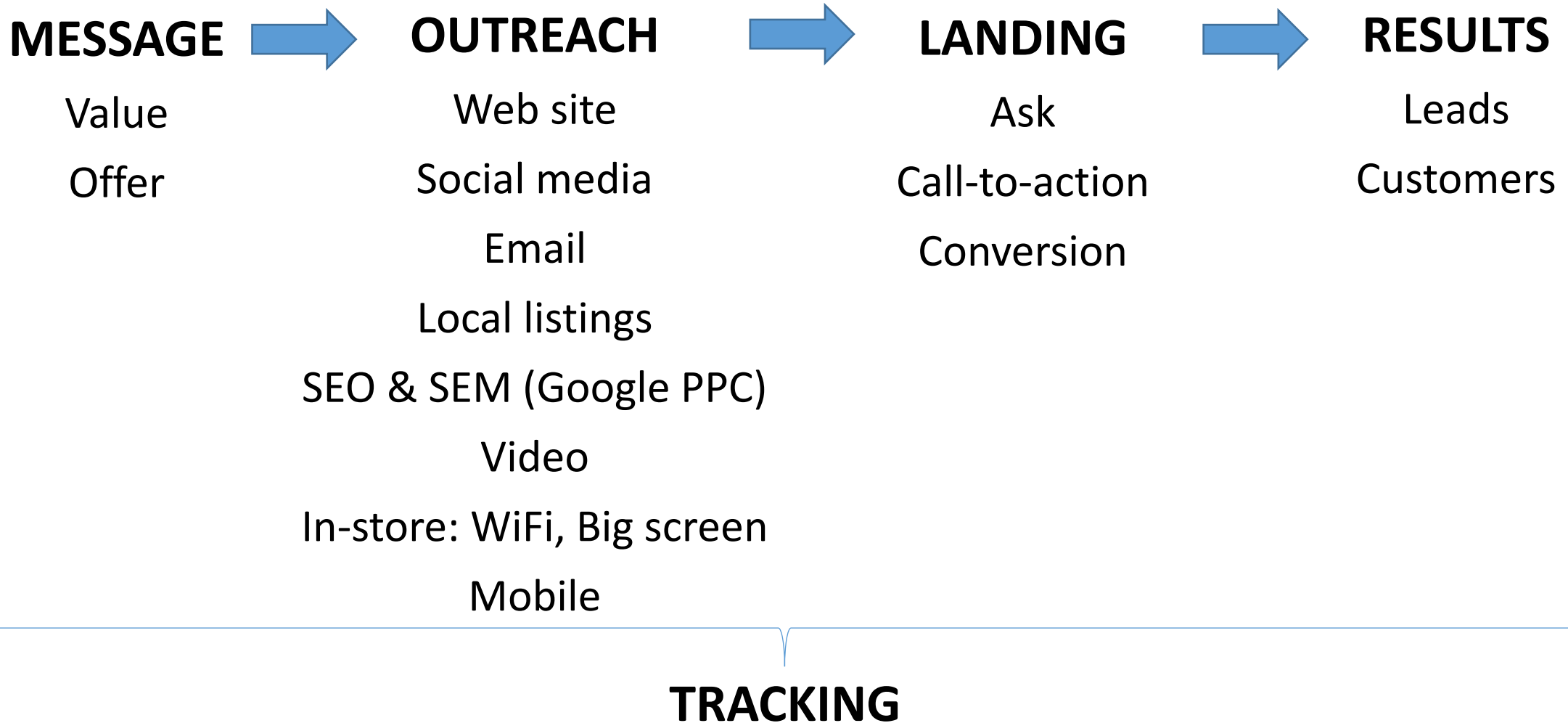


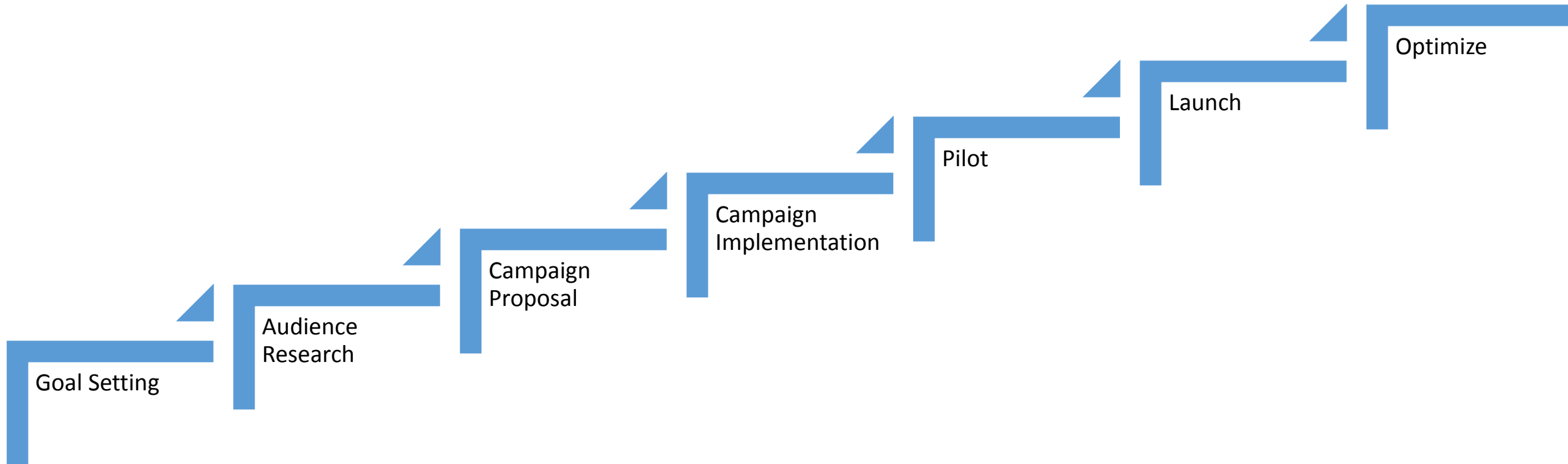


# A FanZappy Case Study: Visiting Angels Caregiver Acquisition Campaign

# FanZappy Campaign Design Workflow



# Our Campaign Development Process



# Case Study: Visiting Angels Seattle Eastside Caregiver Acquisition Campaign

Business Need: hiring more caregivers from local market area

