



DIGITAL Convo

THE POWER
BEHIND YOUR
LEAD GENERATION
AND
RECRUITMENT
STRATEGIES

DigitalConvo.com

Always outside the box



Welcome to Digital Convo

Times are changing. So should your digital strategy. Your potential customers and prospective employees are relying more than ever before on algorithm-based methods to find you, and we have the key.

Why have the conversation?

We specialize in helping home healthcare companies grow using modern, scalable methods that focus on ROI.

At Digital Convo, we believe in the test and replace method. We use analytical data to reduce your costs per acquisition and make informed decisions about advertising and marketing that will improve your bottom line.

We have access to the audiences you need to get in front of. We use testing to specifically tailor your message and obtain high conversion rates that lead to positive ROAS.

With data behind everything we do, Digital Convo clients are well-positioned to have increasingly positive results, month after month.

We generate high-converting landing pages, compelling ads that drive traffic, and generate leads at a lower rate than our competitors. That's the Digital Convo way.

Here's the secret.

Followers don't matter. Engagement. Reach. Conversions. These are the things you should care about. The truth is, a mention or one-off organic post on social media isn't what it used to be.

The algorithm favors boosted posts to captive audiences over organic posts to followers.

You need to get your content in front of your prospective leads and make it easy for them to act.

We work for you: testing high converting posts and ads, pointed at high converting landing pages to deliver qualified leads every day.

Elite Access to Your Audiences

We can put your brand in front of local customers in your target market who are ready to buy, and reach them wherever they are.

We have access to all the major advertising platforms and the ability to geotarget your potential leads through those programs.

- We design the ads (you approve)
- We target your audience based on location, interest & behavior
- You get the traffic
- We convert the traffic

Sites where our ads are currently being shown:



We use a proactive approach.

The Digital Convo team is committed to actively managing your social media and ad campaigns. Testing every aspect of your creative, each facet of your audience, and ensuring the highest possible outcomes.

We can pinpoint your current cost per acquisition (CPA), and use it as a baseline to improve consistently over time. Our regular reports will show you increased click through rates (CTRs), decreased costs per click (CPCs), and overall better return on ad spend (ROAS) as a result of our active management style.

It's all about data:

A/B test & scale



Plan of Action:

Leverage Content to Generate More Business

1. Prepare completely unique email campaigns, blogs, social posts and ad creatives to test based on your branding and messaging.
2. Research and curate your desired audience.
3. Prepare a high converting landing page to A/B test.
4. Test each ad, audience, and landing page iteration for best performance, making individual variable changes as data informs.
5. Report on results using conversion tracking.
6. Scale.


All the while, you're collecting high quality leads.

Case Study: EverHome Healthcare

Social Media Management

Great ads start with organic content.

We will create custom, unique content for all your social media platforms and schedule them out to post daily, month by month. Each post will be measured for effectiveness. Those which perform best will be promoted to boosted posts or ads across social media, driving targeted traffic to your high converting landing pages.

