



RJNEPTUNE.COM

## CLIENT SUCCESS STORY

# How RJNEPTUNE.COM Generated \$75,000 Worth of Leads for Prx Clinical

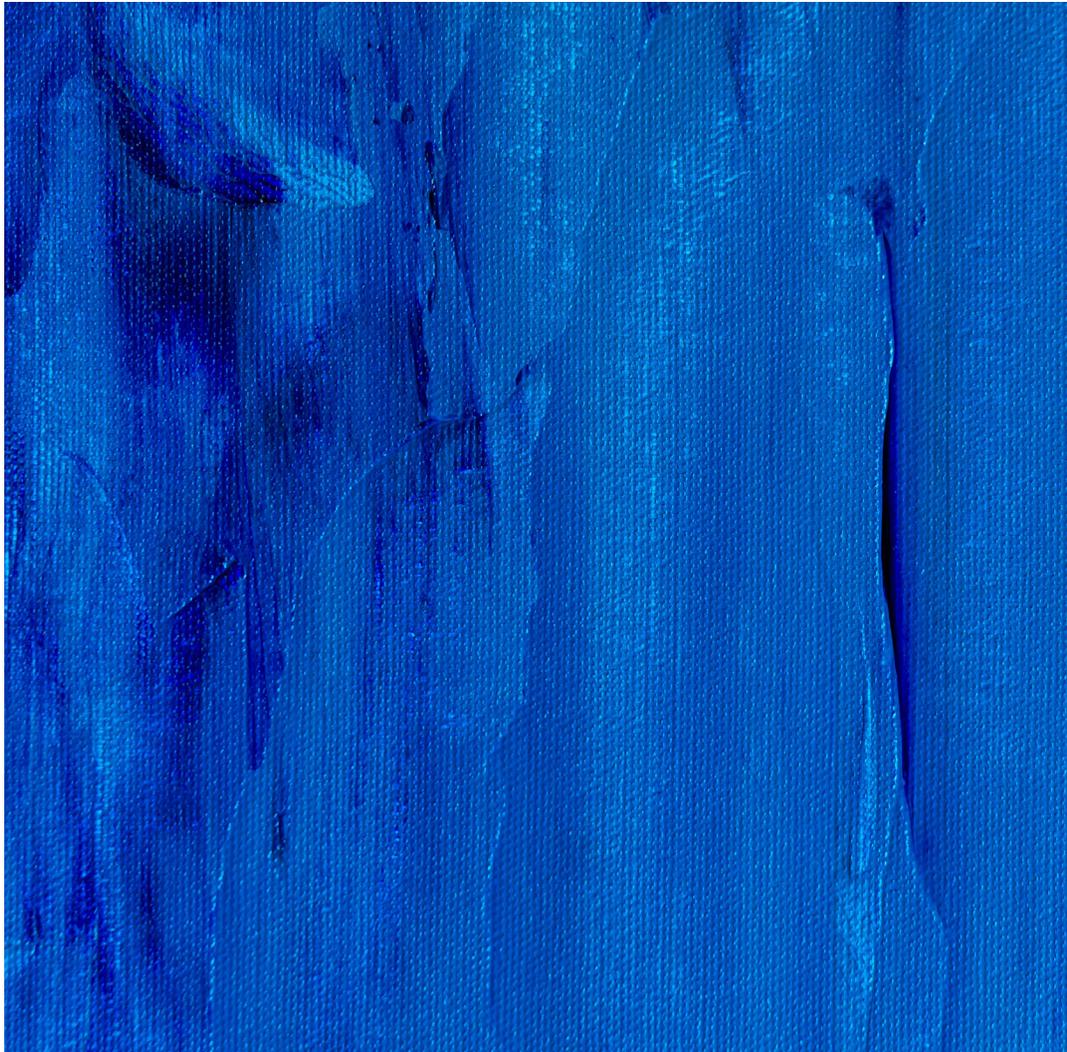
And how I can help your business too.

Read on to learn more about how I was able to generate these leads!