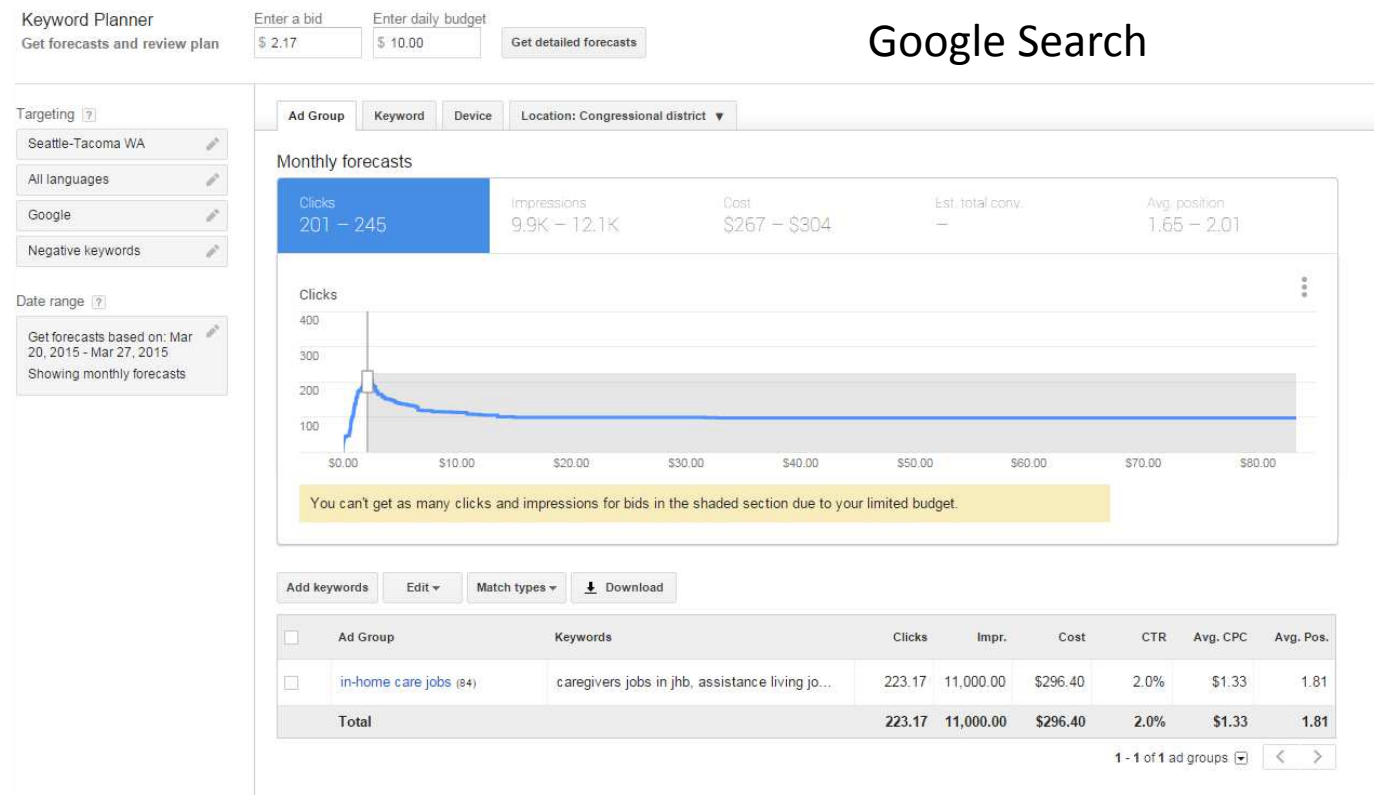
Goal: acquire local caregiver leads from online channels (new to client) where there are concentrations of prospects. Qualified leads are defined as those who passed a caregiver online self-test. Client staff follow up with leads via email and calls.

