



GASS
MARKETING

CASE STUDY: HEALTHCARE COMPANY

GASS MARKETING CREATES LEAD GENERATION
FUNNEL USING SOCIAL MEDIA ADVERTISING



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SITUATION

Healthcare Company is an online doctor referral service that connects patients with doctors and insurance plans. The demand for lead generation is essential for the business to function.

The website is focused on connecting consumers with health care solutions and issues. The challenge was to bring in enough leads at a low enough cost per acquisition for the model to work. When we were brought in, the client had mastered lead generation funnels for one type of client but was struggling to bring the Cost per Acquisition (CPA) down below \$250.

Our challenge was to create new lead opportunities covering different procedures and specialties at a cost per acquisition of \$150 a lead within a 35-mile radius of the clinic where procedures would be performed. Our goal was to generate 20 leads in month one and 40 leads during month two.

SOLUTION

During analysis of the current lead funnels, we realized the cost of traditional media was inflating the CPA. This was especially true in crowded urban markets. We tackled the lead generation problem by implementing a new strategy using Facebook's advertising platform.

We initially focused on one general procedure and we were producing leads within the first 30 days at \$60 CPA. In the second month of the campaign we were able to add new acquisition funnels focusing on specific procedures, as well as identifying persons with specific jobs and demographics that were likely to need certain types of medical services. This worked to produce leads. We were able to increase the lead generation from our initial 20 acquisition goal in the first 30 days to 34 leads at \$41.68 a lead.

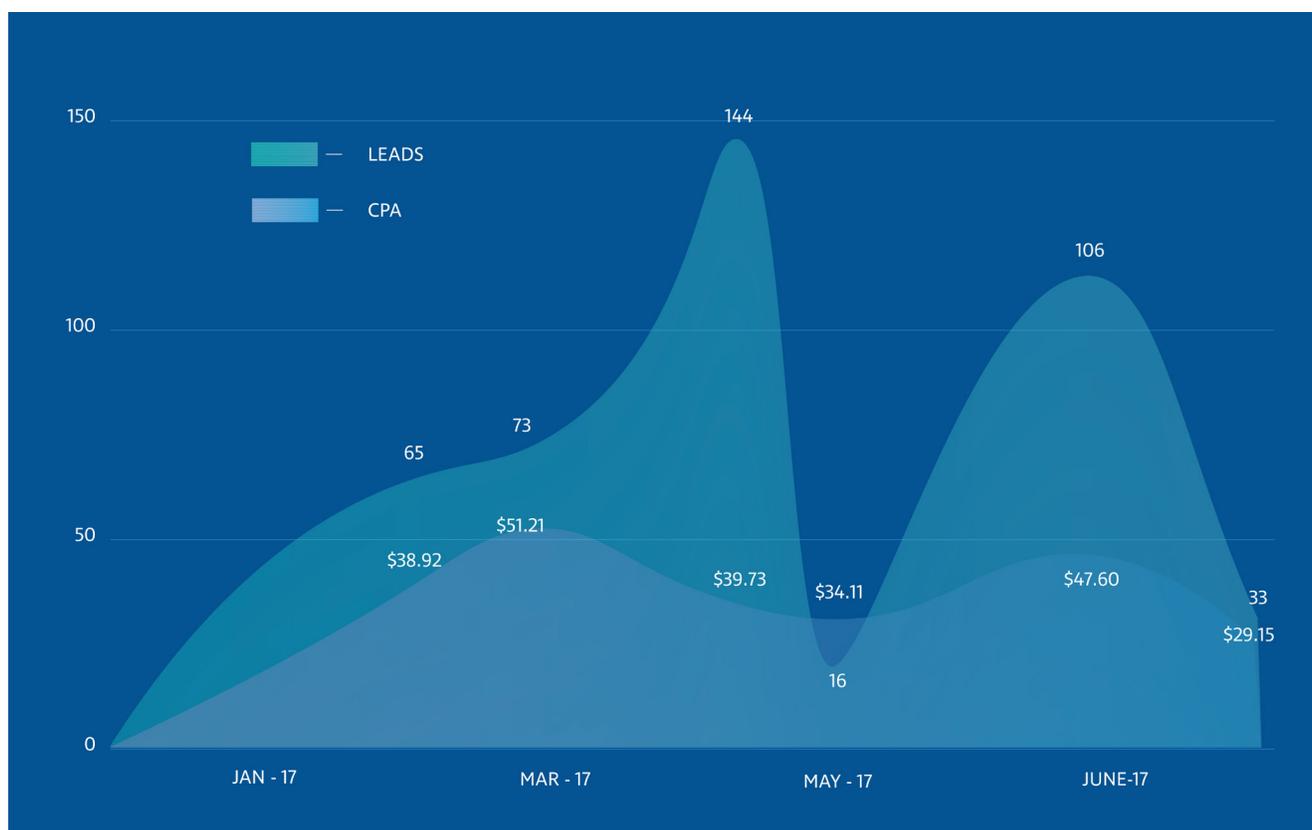
During the second month of the campaign we optimized funnels and added new ones based on specialties. During that time we were able to generate an additional 34 leads on the general campaign and with optimized funnels an additional 84 leads at a \$20.27 CPA. This was above and beyond client expectations.

