

SUCCESS STORY: Senior Care Services, Inc.

PRODUCTS

- SEARCH ENGINE MARKETING (SEM) *including call tracking and a dedicated SEM landing page*
- TOTAL WEBSITE PLUS WITH LOCAL LISTINGS BUILDER
- RETARGETING
- FACEBOOK ADVERTISING

The Challenge

Senior Care Services (SCS) is an award-winning provider of quality elder care in Miami-Dade County Florida. For over 20 years, the company has been building a network of quality caregivers that match the specific needs of its seniors.

President Ana Ponce knew that SCS's personalized care distinguished it from other senior care services, but had not yet tapped into digital marketing channels to help get the word out about their facility.

"I had entertained the thought of using a marketing service, but I wasn't comfortable with any of the companies I came across."

The Solution

Upon learning about Ana's desire to generate more business online, Ana's friend told her about ThriveHive.

"With the other marketing companies I had looked at, I didn't feel like they were a superpower and could provide me with the results I wanted, but I felt differently about ThriveHive. [My ThriveHive repl] came to my office and made a presentation for me. I thought I'd give it a try. It was the best decision I've ever made."

Ana and her ThriveHive experts talked through her goals, and decided to use the following ThriveHive services:

- SEM: paid advertisements that show at the top of relevant search engine results pages which includes a landing page designed specifically for conversions and Call Tracking
- Total Website Plus with Local Listings Builder: a professional website optimized for search engines, our ThriveHive Guided Marketing Platform, and optimized presence on online directories and review sites
- Retargeting: ads placed in front of people who have previously visited her site
- Facebook Advertising: ads targeting people on Facebook who are looking for elder care services

The Results

Showing up at the top of search engine results increased SCS's online exposure, not just to online users but to those specifically seeking out senior care services. In fact, 70% of



SCS's leads now come from search engine ads that point to a ThriveHive landing page designed specifically for conversions, and they've maintained an average position of showing up on the second spot of Google and Bing's search results. ThriveHive has also driven over 200 calls for SCS since the start of their campaign and they are averaging about 30 calls a month.

By using ThriveHive's SMS text notification feature, SCS can receive updates right to their phone when they have a new lead, allowing them to respond quickly and effectively. In addition, being able to listen to recorded conversations with callers has allowed SCS to close sales more effectively.

"We're able to look at our performance and dissect how we answer the phone and how we engage with callers, so we can more effectively answer their questions and more quickly establish trust with them."

The ThriveHive Experience

Ana is pleased with the thorough service of her ThriveHive representative. "When I need something she is always there to solve my problem. She has helped me work through a lot of issues... amazing customer service."

Ana believes that this comprehensive service comes from a philosophy at ThriveHive of truly wanting the best for each client. "I feel they are very accountable. They really want me to succeed. Any concern I have, they answer it. They are interested in MY business—what's going right and what's going wrong and how they can help. I would recommend ThriveHive to anybody."



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Over 200 calls driven since the start of their campaign.

Additional campaign stats:

SCS has an average 60%+ impression share, which means they are showing up on search engines for more than half of the available traffic