**EverHome Healthcare**
Feb 10

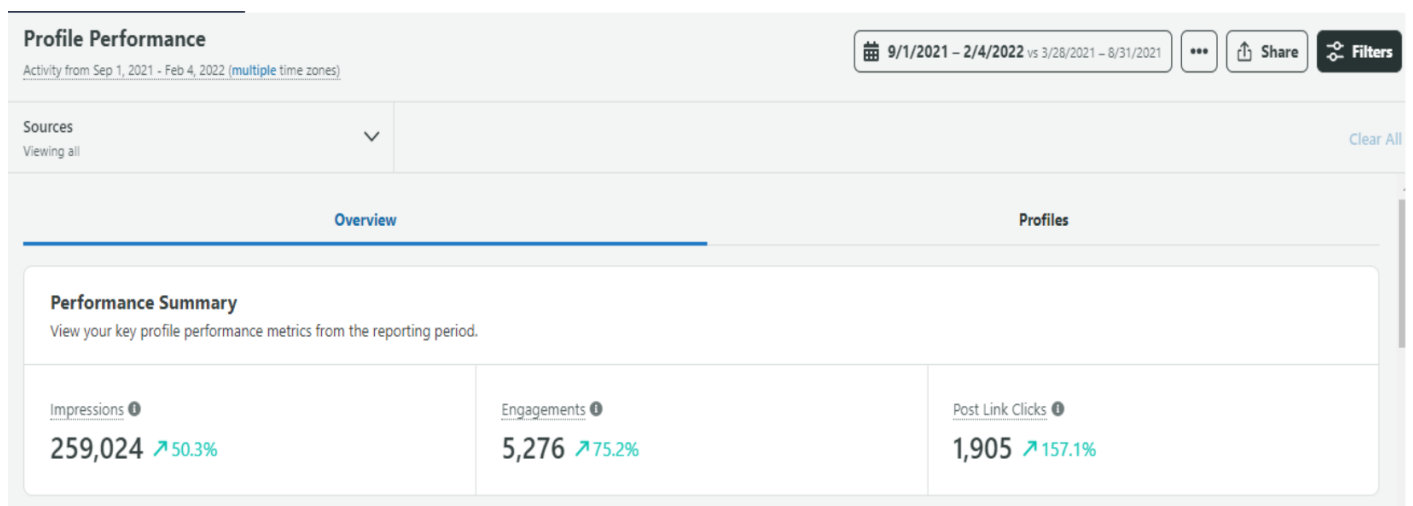
Maintain your independence by scheduling [#home](#) [#medical](#) help around your schedule.

EverHome Healthcare offers in-home caregiving and nursing for everyone's needs. Whether it's meal preparation, companionship,

[Show More](#)



Impressions 13,252



Performance increase on organic social posts once we took over management

Case Study: EverHome Healthcare

WINNING SALES AD

From the headline, to the thumbnail image and every frame of the video itself, each aspect of this ad was tested for maximum effectiveness. It was first tested as an organic social media post and performed well enough to be graduated to an ad.

For just \$0.81 per click, we are able to deliver hundreds of clicks from this ad to the high converting landing page we created, generating multiple leads per day.

Your reach is budget dependent. Once we pinpoint your CPC and CTR, we can scale up to help your company grow by leaps and bounds.



This is one of 20 iterations of this ad, the first of which had a \$1.21 CPC. This one has a \$0.81 CPC & a 7% CTR

EverHome Healthcare
Sponsored · 🌐

Don't take chances when it comes to in-home care. Our award-winning caregivers, nurses, and occupational therapists are here to help 24/7.

Nursing & caregiving
at home on your schedule.

