



# CASE STUDY

FUEL  
YOUR  
MARKETING



## Company Overview

iCare Home Health is a home healthcare company that is run by Rick Menassa and his team. Rick brings 30 years of management, business development and marketing experience working for global and Canadian technology companies in Canada and across Europe.

Grounded by personal experiences in struggling to find adequate home health care services for seniors, family and friends, iCare Home Health Services was created with a fresh, and “joie de vivre” (joy of life) approach to offer homecare services and caregiver programs. With so many options out there, iCare understands how overwhelming and uncertain a decision for home care assistance may appear and the desire for your loved ones to stay safely at home without losing personal independence. Therefore, they are determined to bring the most caring and experienced people into your home.







# Case Study

## Challenges & Requirements

We joined hands with iCare Home Health in 2013. We scrutinized and addressed all the challenges and decided to work on each of the problems precisely and tactfully.

Some of the problems were –

-  The lack of a functional website resulted in no online branding and SEO activities. We decided to work on that for starters.
-  There was a need for branding and lead generation strategy.
-  We decided to concentrate on the website and worked on understanding their clients, and target-audience.
-  Due to inactivity on social media channels, social connections were being hindered.

Once we had discussed all their needs, our client charted out the priorities, so we knew where to begin from and how to get them the desired results.

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## Solution

As part of the overall strategy, phase 1 focused on development and design, along with being found organically on search engines and generating qualified prospects.



# Case Study

Accepting these challenges, we re-developed and designed the website in the first stage, which changed the website's overall look and feel, also making it user-friendly.

During the development phase, we worked with our design and development team to incorporate Google's best practices for Search Engine Optimization.







A content marketing plan was created in order to ensure that the visitors get relevant information and engaging content.

Since the inception, iCare Home Health Blog section has been fueled with the content that their audience finds valuable and so do the Search Engines as this gave us an opportunity to improve the internal linking quality of the website.

Lead generation was the most important area of focus and with relevant content, organic rankings and targeted paid ads on Google and Facebook, iCare has now grown into a very successful business and the overall ROI has been huge. We have some numbers from the past years to showcase the progress achieved.

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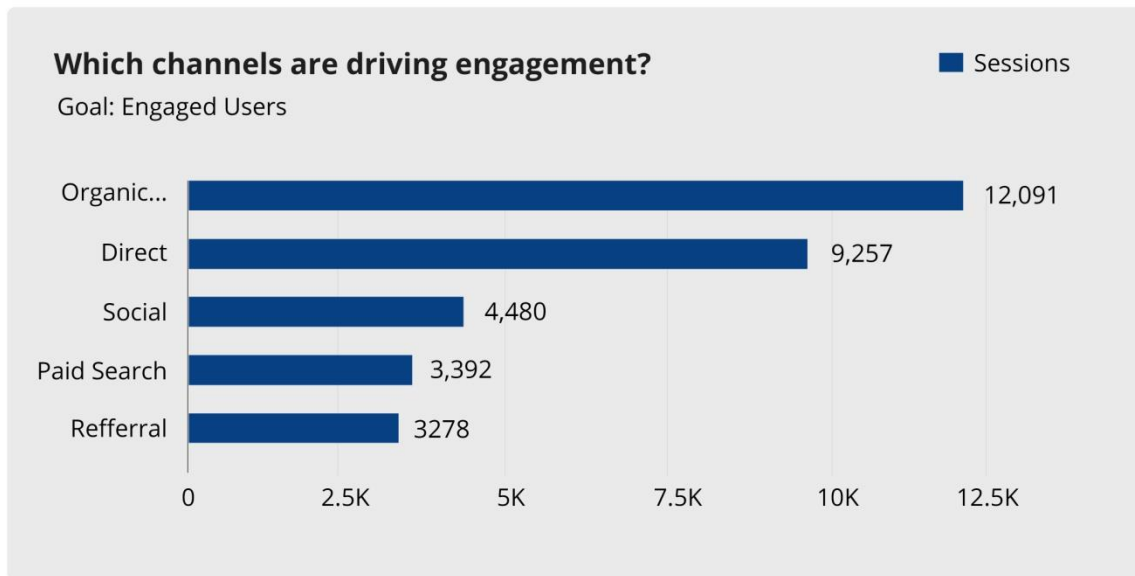
## Result

-  The website showed immense improvement and it now ranks in TOP 10 for 18 keywords.
-  Our actions have drawn about 66.7% of new visitors on the website in the last 6 months alone.
-  The overall keyword ranking has improved, enabling more traffic and visibility.
-  Increased social media presence has helped make connections with their target audience and generate leads for one third of the cost.
-  Through call rail tool, we tracked 126 Call.
-  With team effort and a cumulative of all activities that we implemented, we were able to push this project to a better position.



# Case Study

## ACQUISITION OVERVIEW



Each channel of engagement plays a crucial role in driving leads. As it can be seen, organic search topped the list by getting the maximum traffic. We, therefore, stress a lot on maintaining a well-developed and appealing website.

