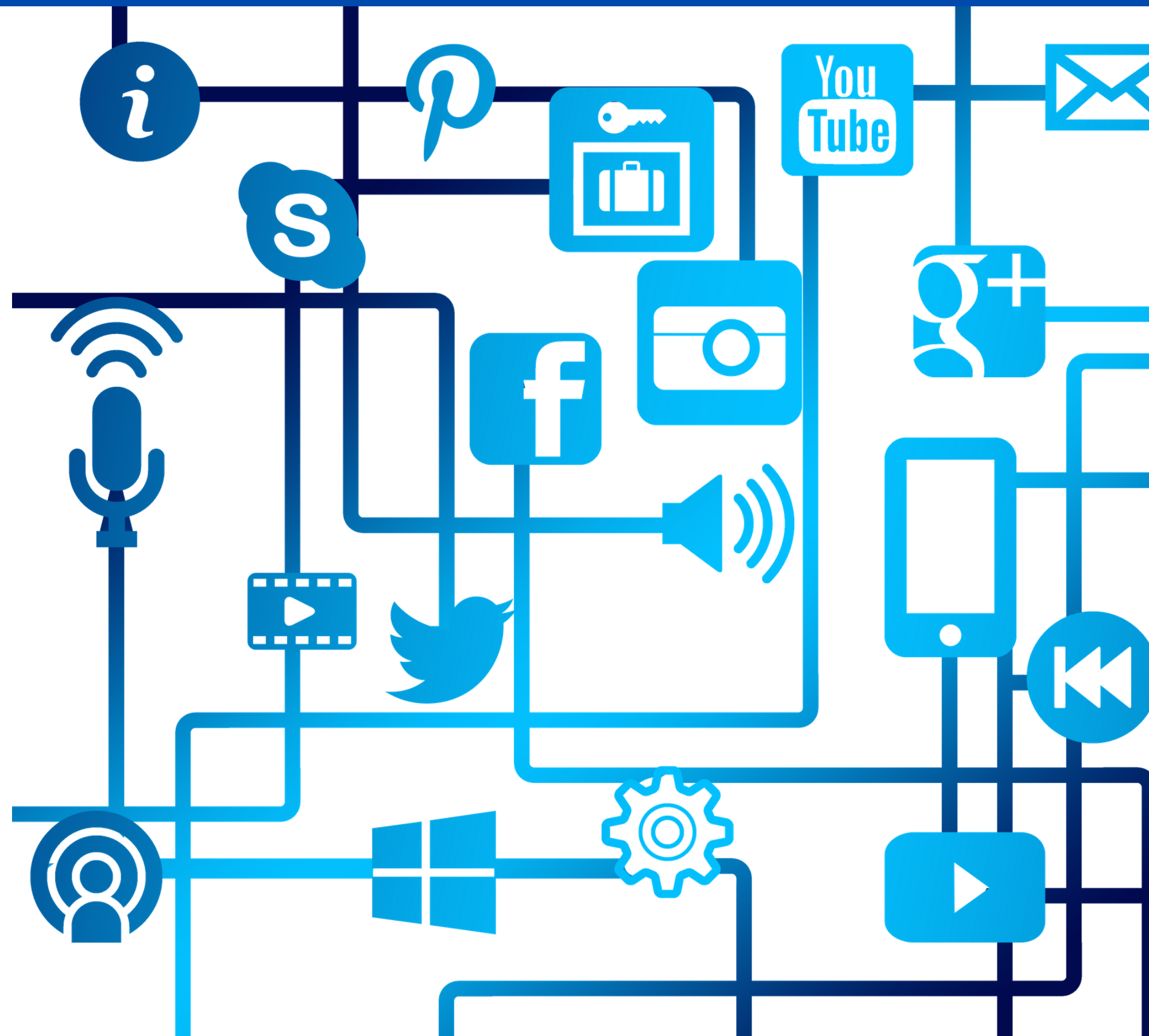


April 2021

HOME CARE PROVIDERS:

Our Best Digital Marketing Tips

VetAssist[®]
Exclusive to the VETERANS HOME CARE[®] Family



SPEAKERS



Evan Kaltman- Veterans Home Care Partner & Exec. Sales VP

- Certified CEU Speaker National Association of Social Workers – New Jersey Chapter (NASW-NJ)
- Member of the New Jersey Association of Veterans Service Officers (NJAVSO).
- Board member for Welcome Home Vets of NJ.