*RJNEPTUNE*

---

+1 (347) 946-2179  
[info@rjneptune.com](mailto:info@rjneptune.com)  
[www.rjneptune.com](http://www.rjneptune.com)



# 01.

## Executive Summary

*Executive Summary:*

*A quick rundown of exactly how I was able to generate \$75,000 worth of leads for one of my clients*

Rjneptune.com partnered with the clinical trials and research company, Prx Clinical Inc, and generated 300 leads (evaluated at \$200 per lead).

While under a tight deadline and budget too.

In order to generate \$75,000 worth of leads for Prx Clinical, I utilized:

- Web Design/Development to build a high converting landing page
- Copywriting principles for hooking and compelling copy
- Pay-Per-Click Advertising
  - Facebook Ads
  - Google Ads
- Ad Creative Direction

**Generated  
\$75,000  
in Leads**



An example creative I used in conjunction with Facebook ads to garner these leads.

# 02.

## About Prx Clinical



**PARAGON RX**  
CLINICAL, INC.

*About Prx Clinical*

*An introduction to the company I served, Paragon Rx  
Clinical Inc.*

Prx Clinical is an experienced clinical research team with “over 35 years of combined medical experience and over 20 years of clinical research experience.”

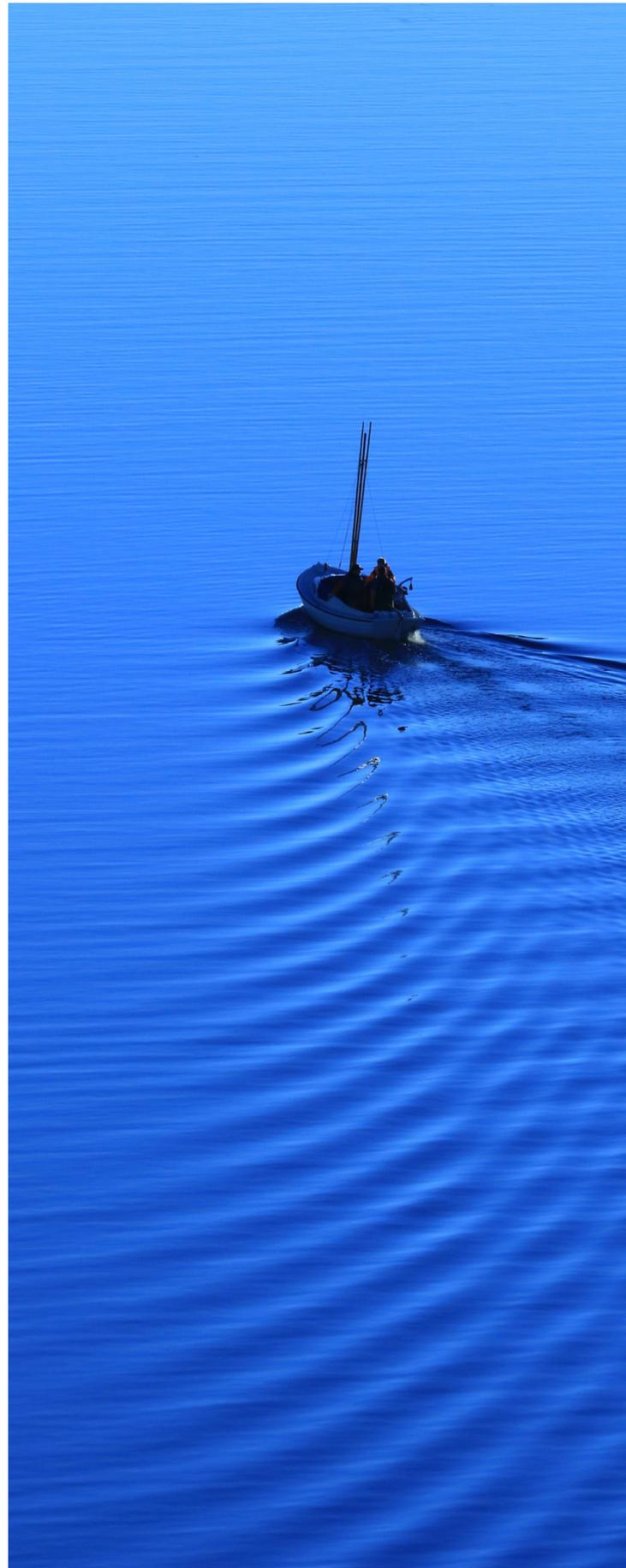
They run a compelling and touching operation, however they needed help finding volunteers for their studies.

