

Home Healthcare and Hospice Company Maintained Patient Pipeline With a Hyper-Local Digital Marketing Campaign

THE RESULTS

- **556** Phone Calls
- **249** Live Chat Conversations
- **26,505** Campaign Website Sessions
- **8M** Ad Impressions

The Situation

An award-winning Home Healthcare and Hospice company located across Washington, Utah, and Denver sought out a digital marketing partner to increase their visibility online and develop a consistent source of patient traffic for their Tacoma, Washington, and Orem, Utah locations.

The Solution

With budgets of **\$3,699/month (Washington)** and **\$2799 per month (Utah)**, our team was able to launch a full-service campaign. The Senior Living account management team at Conversion Logix developed a targeted digital advertising campaign to provide a monthly stream of patients for these two locations.

The team **launched a strategic mix of Paid Search, Facebook Advertising, Display Advertising, and Precision Mobile Targeting to generate over eight million ad impressions** to medical professionals and caregivers in the Tacoma, WA, and Orem, UT area. This ongoing brand campaign provided 25-30 qualified phone calls and 7-10 qualified website leads on average each month to help the company maintain occupancy from September 2020-2022.



Campaign Metrics	Washington	Utah
Monthly Budget	\$4,199	\$2,999
Ad Impressions	5.15M	3.06M
Campaign Website Sessions	15,196	8,899
Phone Calls	131	425
Live Chat Conversations	249	N/A
Conversion Cloud® Leads	92	N/A

Channels	Impressions	Website Sessions
Precision Mobile Targeting	4.61M	8,014
Paid Search	123,200	6,967
Facebook Advertising	859,020	6,123
Data-Driven Display	1.39M	2,711
Display Retargeting	1.22M	2,690

The Strategy

The Conversion Logix team developed a multichannel advertising campaign to increase visibility among caregivers, medical professionals, senior living communities, and families of prospective patients. We deployed retargeting and an array of lead-generation tactics in addition to these top-of-the-funnel campaign strategies to convert anonymous traffic into leads. This omnichannel approach helped the company maintain and monitor their patient pipeline and gain greater insights into the effectiveness of their marketing investment.

Brand Awareness Strategy

We relied on three levers to increase brand awareness among caregivers, medical professionals, and senior living communities.

1. Precision Mobile Targeting

We launched a geofencing campaign targeting VA hospitals and hospitals and medical centers providing care associated with Gerontology, Cardiology, Oncology, and more. We also targeted senior living communities & skilled nursing communities. By targeting visitors of these buildings with mobile banner ads, we were able to reach a highly targeted audience at a critical moment in time.

2. Data-Driven Display & Display Retargeting

This strategy increased the scale of the campaign by targeting medical professionals and caregivers within a drivable distance of the two (Seattle and Salt Lake City) locations. We paired this targeted Display strategy with Display Retargeting ads to keep the company's brand and services top-of-mind among potential referrers.

3. Facebook Advertising

We saw great success promoting this client's brand across the feeds of Facebook users located within a fifteen-mile radius around the client's Tacoma and Orem locations. Photo and copy selection was critical to creating relevant ads that conveyed reliability, highlighted the company's key services, and built trust in an emotionally vulnerable time.

When marketing in states with large population centers, it's important to narrow the focus of your location targeting to get the best results. While scale is the goal of brand awareness strategies, strategic targeting can add the necessary guardrails to the campaign to ensure your ad dollars are reaching prospects within a realistic distance from your property. Within the Hospice industry especially, patient mobility is a challenge, which is why a more focused approach to location-based targeting is key.



The Strategy



Paid Search Strategy

With both Hospice and Home Healthcare, specificity is critical to creating an effective campaign strategy. With Home Healthcare, one slight change in wording can take you from bidding on searches for healthcare options (Home Healthcare) to irrelevant home care searches such as local gardeners, maids, and home organizers (Home Care).

We set this client up for success by honing in on **the most relevant keywords for the services they provided and paired this with location targeting** focused on searchers residing near Tacoma and Orem. Since both of these clients were located near major capital cities, we focused our targeting efforts on cities and neighborhoods that were easy for caregivers to drive to. **This enabled us to maximize the client's budget and generate more qualified traffic while also staying within their operating budgets.**

Lead Generation Strategy

Each of the two offices in this client's portfolio had complimentary call tracking enabled in their campaigns to record phone calls. With more room in the budget for lead generation technology at the Washington location, we were able to implement The Conversion Cloud®, our proprietary suite of lead capture website applications.

This included a self-scheduling application, an offer promotion application, and a Live Chat service managed by empathetic and responsive human chat agents. The addition of these strategies helped the Washington location automate and outsource a greater portion of inquiries compared to the Utah location. The strategy increased lead conversions by giving prospects a range of communication options and 24/7 virtual chat support.

KEY TAKEAWAYS

1. Strategic targeting is essential to reaching a relevant audience and ensuring ad dollars are allocated effectively.
2. The right message at the right time matters when marketing Hospice and Home Healthcare, which is why a multichannel campaign with emotionally sensitive ad creative is needed to develop a marketing strategy that resonates.
3. Different personalities like to communicate with companies in different ways. Providing more options for contacting your company and discovering information can increase lead generation and reduce the time needed for your team members to screen calls.

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