Donna Appel- Veterans Home Care Marketing VP

- Member of the Veterans Council of Broward County
- Advisor to the Aging and Disability Resource Center of Broward County's Senior Advisory Council
- Decades of experience in sales management, marketing and sales training

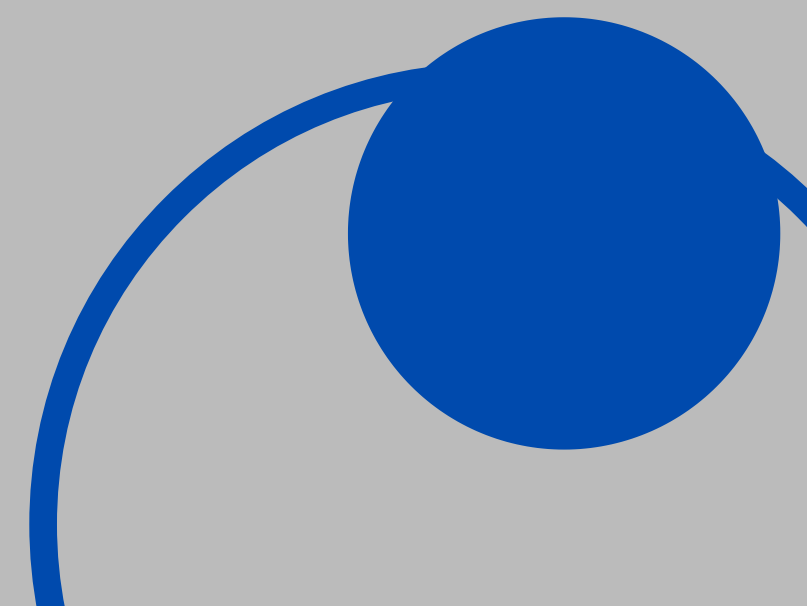


Janet Jennewein- Veterans Home Care Marketing Communications Director

- Past leadership roles at Blue Cross Blue Shield, Prudential Health Care, BJC Healthcare, Barnes-Jewish Hospital
- Directed top agencies to launch Medicaid and Medicare advantage plans
- Decades of hands-on web content, video, print, broadcast advertising, social media, and digital lead management
- Personal long-term care experience caring for her late WWII-generation parents

TODAY'S TOPICS

- 1 Review of last webinar**
- 2 Tips for website**
- 3 Tips for your social media**
- 4 Do it yourself videos & image creation**
- 5 Tips for paid advertising**



Recap of Last Webinar

Our Best Digital Marketing Tips - Part 1

TIPS FROM LAST WEBINAR



- Understand which digital marketing tools are "free"
 - Organic tools and tactics aren't paid advertising
- Start with a strategy or creative brief or outline
 - Before you create anything or spend resources, write an brief
 - Identify the: target audience, current situation, competitive situation, main benefits of your service, other benefits
 - Have a simple "call to action" (what do you want the audience to do?)
- SEO- Improving your website to get more users/larger audience
 - Search engine optimization -- mostly free (or organic)
 - Writing web content with keywords to attract relevant users
- Start with organic marketing tools -- then onto paid ads
 - Step 1-Add good, helpful content to your website
 - Step 2-Take advantage of free social media tools
 - Step 3-Buy paid digital ads

DIGITAL MARKETING HOMEWORK

Learn more by watching these Netflix documentaries



The Social Dilemma –

Former Silicon Valley execs from Facebook, Twitter, Google and more take you behind the curtain so you can understand how digital ads really work.



The Great Hack –

Who has seen a digital ad that has convinced you that your smart phone is listening to your conversations? You'll learn the power of digital advertising from these case studies shared in the film.

Match Social Media to Your Audience

Social Media: Websites and applications that enable users to create and share content, socialize and network with others.

Examples

1. **Facebook**
2. **YouTube**
3. **LinkedIn**
4. Twitter
5. Pinterest
6. Instagram
7. Snapchat
8. Tiktok

Audience is mostly...

- **Approx. 70% all adults**
- **Approx. 70% all adults**
- **Adults 35-55**
- Males under 40
- Females under 40 yrs. old
- People under 35 yrs. old
- People under 35 yrs. old
- People under 30 yrs. old



Tips for Your Website



Family

Tip 1: Leverage the VetAssist Program

Use VetAssist to gain more clients with reliable, steady VA funding.



