

MGMT Digital Boosts Eating Disorder Center Admissions by 35% in 6 months with AI-Driven Marketing and Strategic Branding

CHARLOTTE, NC, UNITED STATES, October 20, 2025 /EINPresswire.com/ -- MGMT Digital, a full-service [digital marketing agency](#), has helped an eating disorder treatment center achieve a 35% increase in patient admissions within six months by combining strategic brand building, AI-driven marketing, GEO-targeted campaigns, and Answer Engine Optimization (AEO).

The initiative began with strengthening the clinic's brand through professional, patient-focused web design. By developing a clear, visually appealing website that highlighted the center's mission, clinical expertise, and success stories, MGMT Digital created a strong foundation for trust and credibility with prospective patients and their families.



"A strong brand is the cornerstone of any successful marketing strategy," said Jake Gorman, COO. "Before driving traffic and increasing admissions, we ensure the clinic communicates its mission clearly and builds confidence through a well-designed online presence."

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AI-Powered Marketing Solutions Drive Patient Engagement

Once the brand was established, MGMT Digital implemented AI-driven marketing strategies to maximize patient engagement and visibility:

- Predictive Analytics & AI Content Creation: Tailoring

messages and digital content to reach individuals and families in need of care.

- Answer Engine Optimization (AEO): Ensuring the clinic appears in AI-powered search results, Google AI Overviews, and conversational queries for increased discoverability.

- GEO-Targeted Campaigns: Connecting with local patients and service-area communities to drive appointment bookings.

"Patients are increasingly using AI-powered platforms to find care," said Zach Gross, CEO. "By optimizing for GEO and AEO, we ensure clinics are visible where patients are actively searching."

Multi-Channel Strategy for Sustainable Growth

- MGMT Digital's integrated approach combines organic SEO, content marketing, and paid campaigns to ensure maximum impact:
- SEO & Content Marketing: Educational blog posts and local SEO make it easier for patients to find care online.
- Paid Campaigns: Google Ads, Meta Ads, and targeted campaigns increase awareness and drive inquiries.
- Consistent Branding Across Platforms: Reinforces trust and strengthens the clinic's online reputation.

"Brand-first strategy plus AI-powered marketing creates a compelling patient journey, from discovery to scheduling care," added Jake Gorman, COO.

Delivering Measurable Results

Through this comprehensive, AI-enhanced approach, the eating disorder treatment center saw a 35% increase in patient admissions in six months, improved online engagement, and a stronger community presence.

For more information about MGMT Digital's services for eating disorder treatment centers, visit <https://mgmtdigital.com/who-we-help/eating-disorder-treatment/> or contact jake@mgmtdigital.com

About MGMT Digital

MGMT Digital is a full-service marketing agency based across the United States, specializing in digital growth strategies for behavioral healthcare providers, eating disorder clinics, nonprofits, and mission-driven organizations. The agency offers web design, brand development, SEO, AI-driven marketing solutions, AEO, GEO-targeted campaigns, content strategy, and paid advertising, helping clients increase visibility, engagement, and measurable results.

Jake Gorman
MGMT Digital
+1 704-572-7172
jake@mgmtdigital.com

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