Research: identify online channels with enough prospect concentration

Execution: create and run a multi-channel advertising campaign

ROI measure: cost per lead (CPL)

# Audience Research: Channels Identified



Facebook

# Campaign Components

## A. Traffic Drivers, in identified channels

- A Google Pay Per Click (PPC) keyword ad campaign
- A Facebook click-to-web ad campaign
- A social media content posting plan
- A social media community manager

## B. Conversion Point:

- A landing page <http://visitingangelskirkland.com>

## C. ROI Tracking:

- Google Analytics integration

# The Landing Page

Owner's Personal Message

Call to action

Testimonial



An engaging single web page that converts prospects into leads.

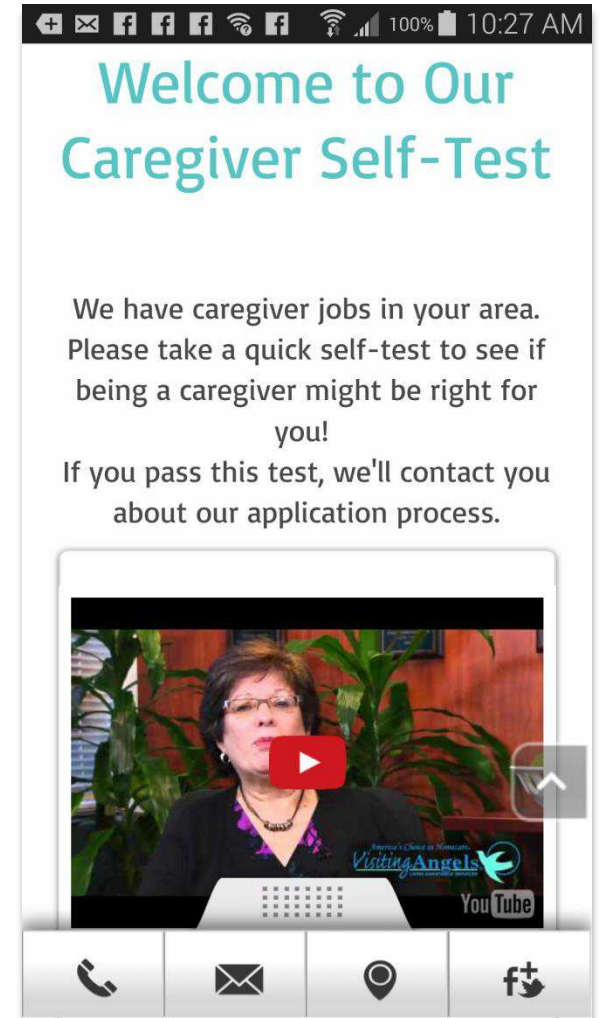
"Above the fold"

Value

Call to action (repeat)

FanZappy

Mobile responsive



# Instant Email Notification

## Email upon a lead acquisition

### To client staff:

**From:** Enerio F Montesclaros [<mailto:leew@fanzappy.com>]  
**Sent:** Friday, February 27, 2015 4:45 PM  
**To:** Lee Wang  
**Subject:** VAK Caregiver Acquisition Campaign: a prospect just completed the self test

This **is to notify** that a prospect has just completed the self test. Please review the test result below and follow up as needed.

