

Springfield

Healthcare



The Challenge

Springfield Healthcare own and operate a number of luxury care homes and homecare services, across Yorkshire, Humberside and the North East.

I represented this client on behalf of a marketing agency that I did some freelance work for.

Springfield approached us during a time of planned growth. I was part of a remote team that was responsible for creating a comprehensive and responsive digital strategy. They own more than 40 care homes, each with its own separate website.

My role was to take care of the rebranding and marketing campaign for their Chocolate Works and Seacroft Green websites:

- **Facebook advertising**
- **PPC**
- **Copywriting**
- **Ads**
- **Landing pages**

FACEBOOK ADVERTISING FOR SPRINGFIELD CARE HOMES

My Facebook strategy consisted of the following:

Recruitment Ads

- My ads helped Springfield Recruit 20 new homecare assistants.

Care home Ads

- These ads contributed to a 10X ROI across The Chocolate Works website and Seacroft Green website.

Organic posts

- These increased engagement on both The Chocolate Works and Seacroft Green Facebook pages. On average, my posts would get between 20-80 likes



Insights See All

■ Your Posts ■ Talking About This ■ Reach



Seacroft Green Landing Page. Click to view

email: reception@seacroftgreen.com



SEACROFTGREEN
CARE CENTRE

Careers | A A A

Call: 0113 426 1230

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[Seacroft Green](#) > [General](#) > [5 top tips for choosing the right care home](#)

5 top tips for choosing the right care home

Choosing the right care home for your relative can be a complex and stressful decision.

We have put together a list of the top 5 things you should consider when selecting a facility for your relative. Knowing what to look out for in advance can help you to ensure that you get the best possible care for your relative.

Visit a few different care homes



Chocolate Works Landing Page. Click to view



[Chocolate Works Care Village](#) > [General](#) > [3 top tips on choosing a high quality care home](#)

3 TOP TIPS ON CHOOSING A HIGH QUALITY CARE HOME

When selecting a care home for your relative, it is important to choose one that will offer them a high level of support, security and comfort.

Selecting the right facility can often be a complex and time consuming process, especially when it

My Solution

Conversion Rate Optimisation

- Ongoing analysis & optimisation of marketing campaigns to maximise ROI
- Identifying new areas of opportunity
- Website analysis and testing to improve
- Conversion, quality and data capture

Offline Strategy

- Designing & printing marketing collateral
- Online content to act as a destination for offline promotions
- Advertising in localised publications

Results

- **PPC: £44K ROI for PPC advertising**
- **Facebook: 50 leads within a 2 week period. Ongoing engagement**
- **Landing pages: 12 new leads per landing page (worth £48k per week, with care home places costing £4k per week)**
- **Social media ads: 52% increase in engagement and brand awareness as measured with Google Analytics and Google Adwords insights**

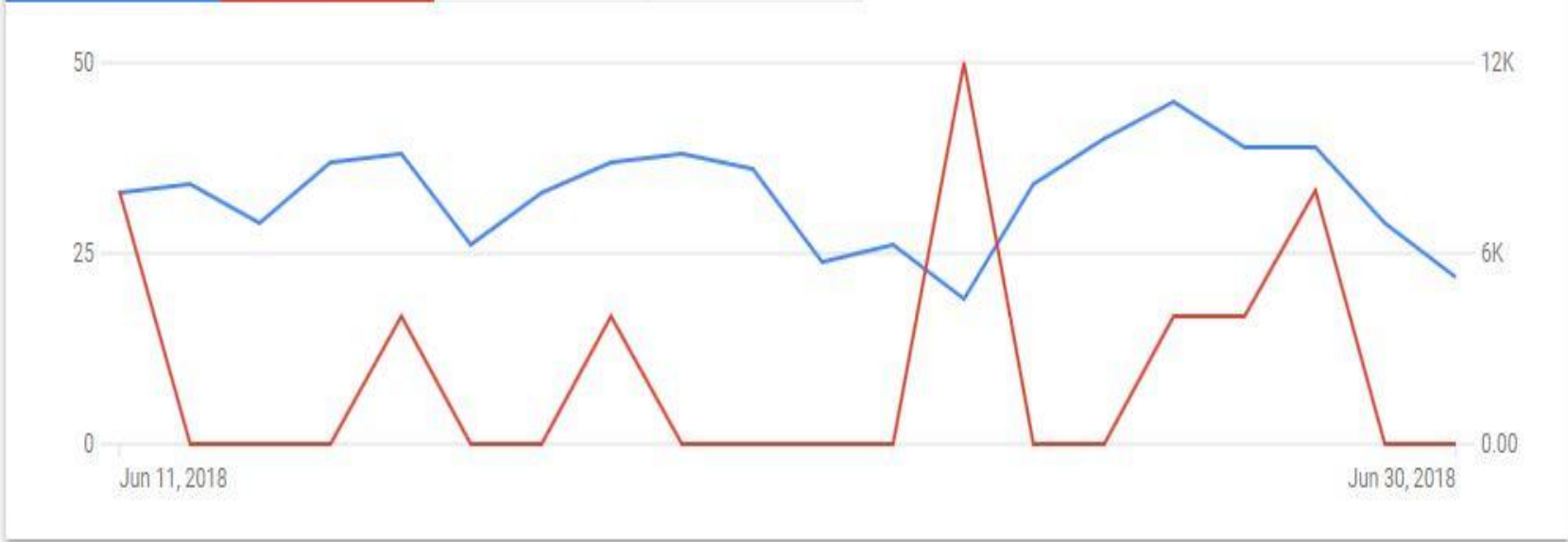
But seeing is believing...

PPC results page and video ads below...

Overview

Custom
Jun 11 - 30, 2018

Clicks ▾	Conv. value ▾	Conversions	Cost
658	44K	41.10	£554

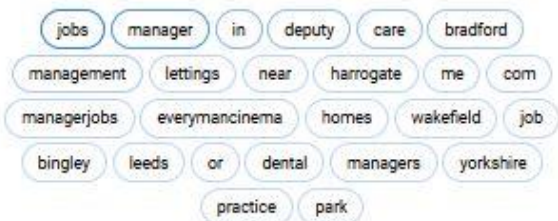


Clicks ▾	Conv. value ▾	Conversions	Cost
658	44K	41.10	£554



In the ad group **Mayfield View Dep...** new words were used in searches that showed your ads

In the last 7 days (Jun 25 - Jul 1, 2018)



Biggest changes

Jun 11 - 30, 2018 compared to May 22 - Jun 10, 2018

		Cost ▾
Mayfield View Recruit... Mayfield View Deputy ...	█	+£26.64 +*
Seacroft Green - Private Nursing Home	█	+£20.99 +30.74%
Seacroft Grange Geo ... Generic - Non branded	█	+£17.74 +16.62%
Mayfield View Recruit... Assistant Cook	█	+£17.57 +*
Seacroft Grange Geo ... Seacroft Grange - Bran...	█	-£17.55 -44.66%

Campaigns

	Cost ▾	Clicks ▾	Conversions ▾
Seacroft Green	£159.65	229	13.05
Seacroft Grange Geo Located	£159.44	180	8.00
The Chocolate Works	£158.70	189	20.05
Mayfield View Recruitment	£75.92	60	0.00

VIDEO SNAPSHOTS I CREATED FOR SPRINGFIELD HEALTHCARE

CHOCOLATE WORKS VIDEO



SEACROFT GREEN VIDEO