VETERANS

Up to \$1,936 per mo*



MARRIED VETERANS

Up to \$2,295 per mo*



SURVIVING SPOUSES

Up to \$1,244 per mo*

*Maximum monthly pension and additional Aid & Attendance benefit from the Veterans Benefits Administration as of 12/2020.

Add VetAssist to Your Website



Texas

The screenshot displays the website for Southeast Texas Home Care. At the top, the logo and name 'SOUTHEAST TEXAS HOME CARE' are visible, along with navigation buttons for 'VA Form', 'Online Store', and 'Apply Online'. A secondary navigation bar includes links for 'Home', 'About Us', 'Our Services', 'FAQ', 'Why Us', 'Testimonials', and 'Contact Us', along with a phone number '(409) 291-8880' and social media icons for location, Twitter, and Facebook.

The main content area features a central announcement: 'ANNOUNCING New Partnership' with the 'VetAssist Program' logo. Below this, the text reads: 'We are proud to announce that we are now accepting VA patients through our partnership with VetAssist!'. Two buttons are provided: 'VA BROCHURE' and 'VA FORM'. The announcement is flanked by images of veterans: on the left, two men in VFW caps (one with 'VFW 3007'); on the right, a man in a military officer's uniform and a black and white photo of three sailors.

A red chat button labeled 'Let's Chat!' is positioned in the bottom right corner of the website screenshot.

Add VetAssist to Your Website



Pennsylvania

The screenshot shows the website for the VetAssist Program in Pennsylvania. At the top left is the logo for "Voices for Independence" featuring a red star and a blue triangle with a white number 3. To the right of the logo is a red "DONATE NOW" button and a row of social media icons for email, Facebook, Instagram, Twitter, and YouTube. Below these is a white box with the text "Call VFI Today: (866) 407-0064". A dark blue navigation bar contains the following menu items: ADVOCACY, ATTENDANT CARE, LIVING WELL, HOUSING, NHT, ACTIVITIES, ABOUT VFI, and LOCATIONS. In the top right corner, there is a "Font Size:" selector with buttons for S, M, L, and XL. The main content area has a blue header with "VETASSIST PROGRAM" in white. Below this is a breadcrumb trail: "Home » VFI Personal Assistance Services » VetAssist Program". The central focus is the "VetAssist Program" logo, with "VetAssist" in red and blue, and "Program" in red. Below the logo is the tagline "We Change Lives" in a black serif font. A paragraph of text follows: "If you are a wartime veteran, or the surviving spouse of a wartime veteran, you may be eligible for the Department of Veterans Affairs (VA)'s 'Aid & Attendance' pension, which can help pay for home care. We work with the VetAssist® Program of Veterans Home". On the right side of the page, there are two red buttons: "EMPLOYMENT OPENINGS" and "EMPLOYMENT SERVICES". Below these is a promotional banner with the text "NOW HIRING OFFERING NEW HIRE BONUSES AND RETENTION BONUSES!". At the bottom of the banner, it says "NOW OFFERING A NEW HIRE BONUS PROGRAM- APPLY TODAY!". Below the banner, a paragraph of text reads: "Voices for Independence is proud to announce that we are instituting a limited-

Add VetAssist to Your Website



New Jersey



HOME SERVICES ABOUT US CAREERS FOR VETERANS CONTACT BLOG

Veterans Benefits

Are you a wartime veteran
or the surviving spouse of
a wartime veteran?



If you are a wartime veteran or the surviving spouse of a wartime veteran, you may be eligible for a little-known pension called "Aid & Attendance" from the Veterans Benefits Administration (VBA), which can help pay for home care. Military service must include at least one day during wartime, but overseas service, combat duty, or a service-related disability is not required.

We partner with the VetAssist® Program of Veterans Home Care®. We can help you apply for the VA pension and begin home care before the VA processes your claim. To qualify for the VetAssist Program, a veteran or surviving spouse will need to meet the following "3 Ms" criteria regarding Military service, Medical condition, and Money.

Proud Partner of
VetAssist®
Program
We Change Lives

Add VetAssist to Your Website



California

Heritage Senior Care

Home Services ▾ Offices About Testimonials Community Employment

Veteran Care - No Cost Vet Assist Program



Heritage Senior Care has a strong partnership with the Vet Assist Program to provide in-home care with no out of pocket costs for low-income veterans and their surviving widows.