#### Self Test Result:

Question	Answer
My first name	Enerio F Montesclaros
My email	<a href="mailto:rio_montesclaros@yahoo.com">rio_montesclaros@yahoo.com</a>
Gender	Male
My age	52
My zip code	Seattle
I have a car	I have a car and can drive <b>to</b> visit my clients
I have a cell phone and can use <b>it</b> for work	I have an iPhone
My starting date	Within 1 month
Are you certified with (A) State of Washington Home Care Aide Certification or (B) State of Washington Certified Nursing Assistant?	I am certified with (A) only
Full Name	Enerio Montesclaros
Contact Phone	(206) 4024707

### To leads:

**Sent:** Friday, March 20, 2015 10:53 AM  
**To:** [Makaylaa@eastsideangels.com](mailto:Makaylaa@eastsideangels.com)  
**Subject:** Thank you for taking our caregiver's self-test

Dear Joe: Congratulations on passing our caregiver's self-test! We invite you to complete a full application for a caregiver position with us at: [https://1220.axiscare.com/?caregivers-applications.php&frm\\_id=1](https://1220.axiscare.com/?caregivers-applications.php&frm_id=1).

We promise we will promptly review your application and respond. Please do not hesitate to contact us if you have any questions regarding our caregiver positions or need assistance completing your application.

Thank you very much. We look forward to hearing from you.

Makaylaa

Makaylaa Powers  
Owner & CEO  
Visiting Angels Eastside & North Seattle  
425.828.4500  
[info@eastsidevisitingangels.com](mailto:info@eastsidevisitingangels.com)  
12020 113h Ave NE  
Building C, Suite 180  
Kirkland, WA 98034

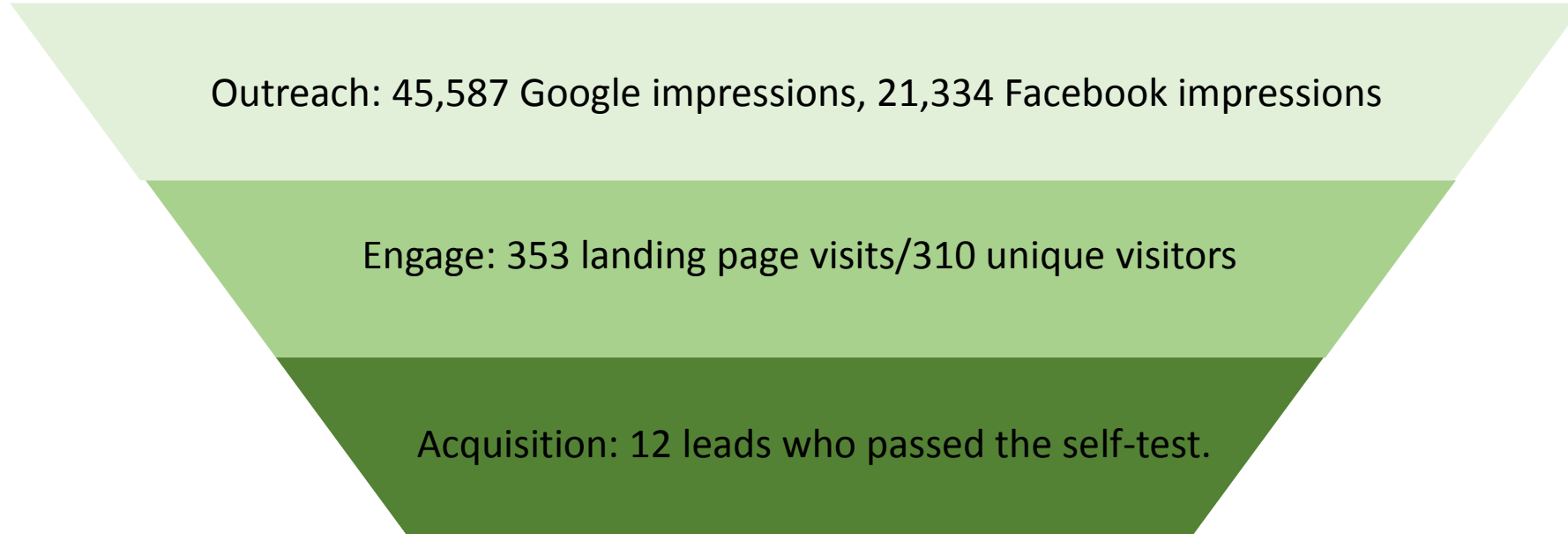
#### {myFirst}'s caregiver's self-test results:

Question	Answer
My first name	{myFirst}
My email	{myEmail39}
Gender	{gender}



# The Campaign Conversion Funnel and ROI

Case study campaign period: 2/27/2015-3/12/2015



Ad Fee	\$135.51
Outreach: CPM (Cost per 1000 ad impressions)	\$2.02
Engage: CPC (Cost per click to landing page)	\$0.29
Acquisition: CPL (Cost per Lead)	<b>\$11.29</b>

