



CASE STUDY

**HOME CAREGIVING COMPANY MARKETING
STRATEGY INCREASES LEADS BY 30% AND
DECREASES SPEND BY 24% FOR
CLEVELAND, OHIO COMMUNITY**



HOW HOME CAREGIVING COMPANY PARTNERED WITH ELLINGTON DIGITAL TO INCREASE LEADS

About Home Caregiving Company

Serving the Greater Cleveland, Ohio area, this home caregiving company offers personalized care that allows individuals to remain in the comfort and security of their home. These services are helpful for those who are getting older, are chronically ill, recovering surgery or disabled and need assistance. In-home care services provide families with the comfort of knowing their loved one is receiving the care to live a happy, healthier life.

While it is an award-winning Home Care Agency, it faced several digital marketing challenges. This included developing a strong brand on social media, ranking well on search engines, and generating leads for both clients looking for care and caregivers looking for work. They needed an affordable solution for their digital marketing needs. They needed someone to not only launch an effective online presence for them, but to use that presence to create real opportunities and drive results.

Overall Goals

- Holistic digital marketing strategy and funnel
- Create awareness
- Generate interest
- Drive conversions

Primary Tactics

- Full inbound marketing campaign
- Downloadable education guides
- Geofencing
- Social media marketing
- Targeted PPC ads
- Search engine optimization

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Additional Campaign Tactics

- Optimization of Google Ads campaign with clear calls to action
- Landing pages customized for conversion
- Use of negative keywords to attract, capture and convert active sales opportunities
- Multiple-touchpoint brand awareness campaign to foster trust and loyalty



Guide to Home Care

We know that your loved one's heart is at home. Remaining independent may have become a little challenging, and that's where home care can help. In this guide, we are going to share with you the complete ins and outs of home care.

[Download the Guide](#) 



Ways to Pay For Home Care

We understand you may have questions about how to pay for home care services. This helpful guide covers the various financial options you have that can include long-term care insurance, reverse mortgages, home care loans, Medicaid and Medicare programs.

[Download the Guide](#) 



Guide to Becoming a Caregiver

Caregiving is a rewarding profession that provides assistance and support to aging adults, disabled persons or those in recovery who are in need of physical, practical, emotional and sometimes medical assistance. This guide can help you discover if caregiving is right for you.

[Download the Guide](#) 

1 YEAR RESULTS

OVER THE PAST YEAR – THIS HOME CAREGIVING COMPANY HAS SURPASSED ITS GOALS FOR LEAD GENERATION, SEARCH, JOB APPLICATIONS AND BRAND AWARENESS.

Lead Generation

Doubled the number of leads through Google Ads for 40% less than what they were spending before on ad budget with a 27% increase in conversions.



Social Media Presence

Facebook Audience Growth increased by **108%**
Facebook Engagement increased by **246%**
Instagram Interactions increased by **100%**



Search Results

Jumped
20 positions

on Google for In Home Care Services in Ohio

Jumped
19 positions

on Google for Home Care Agency in Ohio

Jumped
17 positions

for Caregiver for Disabled Adults in Ohio

Jumped
14 positions

for Personal Care Assistant in Ohio

LET'S WORK TOGETHER

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About Ellington Digital

Ellington Digital is a full-service marketing agency offering digital marketing strategy, graphic design, web development, SEO, advertising, social media marketing, copywriting, and public relations to businesses. We specialize in working with senior living communities to develop and execute marketing plans that fit their needs and budgets to market more effectively and drive the results they need.

Ellington Digital's mission is to bring effective, quality branding and marketing to entrepreneurs, small- and mid-size businesses. Our goal is to maximize our clients' marketing dollars while maintaining and upholding our core values: integrity, passion, excellence, compassion, and community.