EVERHOMEHEALTHCARE.COM/WA
Voted Best In-Home Caregivers in Seattle

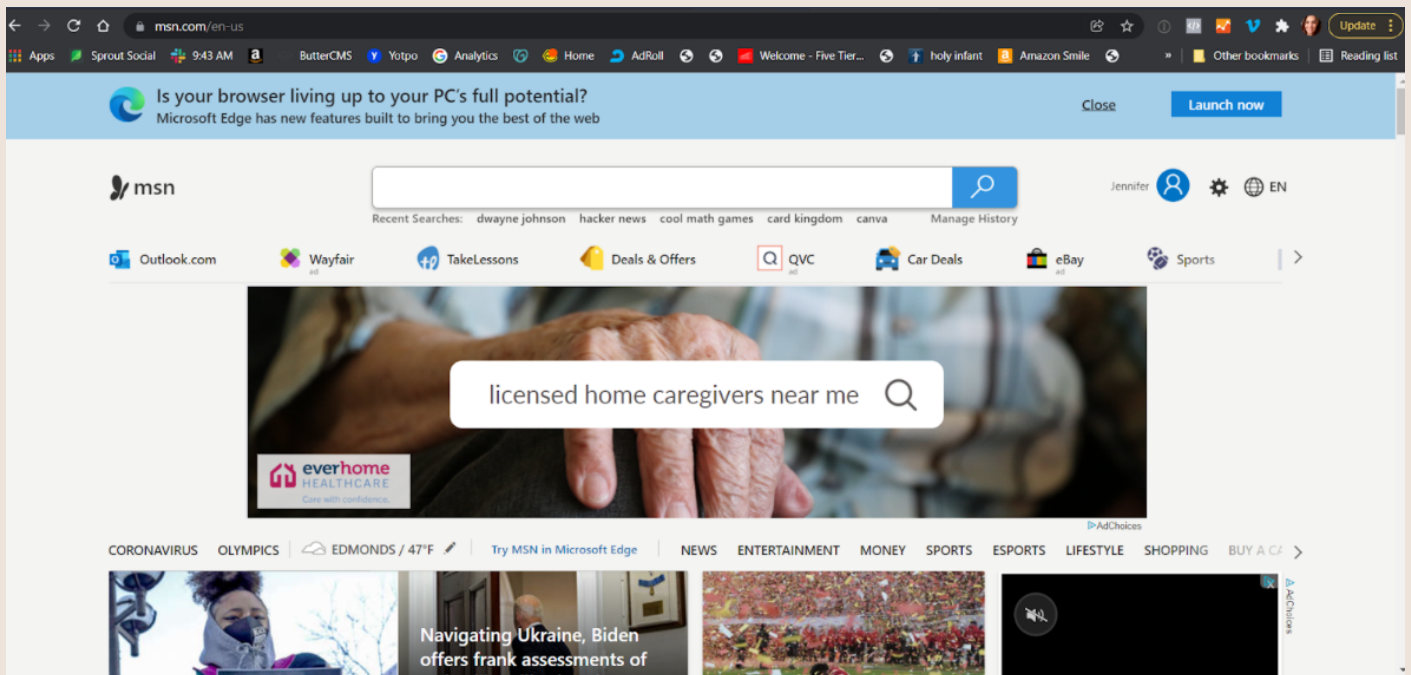
GET QUOTE

Case Study: EverHome Healthcare

RETARGETING ADS TO DRIVE CONVERSIONS

When individuals visit landing pages or websites designed to sell a product or service, they often leave before making their final decision. Research shows that it takes 6-11 times of repetitive branding exposure before the conversion is made.

We have been able to shorten the sales cycle for our clients by introducing retargeting ads which follow your website visitors around all over the web in such a way that engages them to return and make their buying decision faster.