According to Paragon Rx, “Patient enrollment comes from our own patient database, physician referral, advertising (TV, Radio, Print, Internet), direct mail and community relations (health screenings and event promotion). “

That’s where we met.

We met through a mutual network and they approached me with a proposal.

*Little did I know about the journey I was to undertake...*



# 03.

## The Challenge



*The Challenge*

*The challenges that Prx Clinical Inc and I undertook together -- under tight restrictions*



The representatives at Prx Clinical handed me their proposal. On the proposal, they were looking for volunteers in the Southern California area to participate in one of their newest studies.

They needed to find these volunteers quickly and they needed the participants to finish the study in its entirety, as well.

Specifically, they needed 300 quality volunteers in 3 weeks' time, under a budget of \$2,000 for ad spend, web design, and web development.

Though Prx Clinical had used other web design and marketing agencies in the past, they did not exactly deliver on the results they were looking for.

Prx clinical was also quite busy with sustaining their own medical practices and had little to no time to run in-house advertising campaigns. So, they had to look elsewhere for advertising.



Orange, California

# ECZEMA CLINICAL RESEARCH STUDY

Contact Us



**ECZEMA**

Clinical Research Study  
Orange, CA

In order to reap results from this volunteer search campaign, a few things needed to be addressed beforehand.

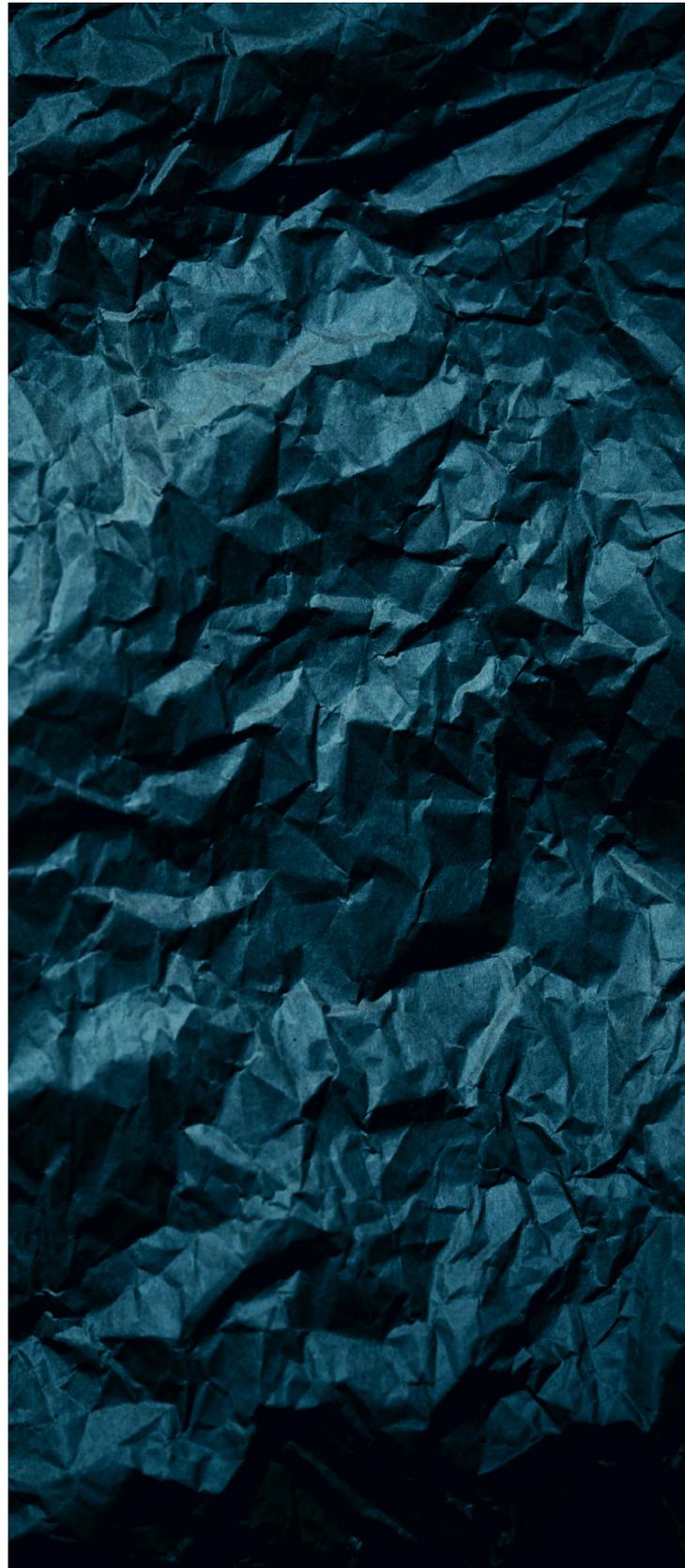
Firstly, they needed a high converting landing page that could handle volume. This meant the landing page would feature Prx Clinical Inc approved copywriting, visuals, and speed.

