

Multi- Location Home Care Agency Invests in Online Marketing to Generate More Leads/Sales

Care Advantage Inc.: - Case Study (www.CareAdvantageInc.com)

Marketing Investments Shifting to Online Properties

As our population ages, and the home health and companion care industries get more competitive, Care Advantage wanted to secure its competitive position and gain market share. Online marketing investments had been made but there remained opportunities to be more aggressive to generate more sales leads and increase sales supporting an expanding geographic footprint of new locations.

Some Challenges and Objectives

- There were new competitors entering the market, which threatened Care Advantage's market share and sales performance.
- The agency was expanding into new geographic areas within the state and these new locations needed support to establish sales growth
- Care Advantage had an aggressive sales growth plan and sought methods to achieve their goals



Solutions that Achieved Business Objectives

- Developed a new website more effectively communicating competitive advantages with better visitor usability
- Launched geo-targeted paid search marketing campaign
- Launched and expanded an organic search engine marketing campaign to improve visibility and reduce paid search costs
- Installed and custom-configured Google Analytics, bringing visibility to optimize online marketing performance
- Implemented phone call tracking technology to measure ROI
- Provided social media marketing consulting and guidance

Business Results

The following statistics represent a comparison of 2011 performance vs. 2010

- Total leads generated have increased by 48%
- Leads from search marketing increased by 180%
- Paid search marketing cost per lead decreased by 38%

What the Client Had to Say

"Our company used WebStrategies for nearly 3 years and we really started at ground zero in terms of web marketing. Over time their collaborative team worked hard to understand our business and the referral process which ultimately led them to double and then nearly triple the number of referrals we were receiving from our web marketing efforts -- all while making the website itself better. The team, Neal Lappe & Chris Leone, in particular understand the dynamics of how to drive web results because they constantly keep budget and performance in mind at every stage of development. They understand the pressures of business during tough economic times and were a positively value-added partner every step of the way. I personally could not recommend WSI with any more enthusiasm."

Tripp Perrin, Chief Operating Officer – Care Advantage Inc.



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