# Results: Qualified Caregiver Leads

Submission Date	My first name	My email	Gender	My age	My city	I have a car	I have a cell phone and can use it for work	My starting date	Are you certified with (A) State of Washington Home Care Aide Certification or (B) State of Washington Certified Nursing Assistant?	Keep me posted
2015-03-12 13:32:35	Elofina (eko)	ekolepa@yahoo.com	Female	56	Lynnwood	I have a car and can drive to visit my clients	I have an Android phone	Immediately	I am certified with (A) only	Add me to Visiting Angels Eastside & North Seattle's email list!
2015-03-11 19:44:44	Donell	cookieimill@yahoo.com	Female	55	Snohomish	I have a car and can drive to visit my clients	I have an Android phone	Within 1 month	I am not certified with either but interested in getting myself certified.	Add me to Visiting Angels Eastside & North Seattle's email list!
2015-03-10 10:05:44	Faduma	fadumakhalid@yahoo.com	Female	36	Kent	I have a car and can drive to visit my clients	I have an iPhone	Immediately	I am certified with both (A) and (B)	
2015-03-10 03:20:21	Debra	lavalake33@hotmail.com	Female	59	Renton	I have a car and can drive to visit my clients	I have an Android phone	Immediately	I am not certified with either but interested in getting myself certified.	Add me to Visiting Angels Eastside & North Seattle's email list!
2015-03-05 12:01:15	Rosaura	sarmiento139@gmail.com	Female	56	Bothell	I have a car and can drive to visit my clients	I have an Android phone	Within 1 month	I am not certified with either but interested in getting myself certified.	Add me to Visiting Angels Eastside & North Seattle's email list!
2015-03-03 13:43:20	Rebecca	req@gmail.com	Female	32	Issaquah	I have a car and can drive to visit my clients	Other	Within 1 month	I am not certified with either but interested in getting myself certified.	
2015-03-02 22:04:02	Hongwei	h.w.wang@outlook.com	Female	48	Seattle	I have a car and can drive to visit my clients	I have an iPhone	Within 3 months	I am not certified with either but interested in getting myself certified.	Add me to Visiting Angels Eastside & North Seattle's email list!
2015-03-02 09:13:54	Toni	tsnyder16@yahoo.com	Female	56	Lynnwood	I have a car and can drive to visit my clients	I have an Android phone	Within 1 month	I am not certified with either but interested in getting myself certified.	
2015-02-28 02:45:19	Shamir	shugriabdulhi56@gmail.com	Male	24	Renton	I have a car and can drive to visit my clients	I have a Windows Phone	Immediately	I am not certified with either but interested in getting myself certified.	
2015-02-27 17:45:16	Ronald	roa@drizzle.com	Male	65	Seattle	I have a car and can drive to visit my clients	I have an Android phone	Within 3 months	I am not certified with either but interested in getting myself certified.	Add me to Visiting Angels Eastside & North Seattle's email list!
2015-02-27 16:45:02	Enerio F Montesclaros	rio_montesclaros@yahoo.com	Male	52	Seattle	I have a car and can drive to visit my clients	I have an iPhone	Within 1 month	I am certified with (A) only	Add me to Visiting Angels Eastside & North Seattle's email list!
2015-02-27 16:22:35	Gary	koppkid@hotmail.com	Male	63	Seattle	I have a car and can drive to visit my clients	I have an Android phone	Within 1 month	I am not certified with either but interested in getting myself certified.	Add me to Visiting Angels Eastside & North Seattle's email list!

# Traffic Drivers



Primary Dimension: Source / Medium   Source   Medium   Keyword   Other ▾

Plot Rows
Secondary dimension ▾
Sort Type: Default ▾
Advanced Filter ON
X
edit
Grid
Chart
Table
Print
Export

Source / Medium ?	Acquisition			Behavior			Conversions		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	353 % of Total: 86.73% (407)	87.82% Avg for View: 76.41% (14.93%)	310 % of Total: 99.68% (311)	68.56% Avg for View: 72.73% (-5.74%)	1.59 Avg for View: 1.51 (5.16%)	00:00:56 Avg for View: 00:00:49 (15.30%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / cpc	180 (50.99%)	92.78%	167 (53.87%)	64.44%	1.66	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct) / (none)	80 (22.66%)	82.50%	66 (21.29%)	81.25%	1.28	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. m.facebook.com / referral	41 (11.61%)	80.49%	33 (10.65%)	58.54%	1.90	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. l.facebook.com / referral	33 (9.35%)	75.76%	25 (8.06%)	63.64%	1.79	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. lm.facebook.com / referral	12 (3.40%)	100.00%	12 (3.87%)	91.67%	1.08	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. facebook.com / referral	4 (1.13%)	100.00%	4 (1.29%)	50.00%	1.50	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. google / organic	2 (0.57%)	100.00%	2 (0.65%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. yahoo / organic	1 (0.28%)	100.00%	1 (0.32%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