How do I qualify?

Add VetAssist to Your Website



Colorado

The screenshot displays the Curantis Health website. At the top left is the logo for Curantis Health, featuring a heart with hands and the tagline 'The Caring Ones... mind, body and soul'. The navigation menu includes 'Home', 'About Us', 'Caregivers', 'Care Options', 'Veterans Aide', 'The Process', and 'Careers'. The main heading is 'Veterans Aide'. Below this is a large image of soldiers in a field. To the left of the text is a smaller image of a dog tag and a rosary on a piece of parchment. The text on the page reads:

The rumors are true... we help our clients get the VA to pay for home care for you and your PI or Personal Income such as Social Security or Retirement. What's the catch? There is none, but you do have to meet ALL the criteria to move forward. It costs you nothing to determine your eligibility, so call us today!

Our program allows 40-70 hours of care AT NO COST to those that qualify (depending on your status), so yes its a big deal to see if you qualify. For more, keep reading, then Apply for Eligibility at the end.

Established in 1952, Congress passed Title 38 of the United States Code creating what we now call the Department of Veterans Affairs (VA) and authorizing benefits for Veterans. One of these benefits includes the 'Attended' also known as the A.S.A. in which the funds derived from

Add VetAssist to Your Website



Virginia

The screenshot shows the Silver Care website with the following content:

SILVER CARE
"WHERE WE CARE FOR YOU"
HOME CARE AND ASSISTANCE SERVICES

Home Mission **Services** Caregivers Reviews Join Us About Us Contact Us Blog Classes

Veteran's Assistance

Who is Eligible for Aid and Attendance and the VetAssist® Program?

A simple way to determine eligibility, is to start with the three main qualifications or "must-haves" for the VA pension with Aid and Attendance:

- 1) **Military:** Are you a veteran or the surviving spouse of a veteran who served at least 90 days on active duty, at least one day during wartime, with an honorable discharge? (Persian Gulf War veterans must have two years of active duty or the full period for which they were called for active duty.)
- 2) **Medical:** Do you have a non-service-connected medical condition causing you to need assistance with activities of daily living?
- 3) **Money:** Do you have a net worth at or less than \$129,094? (limit established by Congress 12.1.2019) Your primary home and auto are not counted as part of net worth. Ongoing, non-reimbursable medical and long-term care expenses may reduce your countable income. That means the amount you pay for in-home care can be deducted from your net worth and help you qualify.

Veterans Must Have Served During a VA Defined War Period:

- **World War II:** December 7, 1941-December 31, 1946
- **Korean War:** June 27, 1950-January 31, 1955
- **Vietnam War:** August 5, 1964-May 7, 1975 (Or served in Vietnam February 28, 1961-August 5, 1964)
- **Persian Gulf War:** August 2, 1990- date not yet determined. *Must have served active duty for two years or the full period of which the veteran was called for active duty.

Add VetAssist Form to Your Website



Virginia



How to Get VA Benefits for Home Care through the VetAssist® Program

The VetAssist® Program is offered by a family-owned business like ours. We partner with them for their expertise in a little-known VA benefit called "Aid and Attendance." The VetAssist Program allows single veterans, married veterans and widows of veterans get care started before their VA funds arrive. The VetAssist Program is ideal for those who want to use their VA Aid and Attendance benefit primarily for in-home care. The VA Aid and Attendance funds can translate to 10-25 hours of personal care services for a veteran or veteran's widow/surviving spouse. Families in this area can contact us at **757-648-9396** or complete this short form.

Others outside the Norfolk-Chesapeake area or outside Southhampton County, can go to www.veteranshomecare.com or call **888-314-6075**.

Check Eligibility Now:

After submitting this form, A VetAssist Enrollment Specialist from Veterans Home Care® will contact you regarding eligibility:

Person To Contact First Name

Person To Contact Last Name

Person To Contact Phone Number

Person To Contact Email *

Person Who Needs Care First Name

Person Who Needs Care Last Name

City

State

Zipcode

Checkboxes

- Veteran (Must have served during wartime. Overseas or combat duty NOT required.)
- Surviving Spouse of Deceased Wartime Veteran (Must have been

If Adding VetAssist Form to Your Website:

Be sure to:

- **Add an automatic email form notification** to:
referrals@veteranshomecare.com
- **Include your agency name**, branch location and contact info in the automatic notification to VetAssist
- **Let responders know they will get a call** from Veterans Home Care's VetAssist Program
- **Notify us** so we can test your form
- **Screen clients with eligibility criteria:**
 - **Add war time dates**
 - **Add surviving spouse criteria** - must have been married to the veteran at time of veteran's death
- **Let your staff know-** your team can also use your web form to refer to VetAssist

Website Text

Mandatory When Using VetAssist Logo



Must use or "boiler plate" text:

Veterans Home Care® and the VetAssist® Program are not part of any government agency and are not affiliated with the Department of Veterans Affairs (VA).

