

Preferred Care at Home Case Study

We help businesses thrive through
powered tech, custom brand content,
and hyper-local advertising

CASE STUDY OVERVIEW

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We care for those
You care about[®]

Stay in the home you love with the help of Preferred Care at Home



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ABOUT SOCIALMADESIMPLE

SocialMadeSimple is a digital marketing agency operating since 2009. Since then, we've helped over 30,000 businesses achieve success online. Blending proprietary software with a team of Customer Success Managers, Digital Ads Specialists, and Content Specialists, SocialMadeSimple delivers high-performing social media campaigns that drive results.



CLIENT BACKGROUND

Preferred Care at Home is a national, family-run in-home care agency. They specialize in affordable elderly care to assist with daily tasks and offer emotional and social companionship. Services are provided in-home or at care facilities and enable clients to celebrate life, dignity, and independence.



CLIENT GOAL

The client was in need of a strategy to **build brand awareness and drive strategically qualified leads** through targeted social marketing efforts.

Additionally, given current staffing resources and the expected volume of new business leads, Preferred Care at Home needed a social marketing program that focused on **caregiver recruitment**.

HOW WE DO IT



Dedicated Team of Experts

The dedicated Client Success Manager is just one call away! The team consists of a Client Success Manager, a Digital Ads Specialist, and a team of in-house Content Specialists.



A Consistent Social Presence

We create branded content on Facebook, Twitter, LinkedIn, and Instagram. These posts will showcase the business, the people behind it, promotions, and services.



Advanced Paid Social Advertising

SocialMadeSimple's custom advertising campaigns are tailored to Preferred Care at Home's needs. Creating, optimizing, and managing Facebook and Instagram ads to achieve the desired objective (lead generation, brand awareness, caregiver applicants, and more).



Simplified Reporting

With 24/7 access to the SocialMadeSimple platform, SocialModo, the client views real-time reports on campaign performance. Additionally, they receive weekly reporting emails that are informative and easy to understand.

ADVERTISEMENTS

SocialMadeSimple creates, runs, and monitors hyper-targeted local Facebook and Instagram ad campaigns, focusing on lead generation in the form of new clients and caregiver applicants. These custom campaigns are served to the Michigan region and promote Preferred Care at Home's two main services: Medical Care Alert and Veterans Aid; as well as the potential benefits offered to PCAH's caregivers.

SocialMadeSimple sends the lead information to the client's email(s) and a CRM in real-time.

RECRUITING ADS:

47,386

IMPRESSIONS/mo.

928

CLICKS/mo.

\$5.24

COST PER LEAD

112

LEADS/mo.

Preferred Care at Home of Macomb, Grosse Pointe and Eastern Oakland
Sponsored

We are looking for individuals looking to make a positive change in a senior's life! No experience necessary, immediate start, SAME DAY PAY and free training!

SAME DAY PAY
We are hiring compassionate and c... [APPLY NOW](#)

LEAD GENERATION:

10,343

IMPRESSIONS/mo.

302

CLICKS/mo.

\$11.79

COST PER LEAD

25

LEADS/mo.

Preferred Care at Home of Macomb, Grosse Pointe and Eastern Oakland
Sponsored

Each month you can receive up to \$2,200 in VA funded care for our services at Preferred Care at Home. And, more importantly, we ...See More

PREFERHOME.COM
Up to \$2,200 in VA Funded Care! [CONTACT US](#) [LEARN MORE](#)

CUSTOM CONTENT

BOOSTED CONTENT:

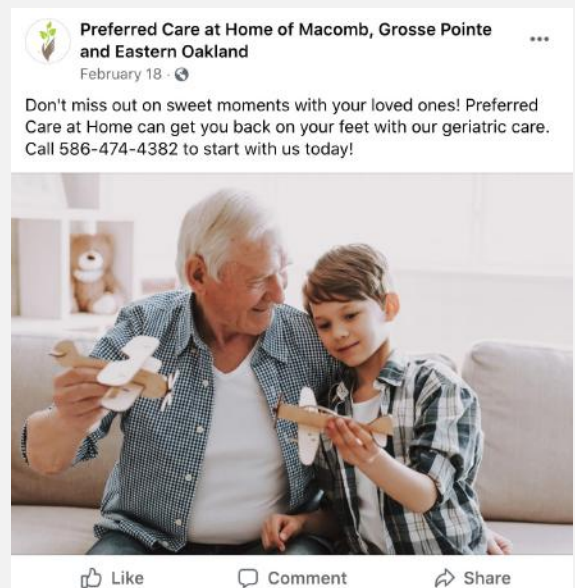
Our platform automatically turns our published content into boosted posts and serves them to Preferred Care at Home's target audience: clients, loved ones, and caregivers on Facebook and Instagram. These posts are excellent for generating awareness and driving website traffic.

PUBLISHED EVERYWHERE:

We schedule custom Preferred Care at Home brand content across their Facebook, Twitter, and LinkedIn pages (3 posts per week).

