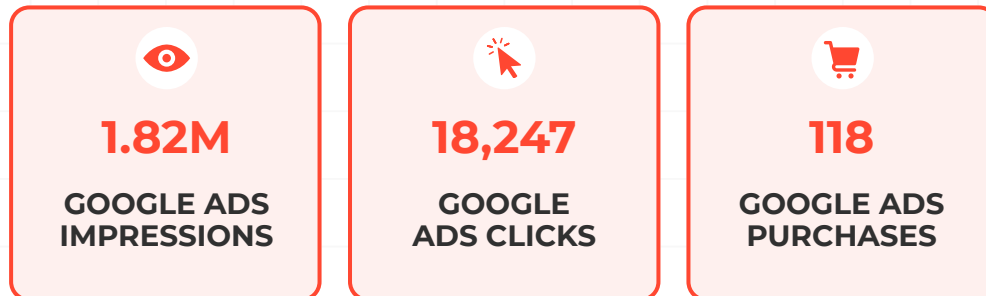
The Result

Paid advertising

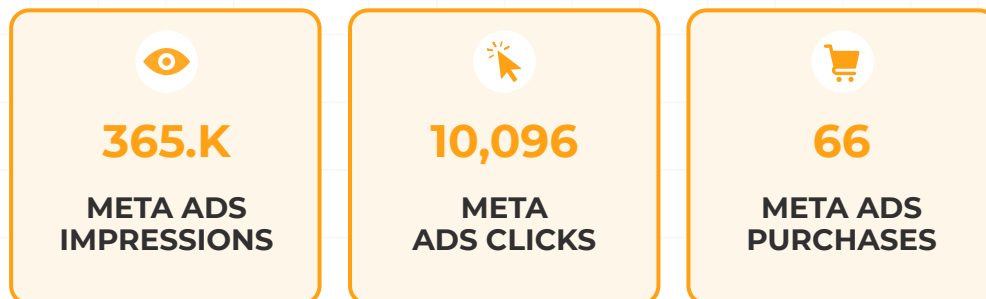
Paid Advertising Reached Customers Ready to Buy

Simplified Marketing refined Google Ads to reach people searching for product solutions and used Meta ads to bring past visitors back.

Google Ads Performance (Oct-Jan)

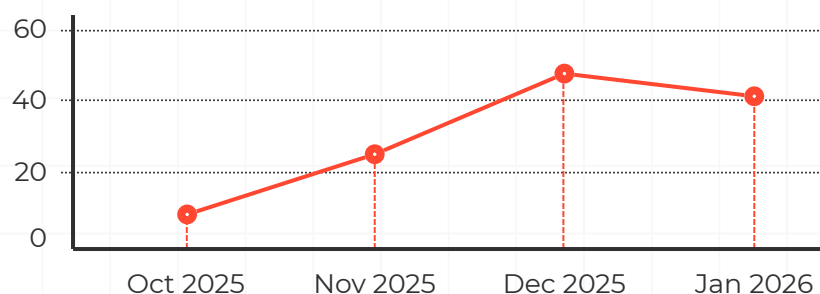


Meta Ads Performance (Oct-Jan)



Google Ads Conversions Trend (Monthly)

