

Suncoast Rehab Center - Addiction Rehab Center - Clearwater, FL

50% Gain in Qualified Calls in 90 Days



The Challenge

Suncoast Rehab Center, a 20-bed, nonprofit addiction treatment facility in Clearwater, Florida, tasked Better PPC to drive a higher volume of calls, qualified callers and admissions, while focusing on specific geographical regions and addiction treatment use cases. The client already had a well-established referral-oriented sales team, an existing relationship with a public relations company and had built up a sizeable organic web presence through weekly press releases. Now, they needed to take their marketing efforts to the next level.

On top of their existing relationships, the client also hired a new web development company to rebuild their website. With so many moving parts, the client required a pay-per-click firm that could think holistically and take a collaborative approach to ensure that all parties were on the same page. That's where we came in.

The Insight

Because the client was a nonprofit company, we suggested taking advantage of a Google Ad Grants account. With an Ad Grants account, Google will donate up to \$10,000 of ad inventory at no cost to a nonprofit company, so long as they only use Google core search products and bid no more than \$2.00 per click. In this highly competitive industry, we wouldn't generate a lot of keyword clicks, so it required our creative efforts into spending as much of Google's "free money" as possible.

Additionally, we discovered opportunities to enhance our client's lead generation efforts by introducing a third-party call tracking vendor (KeyMetric adTrax in this case), establishing definitions for post-call outcome tagging and deploying a keyword strategy that accounting for specific category related terms.

The Strategy

In order to increase the ratio of qualified callers to overall number of calls, we first had to help the client define criteria for a "good call" and an "admit," as well as train the admissions team on how to use the call tracking system. Once both were in place, the call center began tagging each qualified caller, which gave us data for continuous optimization.

We then focused on our attention on keyword targeting. For this client, we had to balance a multi-dimensional keyword approach, which accounted for geographic region, user intent and call quality over call quantity. In order to manage our cost per click and cost per call, we segmented out a wide array of regional keywords, targeting states East of the Mississippi River. We also prioritized action-related keywords, such as “alcohol rehab center” instead of broader terms like “alcohol problem.” Using this approach, we measured and arranged our keyword performance based on the number of qualified callers they were generating and incorporated negative values for callers that were unqualified due to financial or insurance-related issues.

To complement our short-term results, we also walked the client through the application for obtaining a Google Ad Grants account. This was a key pillar for creating longer-term value. In order to gain approval, we meticulously designed a proposed campaign from scratch, and ensured that our plan met Google’s rules and regulations for approval. Within a short time, we were able to get the client’s Ad Grants account approved and running.

Finally, we included display campaigns and methodically launched, tested and optimized new ads and ad copy in order to deliver click-through-rates that exceeded industry averages and built upon the success of winning ads.

The Results

The results were remarkable. In just 90 days, we generated a 50% increase in “good calls,” while working within the same monthly budget that the client had been spending. Additionally, while our cost per call actually rose by 11.3%, our cost per good call fell by 32.6%. In other words, the cost per good call fell by three times as much.

In doing so, we helped our client address their core business and marketing challenge. Through our keyword selection, use of extensive negative keywords and investment in call dispositioning, our client was able to focus less on generating a high volume of calls, and focus more on generating quality calls.

Month	Cost	Calls	Cost/Call	Qualified Calls	Cost/Qualified Call
Dec-12	\$9,053	131	\$69.11	8	\$1,131.63
Feb-13	\$9,151.56	119	\$76.9	12	\$762.63

KPI	Performance Change
Cost/Call	+11% in 3 months
Cost/Qualified Call	-33% in 3 months
Qualified Calls/Dollar	+50% in 3 months

