

Case study

Significant increase in paid search enquiries resulting in care home occupancy



Barchester Healthcare is one of the UK's most successful and largest care organisations. They care for over 11,000 residents and patients in over 200 care homes and 6 independent hospitals.

"Having a full picture of response has allowed us to be much smarter and confident in our actions. We have upped the ante by considerably improving our campaign effectiveness."

MANDY MACARA, HEAD OF MARKETING
Barchester Healthcare

The challenge

Inbound phone calls are valuable enquiries for Barchester. Their Head of Marketing wanted to understand which online marketing channels were most effective at generating telephone calls, and be able to attribute revenue directly to marketing activity.

The solution

Using dynamic numbers on their website, Barchester is able to understand:

- Which marketing activities produce telephone enquiries, and
- How many of these enquiries result in resident move-ins.

Using a combination of features, including source and keyword tracking, visitor tracking, and URL tagging, Barchester is able to accurately determine the specific marketing activities and keywords that result in these valuable phone call enquiries.

"As our digital marketing spend increases, it's absolutely critical to ensure we invest the budget in high performing areas."

Mediahawk sales reporting function is used to match their telephone enquiries to residential move-ins, providing the final piece of the puzzle.

Armed with this insight, Barchester is able to make informed decisions supported by evidence of their marketing performance. They know which keywords lead to move-ins, so they have been able to refine their paid search campaigns in particular, resulting in improved marketing ROI.

Contact Mediahawk today to discover how our call tracking and marketing attribution software will help your care home business thrive.