

The Client – A specialised search engine for people looking for care homes.

The Challenge ...

Our client is a newly established company that began operating in 2017. We first began talks with the company in March 2018. Due to our extensive knowledge and passion for the care industry, we really saw the value and the need for their offering in the market. At the time, they had little marketing experience and were unsure of how to approach their prospects.

The Project ...

The initial pilot campaign was carried out over a one-month pilot campaign running 3 days per week. The campaign's aim was to target, both NHS and private care homes and offer a free demonstration of the client's portal. When the prospect agreed to a demonstration, we organised and set the appointments for the client.

The Results ...

At the time of writing it is coming towards the end of November. Since March, the client has renewed their contract every month and as of this month, they have increased to 5 days per week. Since March, our target has been 1 lead per day, which makes a target of 111 leads to date. Currently, 234 leads have been handed over to the client, which makes for a total of 211% of the target.

When the client started with us, he was running the business by himself. He decided to go for a pilot campaign of 10 days, working 1 day a week. After the initial 10-week span of the pilot campaign, the business had seen considerable growth, and the client then began a 6-month campaign working 3 days per week. Since the end of this 6-month campaign, just a few weeks ago, the client has expanded significantly and is starting to become a well-known figure in the care industry. The client has now begun a continuous 5 day per week campaign, to sustain business growth at a consistent rate.