

THE RESULTS

- **19%** Increase in Occupancy Rate
- **170%** Increase in Website Sessions
- **2,224** New Website Visitors
- **50** Qualified Prospect Meetings

The Situation

A Hospice company located in the Inland Empire region of California required an ongoing marketing campaign to fill their patient pipeline amidst the pandemic. They sought out an experienced marketing partner with a background in digital advertising and senior care services who could provide strategic marketing recommendations and proactively manage their ad campaigns on a weekly and monthly basis.

The Solution

The leadership team partnered with Conversion Logix® to develop a highly targeted multichannel advertising and lead generation strategy to build brand awareness and generate referrals from local professionals.

With a \$3,699/month budget, our team was able to launch a full-service campaign across the following channels: **Paid Search, Display Advertising, and Facebook Advertising.**

This cross-channel campaign drove prospects to the client's website, where they could instantly schedule appointments, talk to a live chat agent, or watch a video through The Conversion Cloud®, our proprietary suite of lead generation applications.

By December 31, 2020, the company was able to schedule **55 new prospect meetings with a 90% attendance rate** and increase occupancy from **73% in October 2020 to 92% by the end of the year.**



Top Traffic Sources	Website Sessions
Facebook	911
PMT	590
Retargeting	418
Data-Driven Display	334

The Strategy

The key to this campaign was a hyper-local targeting strategy and focus on brand awareness among caregivers, doctors, and senior living facilities. In addition to a highly effective ad strategy, prospects were given the option to choose their preferred method of communication (phone call, chat with a human agent, self-schedule a meeting, email), which increased lead conversion rates.

Paid Search Strategy

A targeted Google Ads campaign was launched, focusing on specific geographic locations within less than an hour's drive of the property. With the office's proximity to LA and other nearby major cities, narrowing the location targeting to searchers within smaller cities a drivable distance from the office enabled us to reach the most relevant leads while maximizing the client's ad budget and operations budget.

Ad groups were created to tailor messages to different audiences, such as caregivers and healthcare professionals. These ads conveyed the compassionate nature of hospice care and highlighted the key selling points of the company.

Display Strategy

We launched three forms of Display advertising campaigns to build brand awareness among the client's target audience.

1. Data-Driven Display

This large-scale cross-device brand awareness campaign targeted caregivers and medical professionals within the local area.

2. Display Retargeting

A retargeting campaign that re-engaged previous website visitors and kept the brand top-of-mind.

3. Precision Mobile Targeting

A mobile geofencing campaign that targeted mobile devices within a strategic mix of nearby hospitals, senior living communities, and medical centers.

Within the first full month after the campaign launched (October 2020), these campaigns generated over 75,000 ad impressions.



The Strategy



Social Advertising Strategy

Facebook Advertising was the largest traffic driver to this client's website, generating **1,053 sessions within the first three and a half months** of the campaign's launch. We promoted a video ad featuring the owner of the Hospice Company and clips of patients receiving care to develop an emotional connection with the target audience and highlight the steps their caregivers took to improve the quality of life for patients and families.

Lead Generation Strategy

Not every prospect likes to engage with Hospice care companies in the same way, but due to the nature of Hospice, speed and empathy are critical to gaining new patients. To account for this, we provided multiple opportunities for website visitors to gather information and communicate with the company.

- A managed Live Chat service to give empathetic and personalized responses to caregivers and families. This team of human chat agents was available 24/7 and provided responses within seconds, converting 30% of inquiries into leads.
- Schedule Genie®, a website application to automate the tour scheduling process.
- Spotlight™, a lead capture and promotional application to advertise the company's video assets on every page of the client's site.
- Complimentary call tracking to record the volume of calls and attribute ad campaigns to phone leads.

KEY TAKEAWAYS

1. Developing ad creative that conveys empathy and a commitment to high-quality care is essential when marketing within this industry.
2. Strategic location and audience targeting are imperative when designing Hospice campaigns to ensure your ad budget is maximized.
3. Providing website visitors with instant responses and multiple avenues to engage increases lead volume and maximizes the effectiveness of your campaign investment.

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