Did you know milliseconds of loading time can cost you millions when it comes to landing pages?

This landing page would be the page where traffic and potential volunteers would be directed to.

Next, Prx Clinical needed a way to get the attention of the volunteers. Prx Clinical needed a digital marketing campaign. I formed a marketing plan, using my previous experience with Google Ads and Facebook Ads in the eCommerce industry.

Finally, they needed a system to



follow up with the leads generated from the digital marketing campaign. Using their already made Wordpress website, I hooked up a database that sent email notifications to the person in charge of handling these leads (volunteers) at Prx Clinical.

You will find the official landing page just to the right of this text.

Itching Can Be Taxing...

Are you suffering from a troubling eczema rash?

If so, then you are needed for an Eczema — Atopic Dermatitis — Clinical Research Study in Orange, CA.

See if you or a loved one may qualify for our current clinical research study today. You do not have to be medically diagnosed to qualify.

**ECZEMA CLINICAL RESEARCH STUDY**

Orange, California

**ECZEMA CLINICAL RESEARCH STUDY**

Contact Us

Telephone Today!

**About The Clinical Trial**

From the pesky itching to the dry and sensitive skin, eczema, commonly known as Atopic Dermatitis, can be quite hard to treat.

Eligible participants of this trial will be administered a novel drug in order to determine both its effectiveness, and also if the drug outshines current medicine available for eczema conditions.

**We are looking for a better way to treat and relieve the many symptoms of Atopic Dermatitis.**

Participants will be administered the novel drug over the course of a few months and will be required to report their experiences. The **NECESSARY** eligibility criteria are as follows:

Male or Female, 18 years of age or older

Suffering from Atopic Dermatitis or Atopic Dermatitis symptoms for at least 12 months



**Getting Started**

We realize that you play a high perceived role in helping get safe, effective drugs approved for the greater good and public use.

Because of that, we have laid out the four simple steps to participating in our clinical trial just below.

**Step 1:**

Enter Your Contact Information Into The Form Below

All volunteers will, then, be able to receive the informed consent form. From here, you will be thoroughly briefed on the program details.



**Step 2:**

Come to For A Complimentary Medical Exam

After analyzing whether you fit the aforementioned criteria, you will be invited to take our FREE medical exam. Insurance and Medicare are NOT necessary.

**COVID FRIENDLY MEDICAL EXAM**



**Step 3:**

Participation

When you qualify as a participant of our clinical trial, you will formally be asked to participate in our study. The health and well being of our participants will be closely monitored along the trial timeline.



**ECZEMA**  
Clinical Research Study  
Orange, CA

**Step 4:**

Compensation

Participants who complete the trial successfully may be compensated generously.