Must use our suggested text or have us review your own original text

Our goal is to be fully transparent with clients who may confuse us with others.

Website Text

Do's and Don'ts Regarding VetAssist

Don't -- Say "Free home care"

The veterans and spouses pay for their care with the money from the VA benefit.

Do -- Say "Home care with no-out-of pocket costs"

Do -- Say "Free loan to get home care started right away"

Do -- Add official VA wartimes:

- **World War II:** December 7, 1941-December 31, 1946
- **Korean Conflict:** June 27, 1950-January 31, 1955
- **Vietnam Era:** August 5, 1964-May 7, 1975
Veterans who served February 28, 1961-August 5, 1964, must have served in Vietnam.
- **Persian Gulf War:** August 2, 1990-date to be determined

Tip 2. Keep Your Website Up-to-date

Do -- Pay attention to the numbers that change annually

- **VA Pension rates** change every year in December. (currently up to \$1,936 for a veteran).
- **VA Net worth limit for Aid & Attendance** (income and asset limit) changes every year in December (currently \$130,773, a new VA rule started in 2018)
- **Veterans Home Care -- 18 years in business** (since 2003)

Do -- make other updates

- Persian Gulf War - Veteran must have served 2 years of active duty or the full time for which he/she was called for active duty.
- Veteran must have honorable or general discharge from service for VetAssist.

Tips for Your Social Media



Family

Tip 3: Utilize Facebook & its tools

If you haven't created a Facebook page, you should!

- Most adults log on to Facebook every day
- Almost 75% of U.S. adults don't go a day without checking Facebook.
- Facebook is the most popular social network among seniors
- Among Americans 65 and older, 46% use Facebook. Compare that with 38% on YouTube, 15% on Pinterest, and 11% on LinkedIn.

Source: Facebook & Pew Research
<https://blog.hootsuite.com/facebook-demographics/>

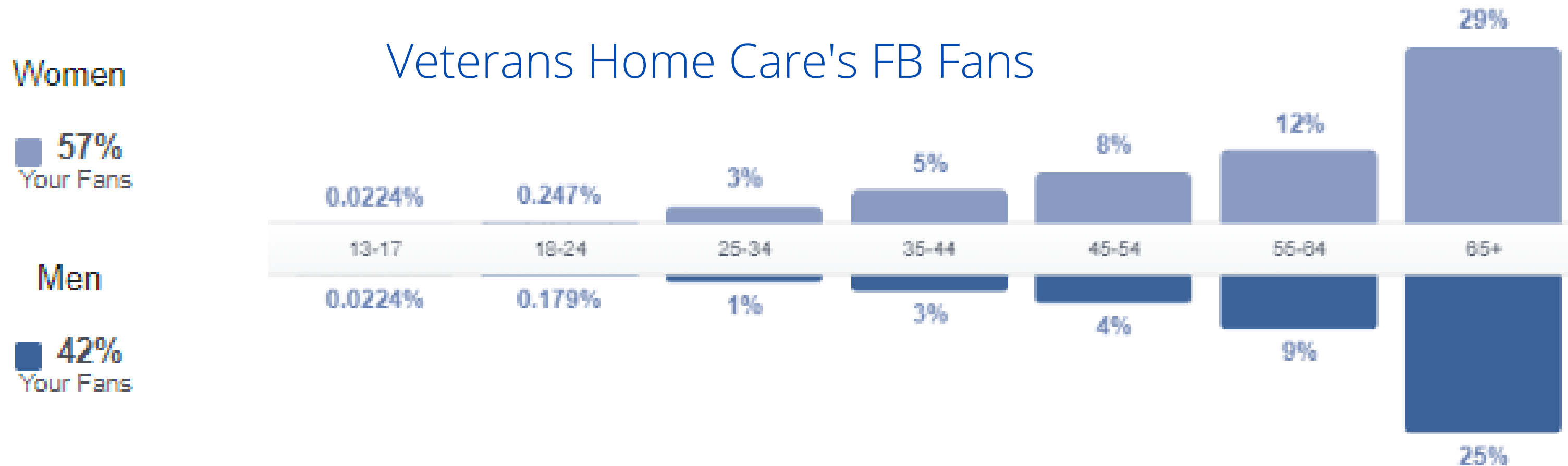


Businesses can create a free Facebook page.

