

Health & Wellness - Case Study

Service: Health & Wellness

Goal: Calls & Appointment Bookings

I got this client in mid November and set up the account from scratch. This client provides home nursing services. They initially started with a lower budget but gradually increased it as they saw excellent results.

Strategy:

Since this client provides various home nursing services, including personal care, respite care, end of life care, dementia care, meal preparation services, and more, I structured the campaigns accordingly.

- Initially, I created only a Search campaign with different ad groups based on the services offered.
- I also developed a landing page to maximize the conversion rate.
- Within the first month, I achieved excellent results with a very low cost per conversion.
- I targeted demographics aged 35-65+, as per the client's requirements, since this age group typically looks for home nursing services either for their parents or themselves.

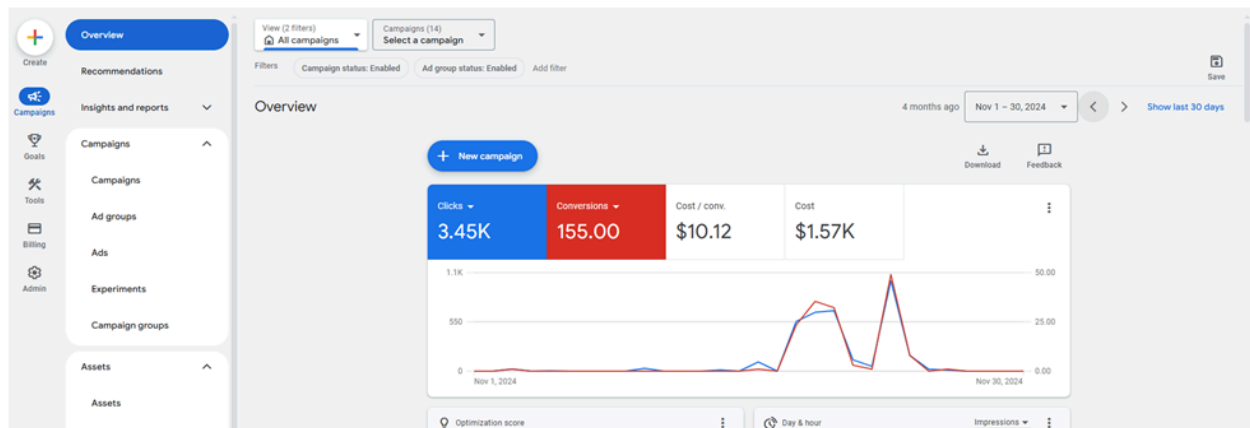
For the first three months, I maintained the same budget and Search campaign, continuously optimizing for better results. After three months, the client doubled their budget after seeing the strong performance.

Scaling Strategy:

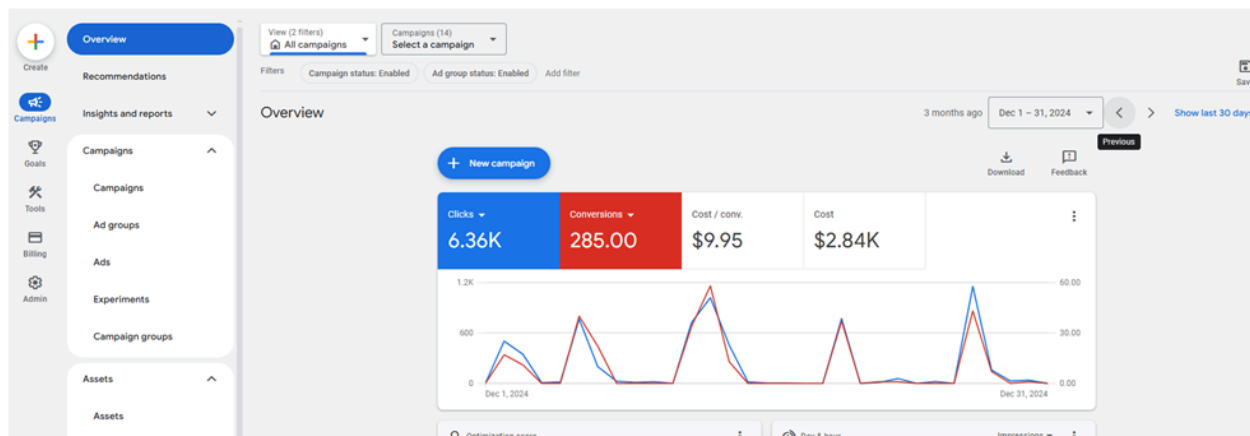
- With an increased budget, I launched a Local Performance Max campaign to attract more local users to their office and boost brand awareness.
- As a result of this strategy, the cost per conversion decreased, and we achieved more conversions while maintaining cost efficiency.

Till now, the results have been excellent. Below are the performance metrics for each month

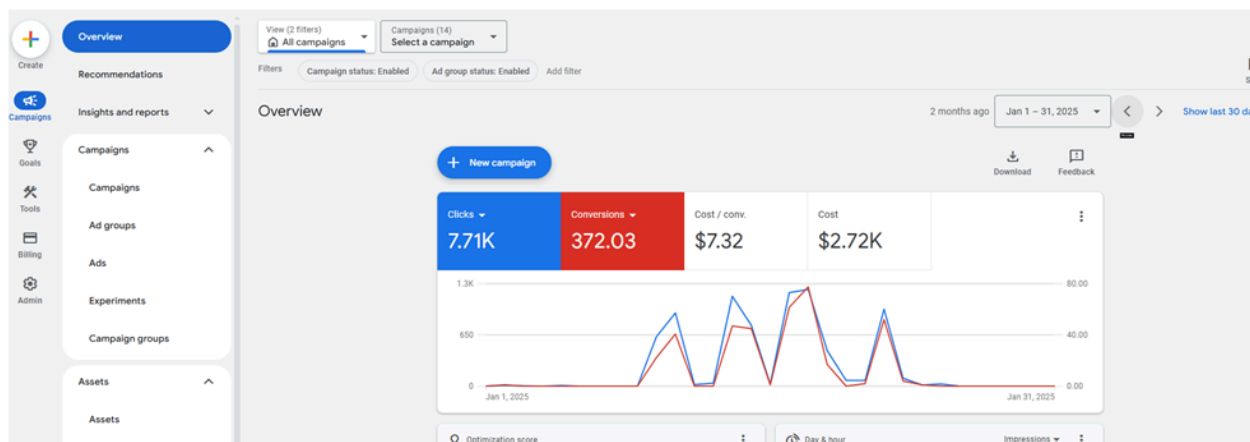
November



December



January



February