# Google Pay-Per-Click Advertising: Sample Ad Copies, Keywords


**Side ad**

In-Home Caregiver Jobs  
visitingangelskirkland.com  
Top pay& benefits. Great Career.  
Flexible schedule. Apply today

**Top ad**

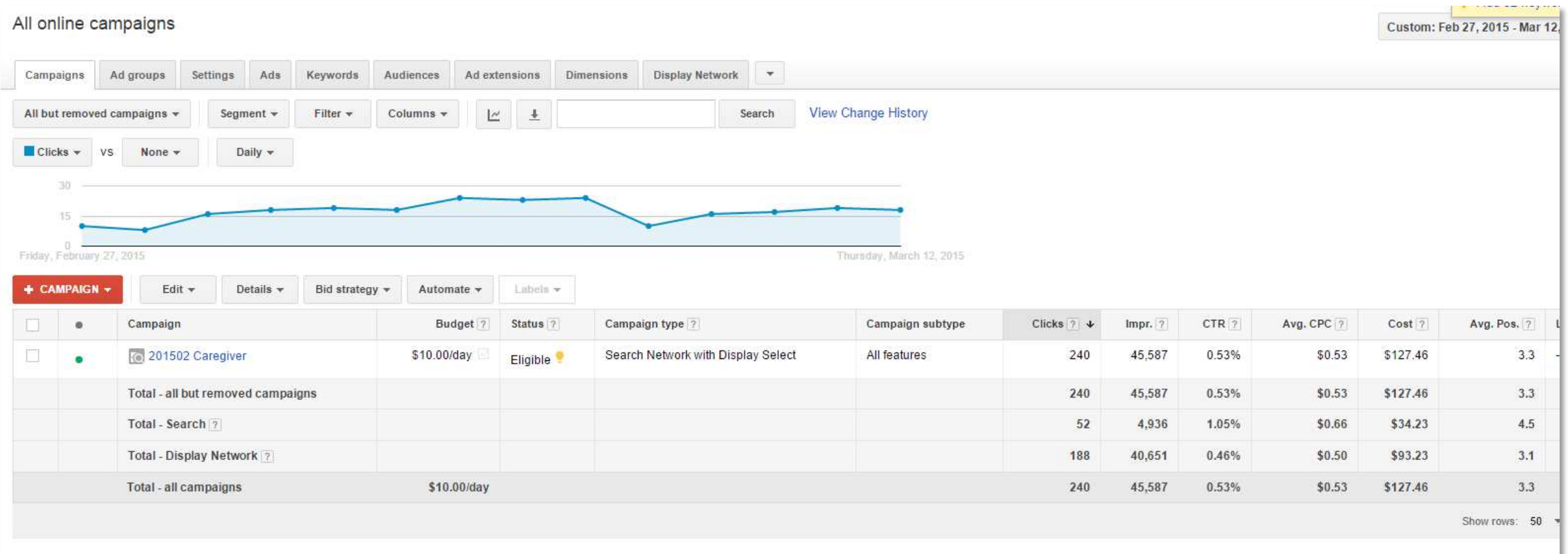
In-Home Caregiver Jobs - Top pay& benefits. Great Career.  
visitingangelskirkland.com  
Flexible schedule. Apply today