**COMPENSATION**



**Sign Up Today**



Full Name (Required)

Your Email (Required)

Phone Number (Required)

Subject

Your Message

Paragon Rx Clinical, Inc. - Garden Grove

10572 Chapman Ave. Ste 1  
Garden Grove, CA 92640  
Phone: 714-539-3031  
Fax: 714-539-3031  
Email: info@prxclinical.com

Paragon Rx Clinical, Inc. - Santa Ana

1002 N. Garden Street  
Santa Ana, CA 92703  
Phone: 714-611-5889  
Fax: 714-617-8223  
Email: info@prxclinical.com

1415



# COVID FRIENDLY MEDICAL EXAM



# 04. Results



## Results

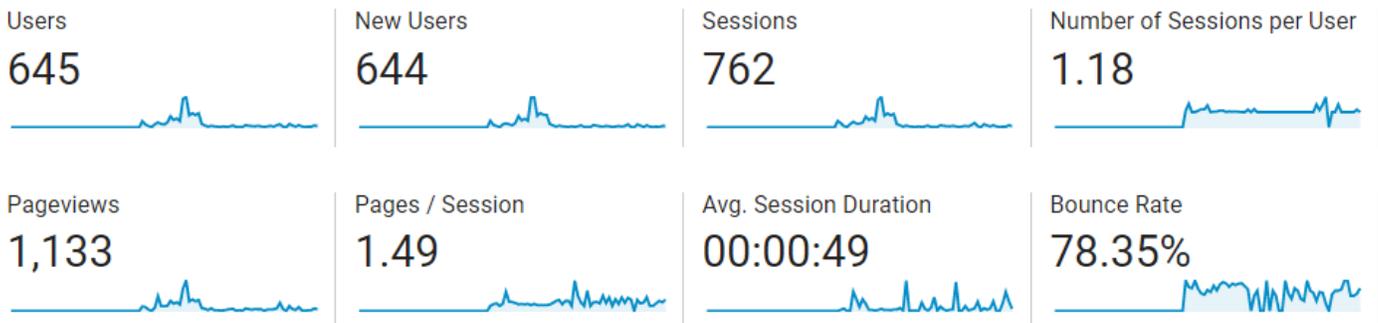
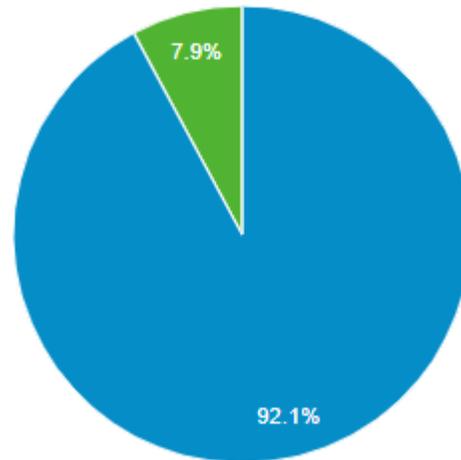
The results and harvest we were able to bring in from our digital marketing experience

By leveraging Facebook Ads and Google Ads, we were able to reap some significant results from this digital web & marketing campaign.

The results were phenomenal:

- Prx Clinical and I successfully generated \$75,000 in leads in 3 weeks time.
- Prx Clinical was able to garner a top of the page google ads post through my use of single keyword ad groups (SKAGS)
- Prx Clinical achieved a new visitor rate of 92.1%
- Prx Clinical received 645 new Users for their website
- Prx Clinical still receives leads to this day for their eczema clinical trial

■ New Visitor ■ Returning Visitor



“Russell was incredibly responsive and took the time to listen to my business’s needs. He got us several leads with his landing page.”

Users	Sessions	Bounce Rate	Session Duration
2K	2.3K	72.1%	0m 56s



# What's Next For Prx Clinical

Now that Prx Clinical Inc has partnered with me, Rjneptune.com, this clinical practice is well equipped to find solutions to challenging diseases and malformities.

It was truly an honor to work alongside them on this digital campaign. It was truly an honor to deliver on the results they needed to move their eczema clinical trial forward.

Visit my website to learn more about how I can get MASSIVE results for your business too:

<https://www.rjneptune.com>

-Russell J. [Founder of Rjneptune.com](#)