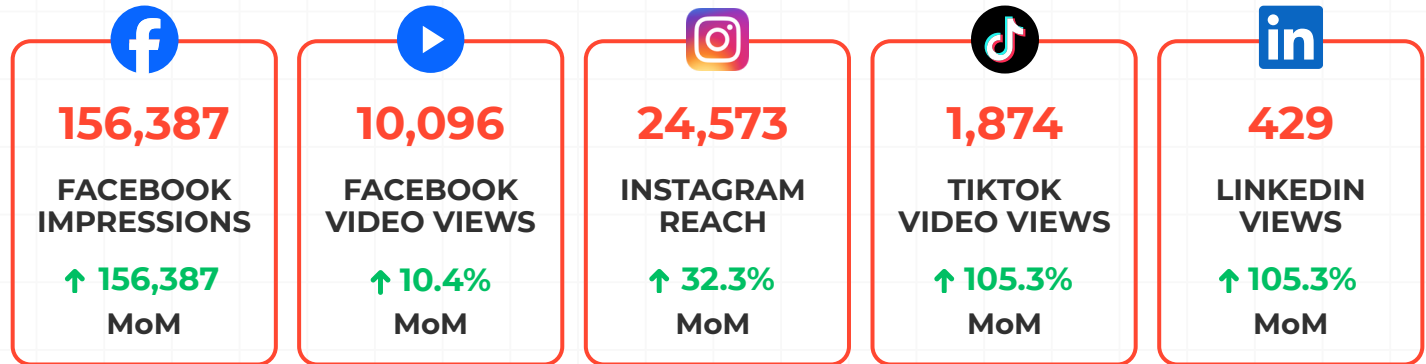
Between October 2025 and January 2026, Google Ads and Meta advertising rapidly scaled brand visibility and drove traffic. Most notably, monthly Google Ads conversions surged by over 700% from October to December before maintaining strong, consistent momentum into January.



Shopify confirmed more consistent purchases across both platforms, proving that paid ads effectively attracted new shoppers and brought past visitors back to complete their purchases.

Social Media and Email Helped Turn Interest into Purchases

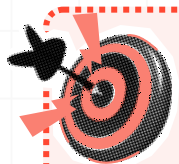
Simplified Marketing created educational social content that answered common questions and explained how the products worked. Targeted email campaigns re-engaged shoppers by highlighting products they had viewed and encouraging repeat visits.



The chart above shows January 2026 social media performance compared to December 2025. Together, social media and email kept the company top of mind while building trust through educational content, product information, and real customer experiences.

SEO and AI Expansion Helped More People Discover the Company

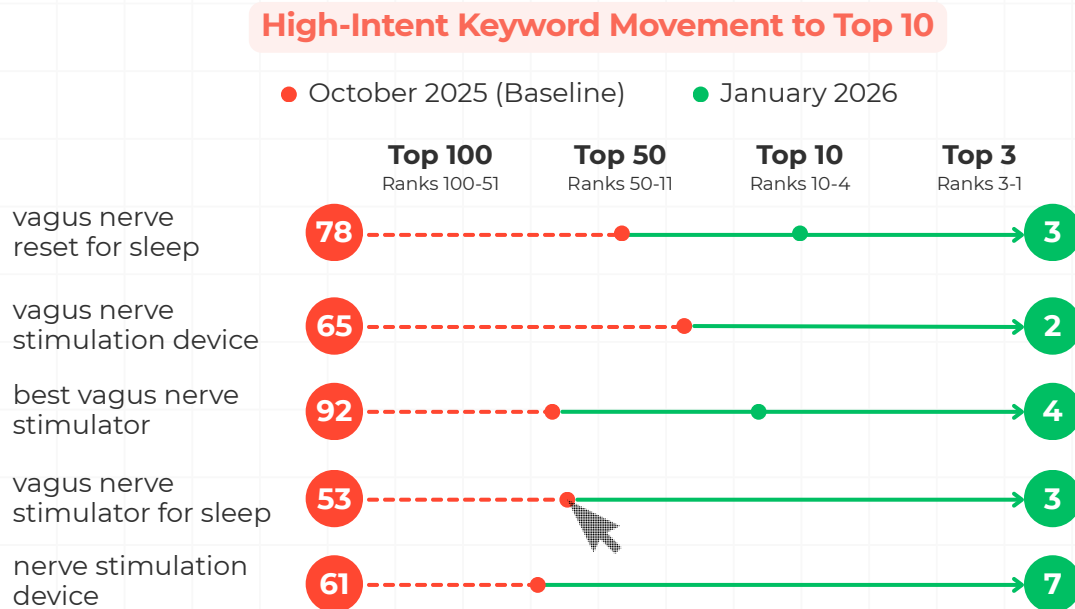
Simplified Marketing improved existing website content, product pages, and educational pages based on what potential customers were searching for online. Adding scientific information, case studies, white papers, and other supporting information helped customers make informed buying decisions and the company appeared more when people searched for both the brand and the problems its products could help address.