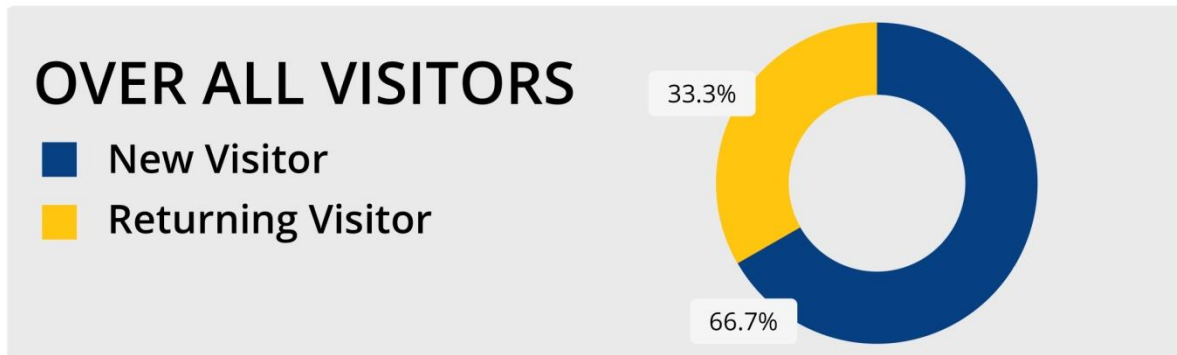
After analyzing all the mediums of engagement, we believe it is mandatory to have a digital marketing team on board.

The numbers are overwhelming and we take pride in the work that we have put in and the results we have received for iCare Home Health.



# Case Study

## AUDIENCE OVERVIEW



All our actions are driven by our target audience. As per the audience overview, we crossed a hundred thousand page views and the new visitor's percent stands at 66.7%

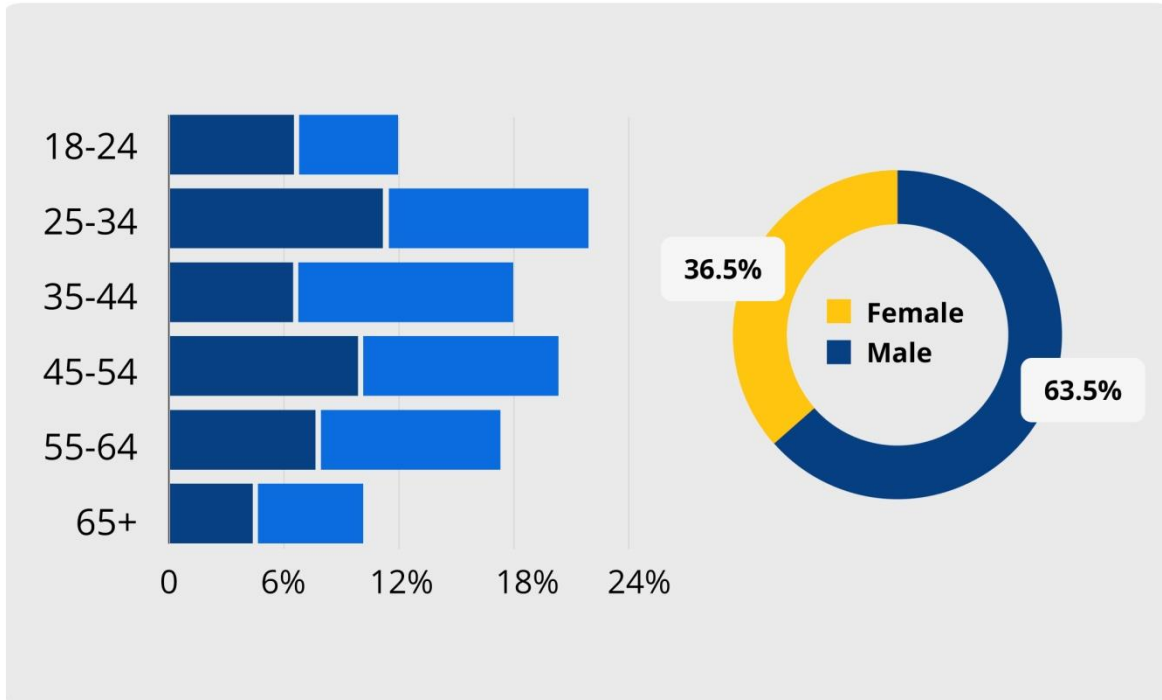
We received huge traffic with sessions standing at 36,844 in total. Over twenty-five thousand out of the total sessions came from Canada alone.

New visitors are a sign of potential leads coming your way. A well developed and great looking website plays one of the most important roles in engaging a new visitor.