**Mobile ad**



Keyword	Status ?	Max. CPC ?	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Labels ?
Total - all ad group ?			195	35,516	0.55%	\$0.55	\$106.53	3.1	
care giver job	🗨 Eligible	auto: \$0.72	10	219	4.57%	\$0.82	\$8.18	3.1	--
health care job	🗨 Eligible	auto: \$0.72	7	2,059	0.34%	\$0.64	\$4.49	4.2	--
visiting angels job	🗨 Rarely shown due to low quality score	auto: \$0.72	5	18	27.78%	\$0.59	\$2.95	2.4	--
wa caregiver jobs	🗨 Eligible	auto: \$0.72	4	335	1.19%	\$0.48	\$1.93	4.0	--
caregiver job	🗨 Eligible	auto: \$0.72	2	25	8.00%	\$0.92	\$1.84	3.6	--
care giver jobs	🗨 Eligible	auto: \$0.72	2	54	3.70%	\$0.56	\$1.11	5.5	--
caring jobs	🗨 Rarely shown due to low quality score	auto: \$0.72	2	219	0.91%	\$0.60	\$1.21	4.5	--
looking for part time work	🗨 Eligible	auto: \$0.72	2	24	8.33%	\$0.60	\$1.20	4.9	--
seattle caregiver jobs	🗨 Eligible	auto: \$0.72	2	35	5.71%	\$0.54	\$1.07	5.4	--
in-home care jobs	🗨 Eligible	auto: \$0.72	2	143	1.40%	\$0.68	\$1.35	4.4	--

# Google PPC Ad Performance






# Facebook Click-to-Web Ad Copies

Visiting Angels - Eastside & North Seattle  
Sponsored · Like Page

Apply for caregiver jobs today. Excellent pay & benefits. Flexible time. Great career.



**Join our team**  
Visiting Angels is the leading service provider for in-home senior care. We provide top pay and benefits, training and support to our caregivers!

VISITINGANGELSKIRKLAND.COM [Learn More](#)

Like · Comment · Share · 7 1

Visiting Angels - Eastside & North Seattle  
Sponsored · Like Page

Apply for caregiver jobs today. Excellent pay & benefits. Flexible time. Great career.



**Home Care & Joyful Companionship**

**Join our team**  
Visiting Angels is the leading service provider for in-home senior care. We provide top pay and benefits, training and support to our caregivers!

VISITINGANGELSKIRKLAND.COM [Learn More](#)

Like · Comment · Share · 2

Visiting Angels - Eastside & North Seattle  
Sponsored · Like Page

Apply for caregiver jobs today. Excellent pay & benefits. Flexible time. Great career.



**In-Home Care & Joyful Companionship**

**Join our team**  
Visiting Angels is the leading service provider for in-home senior care. We provide top pay and benefits, training and support to our caregivers!

VISITINGANGELSKIRKLAND.COM [Learn More](#)

Like · Comment · Share · 8 1

Visiting Angels - Eastside & North Seattle  
Sponsored · Like Page

Apply for caregiver jobs today. Excellent pay & benefits. Flexible time. Great career.




**Care You Need in the Place You Want**

**Join our team**  
Visiting Angels is the leading service provider for in-home senior care. We provide top pay and benefits, training and support to our caregivers!

VISITINGANGELSKIRKLAND.COM [Learn More](#)

Like · Comment · Share



**Join our team**  
Visiting Angels is the leading service provider for in-home senior care. We provide top pay and benefits, training and support to our caregivers!

VISITINGANGELSKIRKLAND.COM [Learn More](#)

2,495 people reached [Boost Post](#)


Like · Comment · Share

Virgen Vazquez Gamez, Teresita Intong Torion and Loida Rosales Tiglao like this.

Write a comment...

**Carla Brown-Phillips** My name is Carla Brown-Phillips and I am a CNA and I am interested in a job with your company in the Bellevue Issaquah area. Please call 443-386-9338  
Like · Reply · 23 hrs

**Visiting Angels - Eastside & North Seattle** Hi Carla Brown-Phillips! Thank you for your interest. Can you please start by applying here: <http://www.visitingangelskirkland.com/> Let us know if you have any questions we can answer for you. Thanks!