Tip 4: Use Facebook free analytics to measure your success

Facebook's built-in data **analytics tools** enable you to monitor your audience and find out what resonates with them. (Going away after June 30, 2021)

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



Tip 4: Use Facebook free analytics to measure your success

■ Reach: Organic / Paid ▼
■ Post Clicks
 ■ Reactions, Comments & Shares i ▼

| Published | Post | Type | Targeting | Reach | Engagement | Promote |
|-----------------------|--|---|---|---|--|----------------------------|
| 04/12/2021 2:52 PM |  Check your eligibility now: https://bit.ly/31PA2a5 |  |  | 298 ■ | 8 17 ■ ■ | Boost Post |
| 04/12/2021 9:25 AM |  Hamburgers and hot dogs grilled by our our President Larry Kay and |  |  | 603 ■ | 65 70 ■ ■ | Boost Post |
| 04/12/2021 9:15 AM |  <u>We safely and ceremoniously celebrated the Cardinals home</u> |  |  | 406 ■ | 15 40 ■ ■ | Boost Post |
| 04/10/2021 6:40 AM |  Quite a few museums in St. Louis's historic Jefferson Barracks open on |  |  | 240 ■ | 2 5 ■ ■ | Boost Post |
| 04/09/2021 3:23 PM |  Does Mom or Dad need in home care? Check your eligibility for the |  |  | 267 ■ | 5 11 ■ ■ | Boost Post |
| 04/09/2021 9:47 AM |  We honor the more than 500,000 American warriors captured while |  |  | 369 ■ | 4 32 ■ ■ | Boost Post |

Tip 4: Use Facebook free analytics to measure your success

Total Page Followers: 4,799



Tip 5: Share VetAssist content on your Facebook page.

Quickly add VetAssist content to your page.

1. Go to:

www.facebook.com/veteranshomecare

2. Find a post that you like.

3. Hit the "Share" button.

4. Add your contact info at the top:

"We're proud to be a VetAssist home care provider.

Call us XXX-XXX-XXXX today."



TIP 6: Use Images for VetAssist Providers

Add your contact info and use these images for your social media posts



Ask your VetAssist contact to share these with you. Or look for them in our Constant Contact emails.

PHOTOS WORTH A THOUSAND WORDS...

Use our images & photos in your social media posts



PHOTOS WORTH A THOUSAND WORDS...

VetAssist client photos with military service memorabilia



Tip 7: Crop Your Photos

Crop photos to make them more impactful, more professional and help protect dignity of our clients.



BEFORE

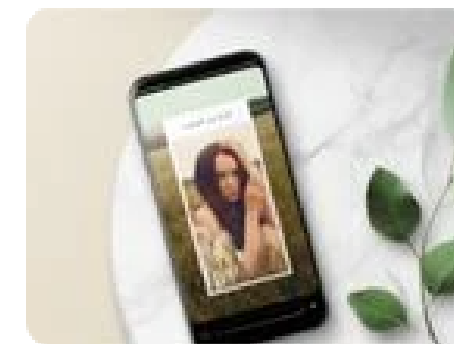


AFTER

Get FREE photos and more...

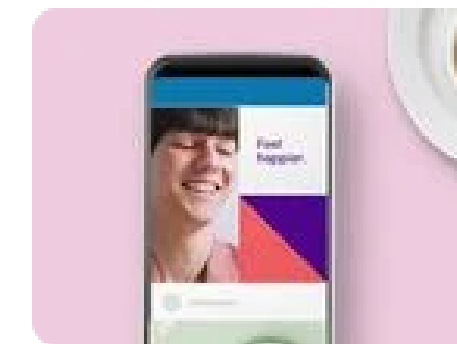
Tip 8: Try Free Canva app to create digital content

Canva.com has a free online version with **free photos** and **templates** to help you create various graphics for digital and traditional marketing.