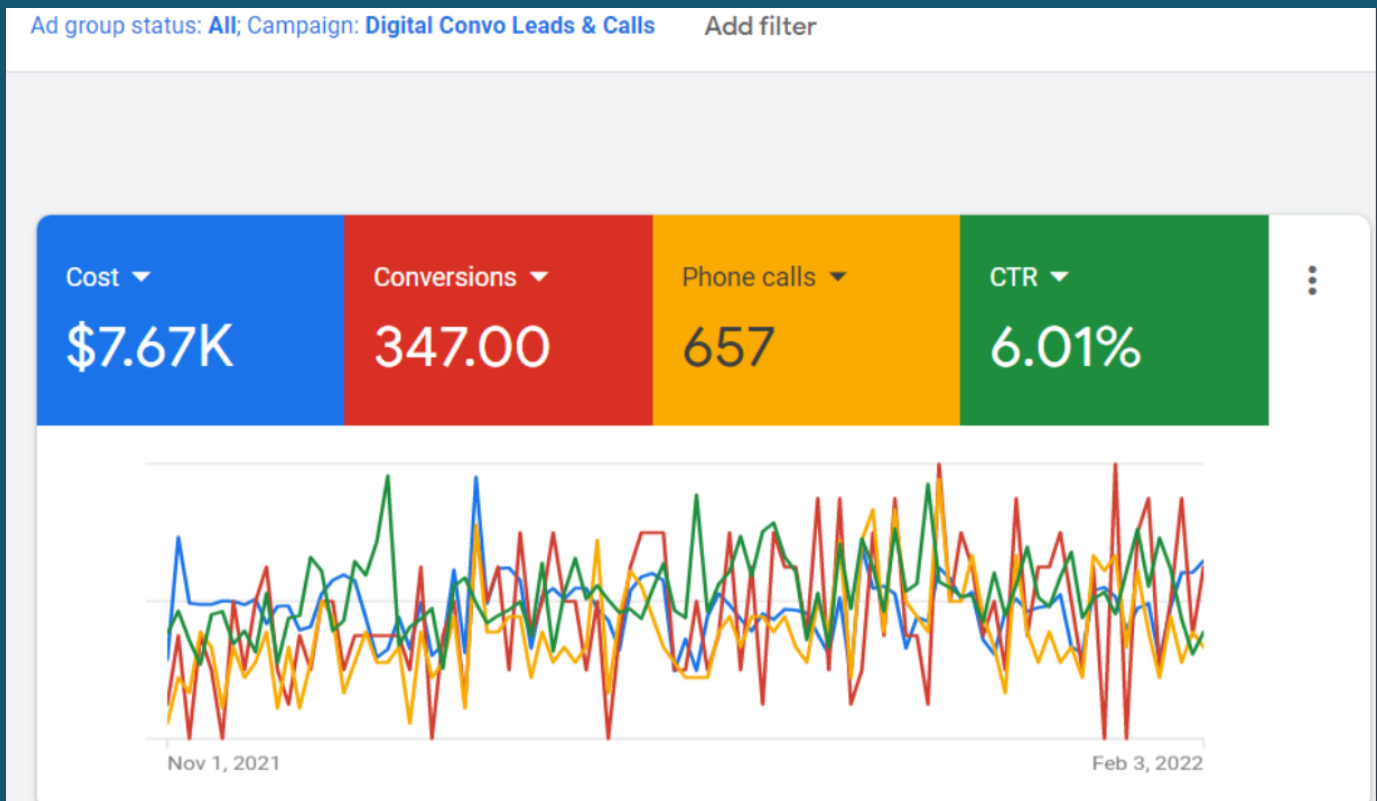
Retargeting ads that appear on news sites, blogs, even on mobile games, directed at people who visited your site but did not yet convert.

Case Study: EverHome Healthcare

SALES LEAD GENERATION RESULTS

The ads and landing pages we put together for this client resulted in 657 phone calls and 347 lead forms filled out for ~\$7600 over three months.