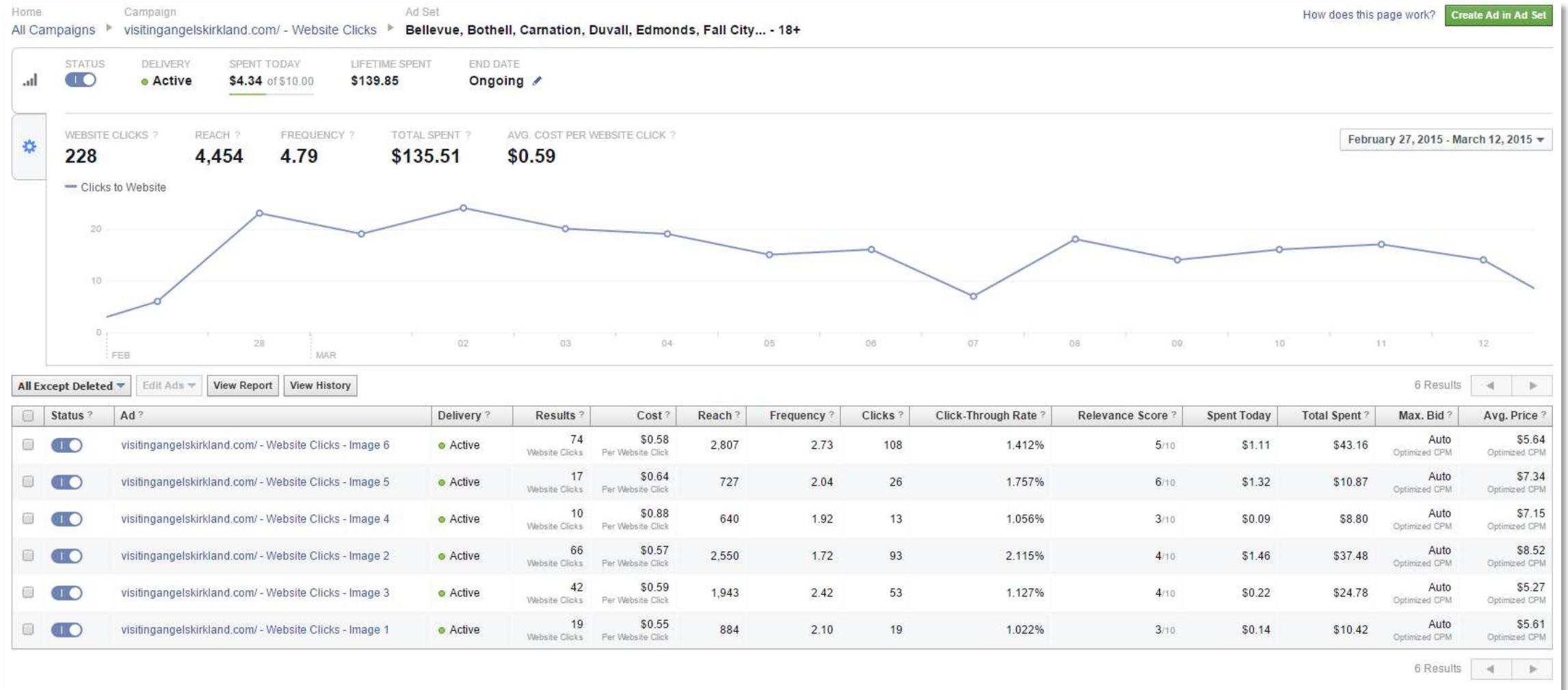


**Caregiver Jobs - Visiting Angels Kirkland, Eastside & North Seattle**  
Looking for caregiver jobs? Join our team! Top...

VISITINGANGELSKIRKLAND.COM

Sample social engagement by community manager

# Facebook Click-to-Web Ad Performance



# Summary

- A marketing campaign with a focused and measureable goal.
- Utilize online channels where prospects are: search, social media
- Engage with prospects via effective advertising, content marketing, 1-on-1 social community engagement
- Drive prospects to a mobile-responsive and engaging landing page for acquisition
- Centered around the ROI measure: cost per lead (CPL)
- Campaign management cycle: design, implement, execute, optimize.



# Facebook Boosted Posts

**Visiting Angels - Eastside & North Seattle**  
Published by Hootsuite [?] · April 25, 2015 ·

Take our test & understand our needs. If you want to be a caregiver, consider Visiting Angels! <http://www.visitingangelskirkland.com/>



5,768 people reached

Boost Post

**Visiting Angels - Eastside & North Seattle**  
May 6, 2015 ·

Are you someone who wants to make a difference? Do you care about people? Take our 'Caregiver Self-Test' & become an Angel! <http://ow.ly/Ln9XZ>



Caregiver Jobs - Visiting Angels  
Kirkland, Eastside & North Seattle

**Visiting Angels - Eastside & North Seattle**  
May 31, 2015 ·

Are you a caregiver who is looking for more work? We're hiring! <http://ow.ly/NaSCx> #Caregivers #Jobs



Caregiver Jobs - Visiting Angels  
Kirkland, Eastside & North Seattle

Looking for caregiver jobs? Join our team! Top pay and benefits. Great career, with training and support from us.

VISITINGANGELSKIRKLAND.COM

4,804 people reached

Boost Post

Joe! Skillingstead and Chi Stewart

## What Client Says About This Campaign

**“This is awesome. There is momentum building!”**



**Makaylaa Powers**

Owner, Visiting Angels, Serving Eastside & North Seattle

# Contact

Lee Wang, Ph.D

Founder & CEO

FanZappy, Inc.

[leew@fanzappy.com](mailto:leew@fanzappy.com)

425.516.8487



Notes:

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