Social Media

- Instagram Story
- Instagram Post
- Facebook Post
- Facebook Cover
- YouTube Channel Art
- LinkedIn Banner



Business

- Presentation
- Website
- Logo
- Business Card
- Invoice
- Business Letterhead

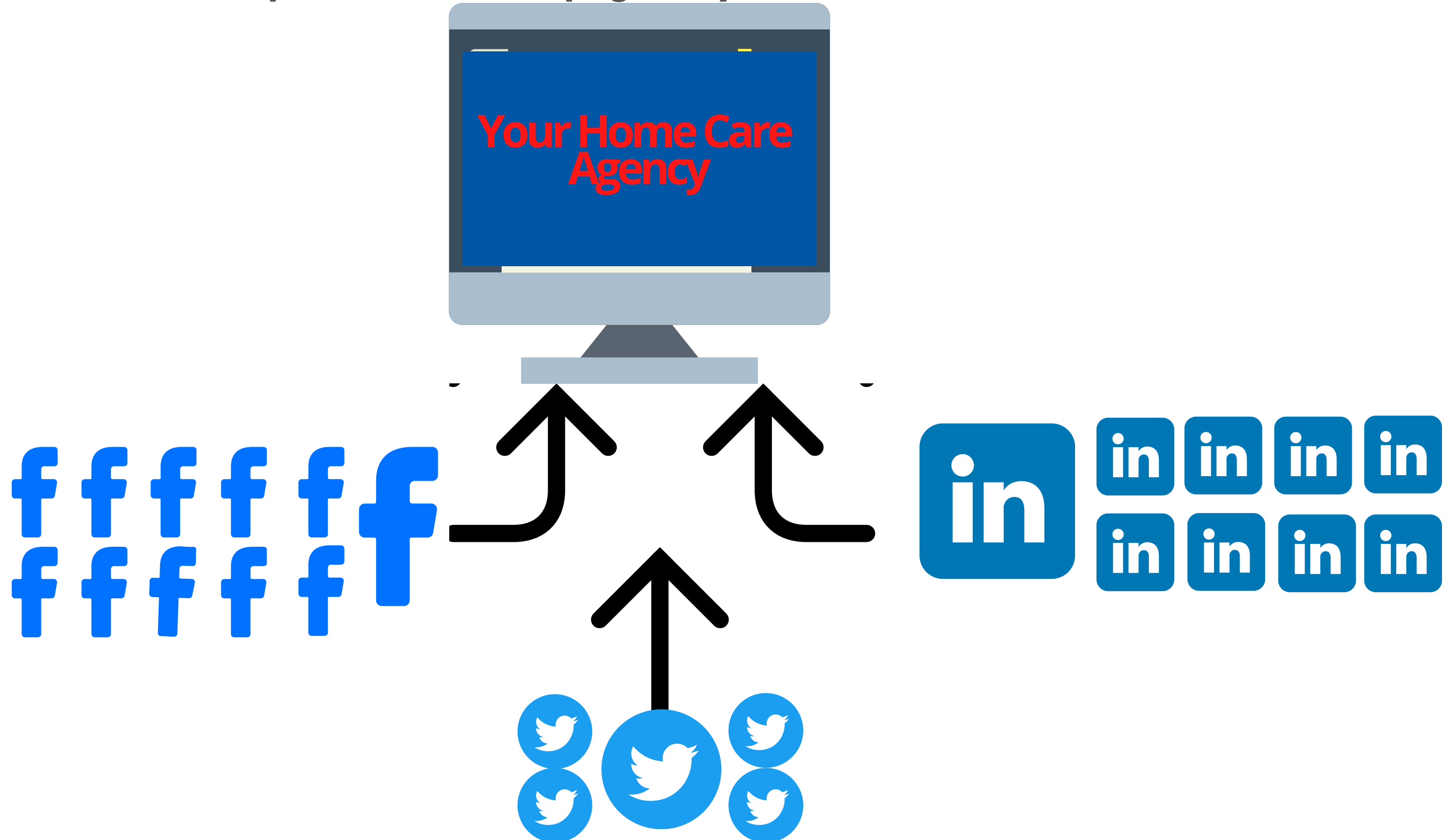


Marketing

- Poster
- Flyer
- Infographic
- Brochure
- Newsletter
- Proposal

REMEMBER: USE SOCIAL MEDIA TO DRIVE TRAFFIC TO SITE.