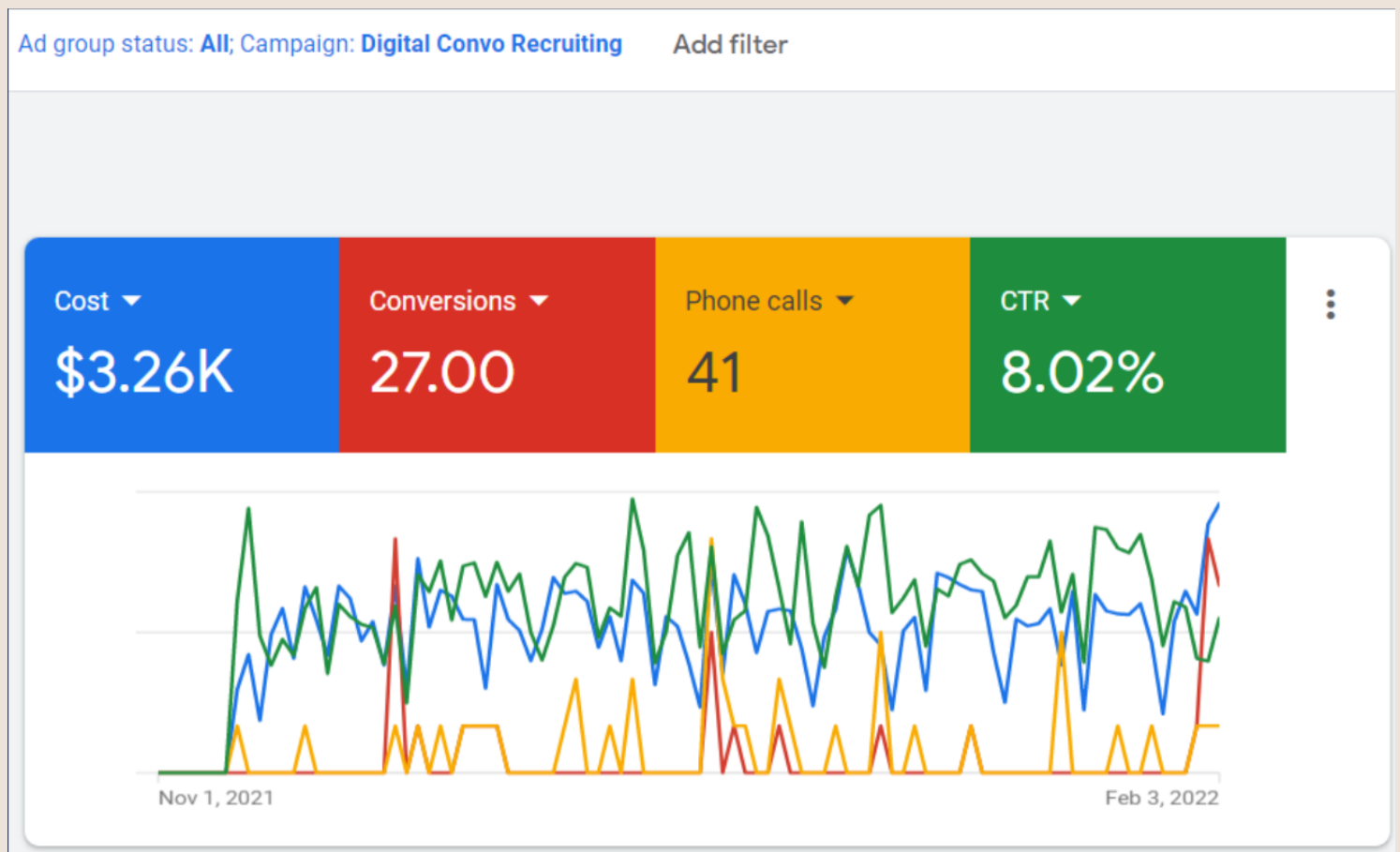
That's just \$7.56 per inbound lead.



Case Study: EverHome Healthcare

WINNING RECRUITING STRATEGY IN YOUR INDUSTRY

Our team has been able to reduce the cost of recruiting for home health companies using our managed approach through targeted digital ads. In this example spanning just three months, we delivered qualified applicants at a cost of just \$47 each. This allowed our client to reduce their recruitment workforce and their spend on job posting sites by 50%.



Case Study: EverHome Healthcare

WINNING LANDING PAGES IN YOUR INDUSTRY

We prepared multiple iterations of each of these landing pages and tested them all for maximum conversion rates. Yours will be customized based on your branding, language, colors, fonts, imagery, and style. Then they will be tested until they convert at the highest level.

Winning Lead Generation Page for Sales

10% conversion rate

<https://get.everhomehealthcare.com/>

Winning Lead Generation Page for Recruiting

14% conversion rate

<https://get.everhomehealthcare.com/careers/>

"Digital Convo's approach to social media changed our company's digital presence completely. We are looking forward to many more campaigns together."

-Nutratek Health



Our Digital Marketing Services

1. **Google Ads**
2. **Social Media Ads**
3. **Social Media Management**
4. **Blogging & Email/SMS Campaigns**
5. **Retargeting Ads**
6. **Web Design & Development**
7. **Business Automation**



DIGITAL
Convo

READY TO

GROW

YOUR

BRAND?

CONTACT US

TODAY.

calendly.com/digitalconvo/30min

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