



## Best Care, the reference for Home Care in South Florida.

They strive to refer home health caregivers to assist seniors in their homes.

# Table of Content

|   |   |
|---|---|
| 1. About Best Care.....                 | 2 |
| 2. Introduction                         |   |
| - Initial analysis.....                 | 3 |
| - Goals.....                            | 3 |
| 3. Marketing Strategy.....              | 4 |
| 4. Challenges encountered.....          | 5 |
| 5. Zebra Helped Through Innovation..... | 5 |
| 6. Results.....                         | 6 |

# About Best Care

Best Care was founded in 1980 with the mission to refer the highest quality of home health caregivers who provide complete comprehensive care to seniors in their own homes.

Best Care is a private, state-licensed home care company with locations in Miami, Broward, and Palm Beach referring home health caregivers to assist seniors in their homes.

By referring a caregiver that can enable the senior to closely maintain a quality of life that mirrors their daily routine, previous to the need for assistance, the client can maintain dignity and all but eliminate feelings of dependence on the caregiver.

Best Care hired Zebra Advertisement because they were generating poor performance on Google. Most of their calls were coming from users that were looking for a job rather than from potential customers. They, therefore, needed a quick change in performance or they would have obliged to pause any Google AdWords effort.



# Best Care

Private Duty Nursing in the Home, Hospital, or ALF

[www.bestcare.net](http://www.bestcare.net)

# Introduction

After performing an **initial analysis**, we identified the following areas of improvements :

1. They had a lot of Search campaigns with broad match keywords attracting a lot of irrelevant search queries, including job seekers.

2. There weren't enough negative keywords and the search terms report hadn't been looked at for a long time.

3. All the ads needed to be updated to the new extended ads format and there wasn't much testing done at the ad level.

4. Bids were set at a manual CPC bidding and weren't optimized in months. This created a lot of inefficiencies in Best Care's budget.

Best Care had **clear goals** in mind:

1. Increase calls to their business from people looking for at home elderly care.

2. Increase the quality of the people visiting their website.

3. Reduce the amount of calls from healthcare providers looking for work at their company.

4. Achieve a number of 6 admissions per month by February 2019.



# Marketing Strategy

After identifying the reasons of Best Care's poor performance while setting up their goals, Zebra Advertisement decided to conduct this Best Care project with these following **approaches**:

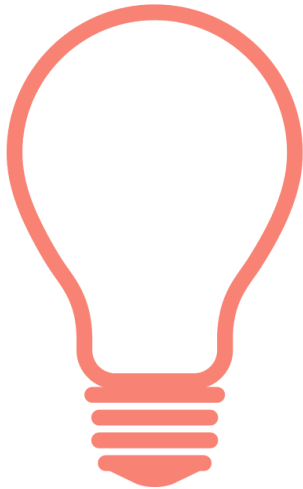


1. Our first step was to clean up the current campaigns by creating a robust list of negative keywords. We wanted to remove all the terms that were attracting the wrong crowd and job seekers.
2. We updated all of the ads to include three headlines and two description lines.
3. We optimized their Google My Business listings for their locations and created location pages on their website to use as landing page and create a hyperlocal feeling for our users.
4. We started a bi-weekly analysis of the search term report to find more negative keywords as soon as more search terms were available in the account.
5. We decided not to restructure the account but to optimize what we had because we wanted to take advantage of the historical data of their current campaigns. This would allow us to keep all the good that the campaigns had as long as we would have removed any inefficiency.
6. We planned the creation of branding campaigns to increase the conversion rate. Our thought was that if people familiarize more with the Best Care Brand, then, we will increase the conversion rate. We, therefore, decided to launch a local video campaign on YouTube creating a 30 seconds video commercial targeted toward the right users by employing custom intent keywords as a custom audience.



## Challenges encountered

1. Increase the lead quality in a short time frame while reducing calls from people seeking employment.
2. Find a target method to promote our video campaigns to the right audience.



