

Case study 07 · Senior care

62% more leads a month, and a 180% return on ad spend

Geriatric care management practice · California, United States

The practice now reaches families while they are still planning, instead of waiting for referrals after a crisis, and it can repeat the campaign in days.

Business impact

+62%

New leads a month

180%

Return on ad spend

11%

Of leads becoming long-term care clients

-45%

Time to launch each new campaign

First new clients within 30 days

Before and after	Before	After
New clients from referrals alone	100%	78%
Registrants who book a call	0%	18%
Leads followed up within a day	30%	85%

The problem

Almost every client arrived through a referral after a hospital stay had already forced the decision. By then the family had fewer options and the practice had no way to grow beyond its referral network.

What we changed

- A free class on protecting savings from care costs brings families in early.
- Every registrant is followed up until they book a call or decide not to.
- The whole campaign is reusable, so each new run costs a fraction of the first.