# Case Study

## Engagement by Age & Gender



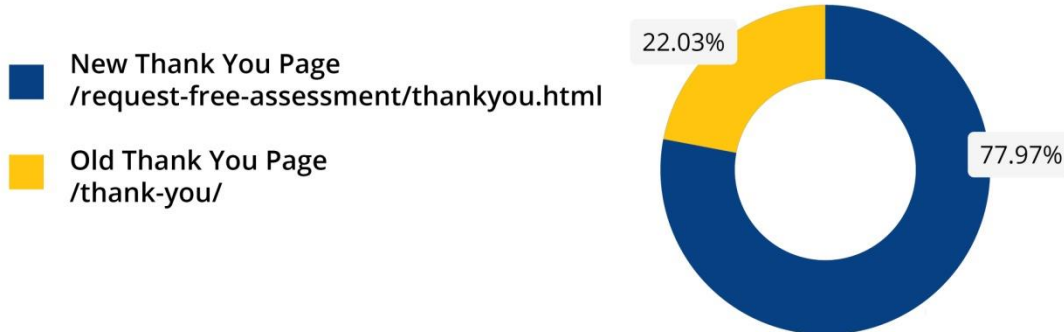
Our target audience is decided based on multiple factors involved. Each person has individual characteristics and can be hard to please. Our strategies are based on uncovering these identities and trying to resonate with each of the personas we create.

The results have worked impeccably as we not just decoded our target audience but also applied methods to turn them into visitors and eventually leads.



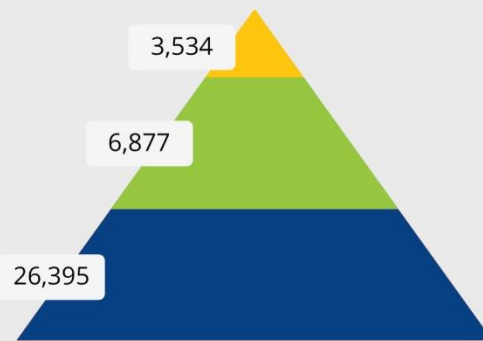
# Case Study

## GOAL CONVERSION



## DEVICE OVERVIEW

- Desktop
- Mobile
- Tablet



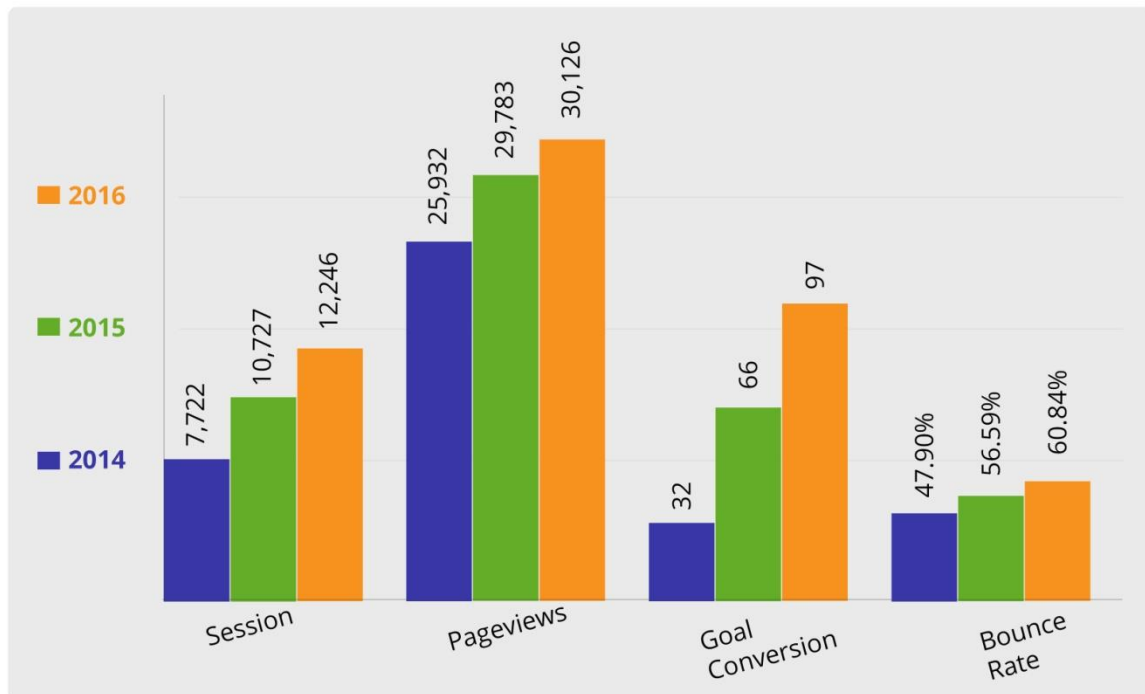
The goal conversions have tripled since the time we have started working with iCare. Our services have proved to get more leads and have multiplied their revenue by many folds. Our constant implementations have resulted in tremendous growth for iCare making this collaboration a success!

The device overview indicates the number of sessions recorded through the desktop, mobile and tablet respectively. The numbers show a clear distinction making desktop the most used device compared to the rest.



# Case Study

## Project Summary



This collaboration has been a wonderful experience for both the ends. We have ensured tremendous progress for iCare Home Health as you can see in the project summary, it is a clear indication of the impeccable results we have achieved in the past 3 years.

Since the beginning, we focused on strategies that would give out the best results. iCare has been growing and developing in numerous ways. The content strategy along with the SEO implementation has been the fundamental reason for the exemplary results and goal conversions till now. The strategies that we initiated are productive for the growth in the long run.