By January 2026, the company was appearing in Google search results 80.8% more often than it had in October, giving the brand more opportunities to be discovered before customers visited the website.

SEO Keyword Rankings

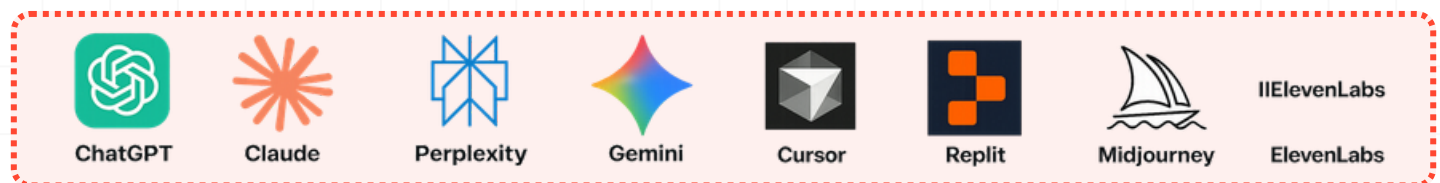
Many valuable searches initially ranked outside Google's top results, limiting how often potential customers discovered the company's website. Over time, several important product-related searches moved into Google's top 10, making the business easier to find when people were actively researching sleep and vagus nerve solutions.



These improvements helped the company appear more often for the searches that mattered most to potential customers.

AI Visibility

Simplified Marketing also created content that answered common customer questions in AI search. As more people used AI tools to research products, ChatGPT referrals became a measurable source of website traffic.

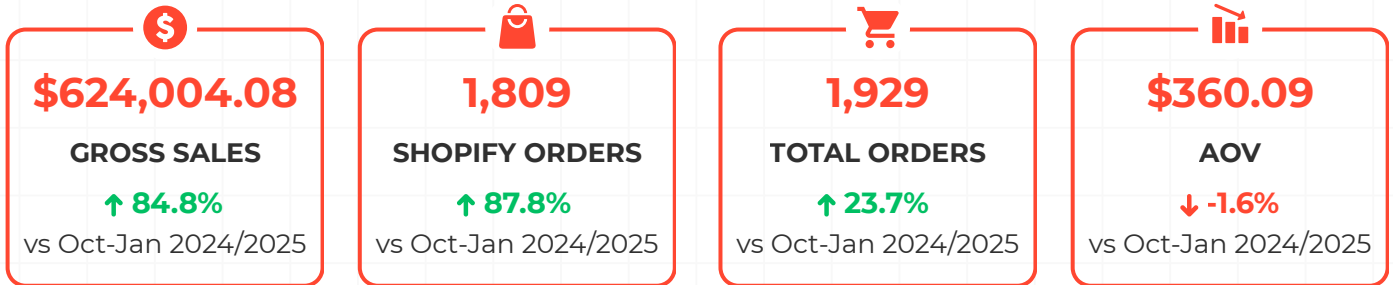


E-Commerce Growth

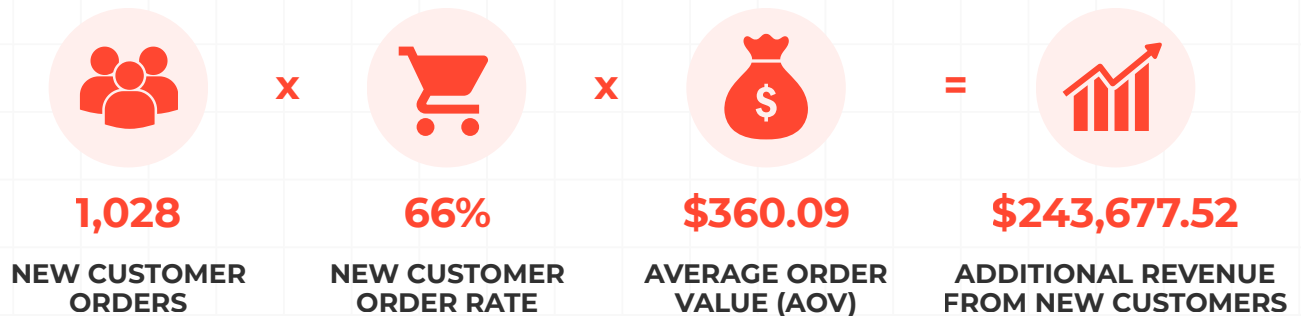
By connecting SEO, content, paid ads, social media, and email, Simplified Marketing helped customers find the products, learn about them, and return when they were ready to buy.