## Zebra Helped Through Innovation

1. We increased the lead quality by implementing a few innovative solutions:

- We created a reporting system that would filter for us all the search terms with a low CTR or that included words that we considered "dangerous". We were, therefore, able to run a first large optimization and then, intervene right away to better target day after day.
- We switched from a manual CPC bidding to a CPA bidding and by focusing on real leads only. Because of that, the Google Algorithm has gradually improved our conversion quality and optimized our delivery to move toward more and more quality conversions.

2. We focused on the intent of the searcher to find the right audience.

We decided to use custom audiences and more specifically keyword based custom intent audiences to target users based on the keywords that the audience is actively researching. We wanted to maximize the use of our budget and to not waste views on

users that had no interest in our services. Generating a **40.13%** view rate confirmed that we did a good job at targeting their right audience.

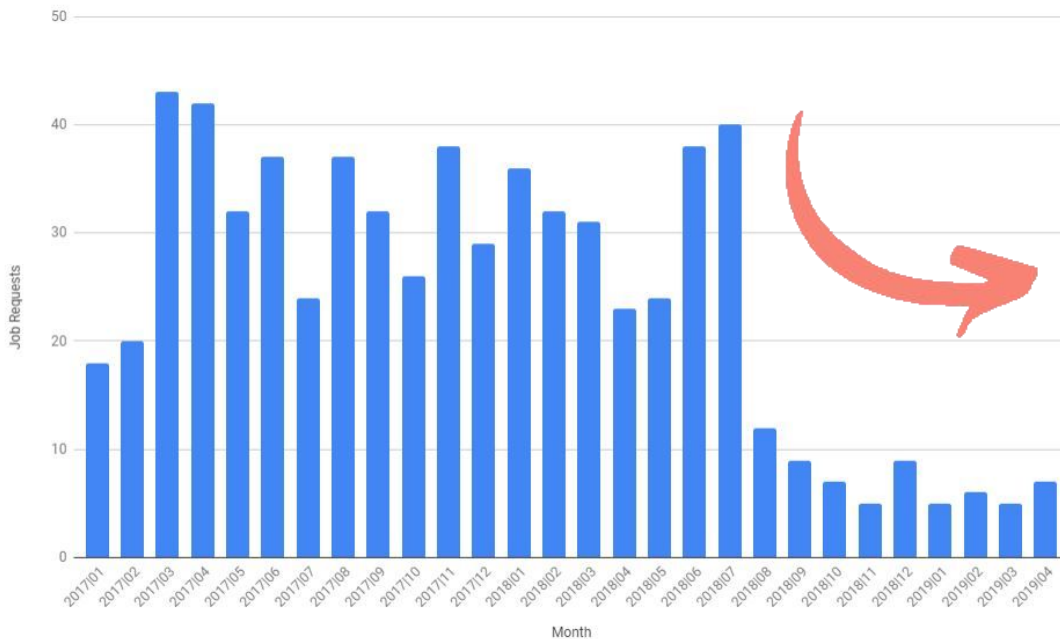
| ↓ Impr. | Views | View rate | Avg. CPV | Cost     |
|---------|-------|-----------|----------|----------|
| 22,344  | 8,966 | 40.13%    | \$0.03   | \$236.65 |

## Results

From June 2018, we started to work for Best Care, and the account grew into quite a large one. We created over **14 campaigns and 914 ads**.

