

How We Helped One Client

## INCREASE THEIR DIGITAL LEADS BY 5000% AND GROW THEIR BUSINESS

### ELDER CARE DIGITAL

### GENERATIONAL MARKETING® CASE STUDY

#### THE GOAL

Elder Care Digital (Marketing Profit Systems) connects elderly-focused law firms with the people who need them. Daniel & CEO Daniel Hammond and Director of Operations Brittany Taylor turned to us for a high-ROI plug-and-play solution for generating digital marketing leads for their clients.

#### THE IMPACT

5000% LEAD INCREASE

2,300 BOTTOM-OF-FUNNEL LEADS PER MONTH

\$24.54 COST PER LEAD

### HERE'S WHAT WE FOCUSED ON

- 1 LAUNCHED DIGITAL LEAD-GENERATION CAMPAIGNS FOR 12 INDIVIDUAL CLIENTS.
- 2 DEVELOPED CONSISTENT DIGITAL BRAND IMAGE TO USE IN COLLECTING LEADS ACROSS THEIR VARIOUS CLIENT CAMPAIGNS.
- 3 CUSTOM TARGETING STRATEGY ON THE POTENTIAL CUSTOMERS THEIR CLIENTS NEEDED.

#### THE RESULTS

Since launching Elder Care's first member in 2020 we have collected over 12,000 leads in Facebook at an average cost per lead of \$24.54. Within 8 months we onboarded and were collecting leads for 12 of their clients. Each client went from generating 0 leads from digital marketing to an average of 80 bottom-of-funnel leads per month, transforming the way they find and connect with new clients.

Both Daniel and Brittany are busy running a successful business, but they're never too busy to pass along a satisfied customer message from one of their clients about our work. One of their client's said, "I believe this was the BEST work for POP & client leads. Whatever Facebook ads are being used is working well great!" Our strategy for Elder Care's digital marketing works because we understand what their 12 individual clients need—and we'll continue to grow and evolve that strategy as the market changes.

That's the advantage of working with Generational Marketing. We get to know your business and tailor your ads to help you capture a whole new approach to finding the right clients. We work hard to learn exactly what your business needs to stand out, regardless of your ideal client, business size, situation or budget.