The four-month engagement delivered year-over-year growth in Shopify orders and gross sales, showing that the connected approach was contributing to stronger e-commerce performance.

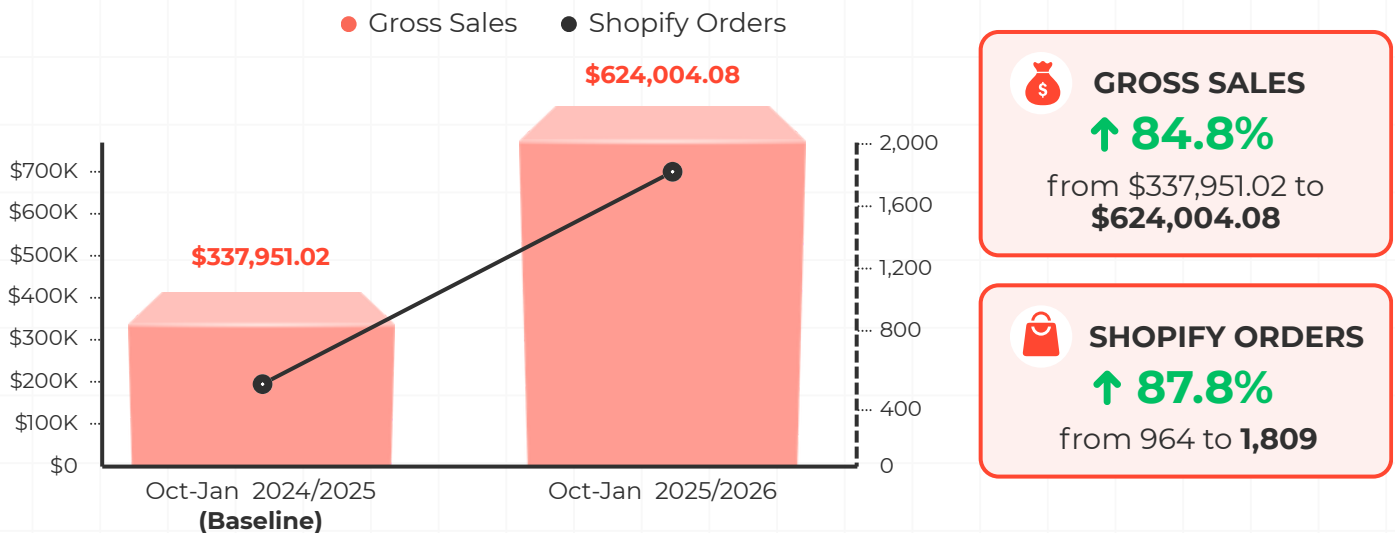
Ecommerce Growth (Oct-Jan 2025/2026)



Additional Orders from New Customers (Oct - Jan 2025/2026)

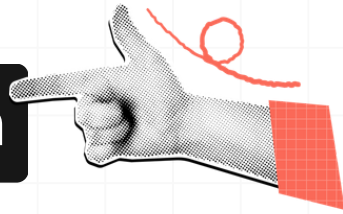


Year-Over Year Growth (Oct-Jan Comparison)



Between October 2025 and January 2026, Shopify recorded 509 orders and \$175,483.71 in gross sales. Compared with the same four months one year earlier, the company generated 238 additional orders, increased Shopify orders by 87.8%, and grew gross sales by 63.7%, showing how the combined marketing strategy translated into measurable business growth.

Conclusion



The company's results didn't come from one marketing channel working in isolation. Customers discovered the brand and its products through search, continued researching through AI tools and social media, returned through paid advertising and email, and ultimately completed purchases when they were ready.

Each channel supported the next stage of the buying journey instead of relying on a single interaction. The company's results show what can happen when every marketing channel supports the same goal.



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