EXPERTLY CRAFTED

Skillfully crafted social media posts that build credibility, showcase popular properties, and position Preferred Care at Home as a leader in senior home care.



32,035

IMPRESSIONS/mo.

66

CLICKS/mo.

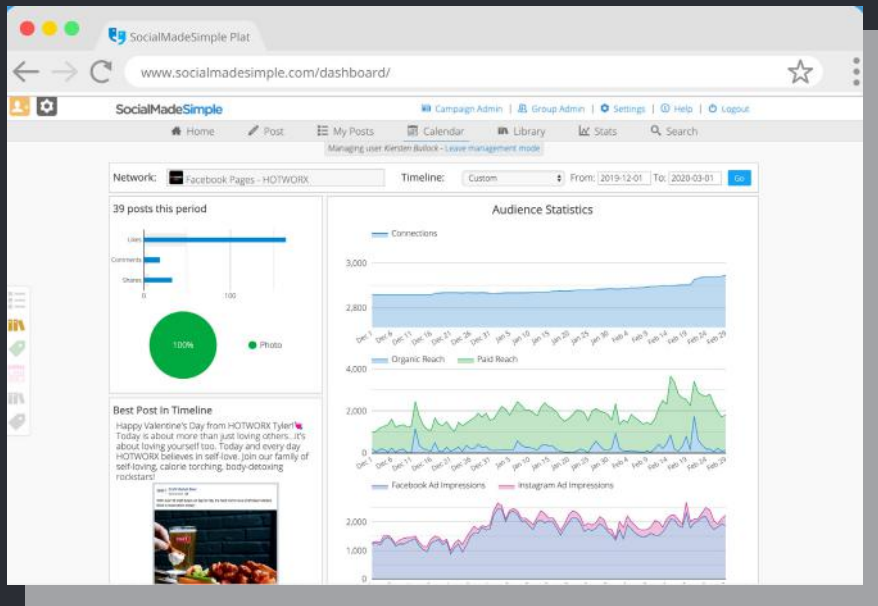
\$2.20

CPM
(Cost per 1,000
Impressions)

5,761

REACH/mo.

SOCIALMODO



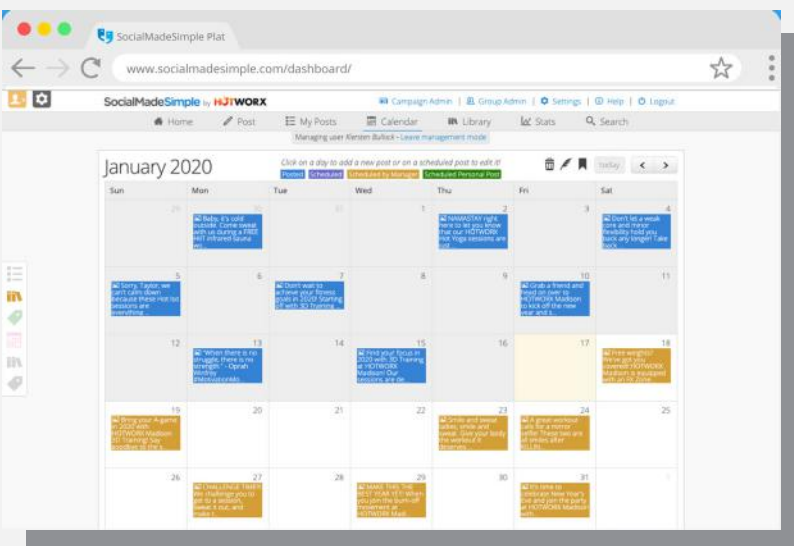
With SocialModo, SocialMadeSimple's proprietary platform, **Preferred Care at Home** has the ability to view and manage editorial calendars, campaign stats, aggregated messages across all networks, and much more.

Detailed Reporting

Preferred Care at Home receives comprehensive reporting via platform dashboards and emails.

For The DIYer

Each of our clients is **granted access to our platform**, allowing them to post content, make edits, view reporting, and more.



Connected Social Networks

Post to Facebook, Instagram, Twitter & LinkedIn with a single click.

Content Weeks In Advance

We send **bi-weekly emails** to Preferred Care at Home for feedback and revisions.

OUR SOCIAL MEDIA EXPERTS



VERONICA JACKSON

Director Of Client Services



ANDREW SERAPHIN

Customer Success Manager



TREVOR COOPER

Client Success Specialist



EMILY FAUBERT

Customer Success Manager

LET'S WORK TOGETHER!



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[SCHEDULE A CALL](#)



"After signing-up for SocialMadeSimple, they quickly had us up and running with on point, professional content. The user friendly dashboard allows us to easily see the success of our ads and campaigns. We could not be more happy with the services they have provided."

**- Preferred Care at Home of Macomb, Grosse Pointe
& Eastern Oakland**



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