METHODOLOGY

When we started this project, we chose Facebook as our platform to engage with potential leads. There were two reasons for this. First, the lead information was tied to the users Facebook account making it more accurate. Second, it would allow us to target specific behaviors and actions of people needing these procedures.

RESULTS

The client is currently working on closing over 60% of the leads that were generated during the campaign. By opening up this new form of lead generation, the client has been able to fuel its need for a consistent flow of new prospects.



You will notice an increased CPA in month two. This was done in order to test and gauge new lead generation opportunities.

This included different ads, demographics, and distance were tested out. By the third month, you can see a campaign running efficiently with no testing, only focusing on the optimized lead generation.

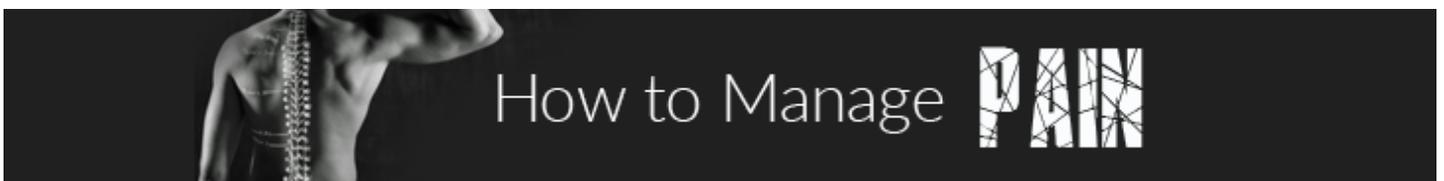
It should be noted that leads are combined across multiple lead sources and acquisition costs and mingled together across all campaigns. Some have a higher target CPA and some a lower and they have been averaged together for the purposes of this chart.

Client is responsible for the dips in graph adjusting budgets constantly. Look at the overall trend lines etc. We believe we would have performed better with a more consistent budget.

STRATEGY

Leverage the all new Facebook lead gen forms to target users inside of Facebook instead of landing pages outside of the platform. This had the effect of making the lead information the same information that had been verified through Facebook, cutting down on the unqualified information that comes from a landing page.

Once we established the ability to create these leads, we increased our spends to scale up the campaign. When we scaled a funnel to a point where it was generating leads at an efficient rate, we would create new funnels based on new ad creatives and demographics.





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CONCLUSION

This campaign was a great example of what happens when everything goes right. It would normally take longer to find a funnel as efficient as this. Creativity in audiences were very helpful for a quick win. With that said, it gives you a good opportunity to see what happens when you have an optimized lead generation campaign.

Initially, we were testing a new platform and its ability to generate leads. Once we saw there was a consistent success rate, we began doubling down and increasing leads and lead opportunities. In the future this campaign will continue in this methodology of generating a lower CPA from a wider pool of people.

ABOUT

At GASS Marketing we fuel your growth through a multitude of marketing strategies. As a team of results-driven professionals, our mission is to make your marketing activities profitable with cost effective support and development. We customize our team and services to fit your exact business needs. A project with GASS is proven to demonstrate results in brand reputation growth, lead generation, online transactions and website development.

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