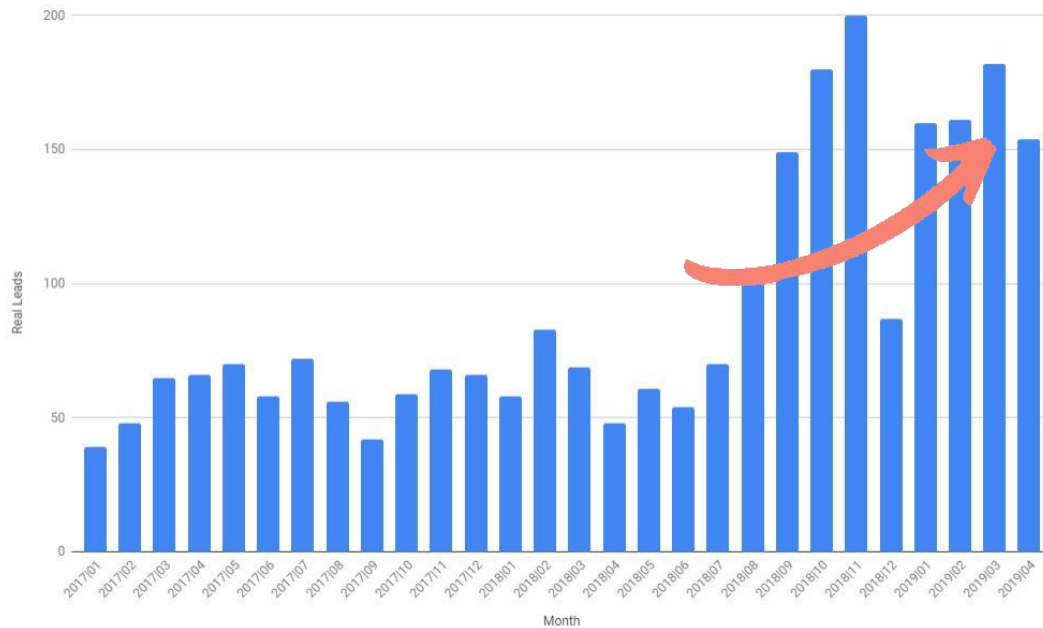


We were able to **drastically reduce the amount of job inquiries** coming in through the website. Below is the graph showing the amount of job requests decreasing since the end of 2018.





The amount of **real leads increased exponentially** month over month even though the budget wasn't increased as much. Below is the graph showing the increase of real leads starting from June 2018.



We generated an average of **7 admissions per month** starting in September, which is 5 months in advance than what we had as a goal.



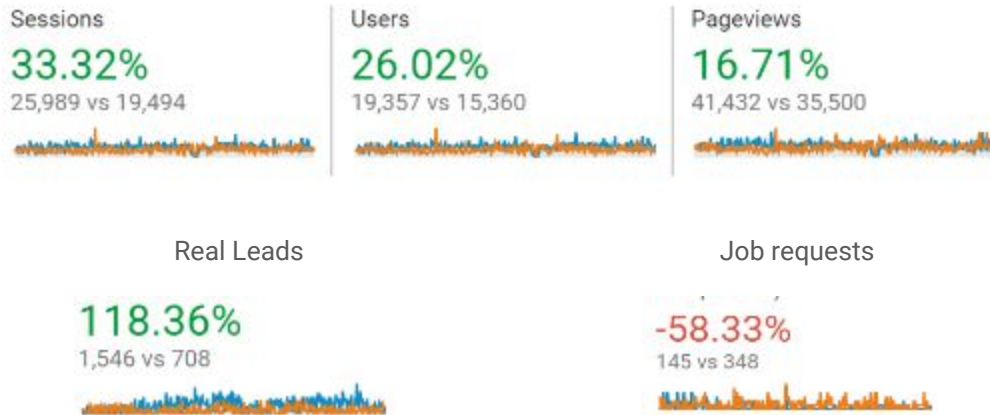
The company was able to **gain 4 customers** that are actually agencies and rehab facilities. Because of that, they started being referred over 5 customers per month from these companies. We are not counting them toward our metric of admissions per month since the idea was to count agencies as one conversion.



The business has also benefited from an increase in organic reach. Their social media profiles have been optimized and grown over the course of the campaign to create a great brand experience for target customers. They recently reached **3000 organic followers on Instagram**, which is a great result for a local company working in the healthcare industry!



From a numeric standpoint, here is a before and after our work with Best Care.



- The Video campaign was started in the second half of April and we tested the first month with \$250. We are going to spend \$250 per month until we have enough data to evaluate the impact of the video campaign on the business and potentially increase it.

- We decided to target users based on a custom audience built based on custom intent keywords.
- We have a view rate of **40.13%** which is a great rate considering that we are promoting an elderly service via pre-roll ads.

| ↓ Impr. | Views | View rate | Avg. CPV | Cost     |
|---------|-------|-----------|----------|----------|
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THANK  
YOU

Google