

How I generated 23 new calls from patient referrals for a home care agency in a little over 1 month.

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This case study describes **how I generated 23 calls in 1 month** for Caring Touch Home Care, a senior in-home care agency located in Sparta NJ.

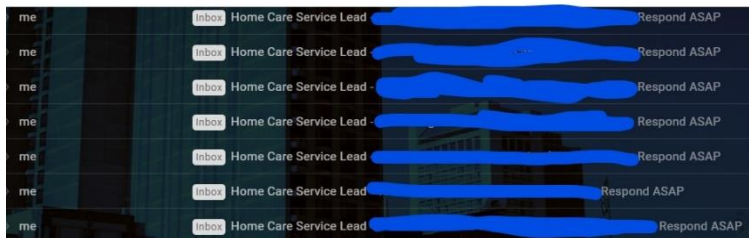
This home care agency was looking to increase the number of patients they work with and **they knew that increasing their call volume was the way to do it.**

They were getting some calls here and there, but they wanted more calls on a consistent basis. Here is a screenshot of the calls that came through (Note some days no ads were run due to it being a time the owner [Joan] couldn't take calls)

23 Calls from Jul 20, 2020 - Aug 30, 2020



While most people call, others will fill out a form to request information



How were these results accomplished? Well through advertising on google (Where you only pay if someone clicks on your ad) + a landing page (a type of website) that made people want to call them over the competitor.

On google, we can see that with just 4 keywords alone there's 2,080 searches related to home care in NJ. **Note that these are people who know they need the service, they are just looking for a business to give it to them.**

That's 2,080 opportunities you can show up in front of that person looking for your services. Best part is we target 10-40 keywords that indicate high intent to buy...

meaning even more opportunities for you to show up right in front of people ready to get healthcare services from you.

<input type="checkbox"/> home care agency	720		Medium
Keyword ideas			
<input type="checkbox"/> in home healthcare	720		Medium
<input type="checkbox"/> home care agencies near me	320		Medium
<input type="checkbox"/> in home nursing care	320		Medium

And as a certified and experienced google advertiser, your ads will be shown more often compared to competitors who also do google ads. (Google rewards you for that by giving you cheaper clicks!)



But that's just getting the traffic to click on your ad, now we have to get that traffic to call you...

This is where the landing page comes in.

The BIGGEST mistake people (and other marketing companies) make when they do any sort of digital advertising is not having a landing page that gets people to call or fill out a form.

Most people waste thousands of dollars sending traffic to a website, but they don't end up becoming a lead because most websites aren't designed to get people to call you right away or they aren't mobile optimized.

Below is the **landing page I designed for Caring Touch Home Care that generated the 23 new calls in 1 month.**

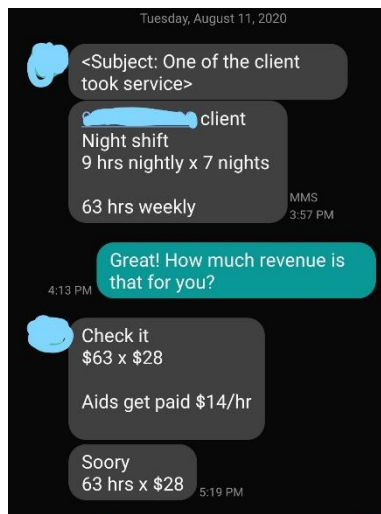
The only goal of this page is to get people to call you or request information by filling out a form.



The average landing page converts (meaning the percent of people who see the page and call or fill out a form) at 2.35% while ones I design convert at 15-30%. **This means that for every 100 clicks the competition gets, they get 2 leads and for every 100 clicks I get, we get 15-30 leads.**

And the clicks cost us both the same price, meaning more leads for the same amount of money for you.

And these leads convert into paying patients too...



For those who don't want to do math **that's \$1,764 in revenue and \$884 in profit per week (\$3536 profit per month!).**

And that's just from one of the 23 leads I got them that month

I still work with Caring Touch Home Care to this day and keep delivering them phone calls from qualified client referrals.

Here Is a video testimonial from the owner of Caring Touch Home Care



Want to be next and start getting more calls and more profits coming in? Be sure to contact me at 973-713-1828 or email at aaronb@tensionfreemarketing.com.