Add links to your social media posts to different pages of your website



PROMOTE YOUR WEB CONTENT

Add links to your social media posts to different pages of your website

Facebook Post

Veterans Home Care LLC
3d · 🌐

Tomorrow is Vietnam Veterans Day. Please call or text a Vietnam era veteran and tell them thank you! <https://bit.ly/3IL7PJi> #Vietnam #veterans

Celebrating
MARCH 29
VIETNAM
WAR VETERANS DAY

VetAssist
Exclusive to the VETERANS HOME CARE Family

Web Page

VetAssist
Exclusive to the VETERANS HOME CARE Family

Aid & Attendance ▾ VetAssist® ▾ About ▾ Partners ▾ Blog Careers Contact

Home / Five ways to honor veterans on Vietnam War Commemoration Day

Five ways to honor veterans on Vietnam War Commemoration Day

Five ways to honor veterans on Vietnam War Commemoration Day

By Bonnie Laiderman

As March 29 approaches, the day declared by the Department of Defense and the Department of Veterans Affairs (VA) as Vietnam War

PROMOTE YOUR WEB CONTENT

Add links to your social media posts to different pages of your website

Facebook Post

Veterans Home Care LLC
Published by Sendible · March 14 at 11:45 AM ·

We have more than 100 testimonials and reviews!
<https://bit.ly/2BONHU4>

"It makes me feel so much better knowing someone is checking on him."
by Donna B. -- Lee's Summit, MO ★★★★★

Veterans Home Care has been extremely helpful to my brother's care and welfare. He fell in his apartment and broke his hip. His mobility is limited and he has beginning dementia. If any veteran needs help in-home, I would highly recommend contacting them.

888-314-6075 **VetAssist Program** Verified Review BBB
We Change Lives

The VetAssist® Program is not affiliated with the Department of Veterans Affairs (VA).

285 People Reached 28 Engagements [Boost Post](#)

Web Page

f t y in National Referral Number: 1-888-314-6075 [Referral Form](#)

VetAssist
Exclusive to the VETERANS HOME CARE Family

Aid & Attendance ▾ VetAssist® ▾ About ▾ Partners ▾ Blog Careers Contact

Home / Testimonials

Testimonials

We're proud to share more than 100 combined reviews and testimonials we've received from our clients.

Read some of our thank you notes below.

Find certified reviews by clicking on the BBB, BCA, and Google logos:

Review On Better Business Bureau BBB

ALLIANCE
Customer Reviews & Ratings

Google
Reviews

Such a huge burden off my shoulders...

Wanted to thank you for all your help. We would not have known how or what to apply for. I appreciate you very much!

Sharen W. — Arkansas

Tip 9: Create a Social Media Calendar

Plan your social media posts in advance with a calendar

Veterans Home Care LLC
Published by Sendible · March 29 at 11:30 AM · 🌐

Dana Taylor, LCSW, shares how social workers made a huge impact by simply asking about their patient's military status!
<https://bit.ly/3f438Jm> #socialwork #veterans



233 People Reached 19 Engagements Boost Post

Veterans Home Care LLC
Published by Sendible · February 26 · 🌐

We honor our veterans everyday and during Black History Month, we're mindful of the many African American veterans we have served and thank them for their service! Here are photos of some of them. Learn more about the VetAssist Program call 888-314-675 or click <https://veteranshomecare.com> #blackhistory



413 People Reached 34 Engagements Boost Post

Veterans Home Care LLC
Published by Sendible · March 3 · 🌐

Happy birthday to our #NavyReserve



676 People Reached 106 Engagements Boost Post

SOCIAL MEDIA CALENDARS

Find what's trending and use hash tags to direct traffic to your social media posts

#Glaucoma

#StrokeMonth

#PTSD

#fallprevention

1. January - National Glaucoma Awareness Month
2. February - Heart Health Month
3. March - National Nutrition Month
4. April - Parkinson's Awareness Month
5. May - National Stroke Awareness Month
6. June - PTSD Awareness Month
7. July - Senior Independence Month
8. August - Senior Eye Health Month
9. September - Alzheimer's Awareness Month
10. October - Talk About Your Medicines Month
11. November - Celebrating & Supporting Military Families
12. December - Older Driver Safety Awareness Month

VetAssist[®]

Exclusive to the VETERANS HOME CARE[®] Family

SOCIAL MEDIA CALENDARS

Find what's trending and use hash tags to direct traffic to your social media posts

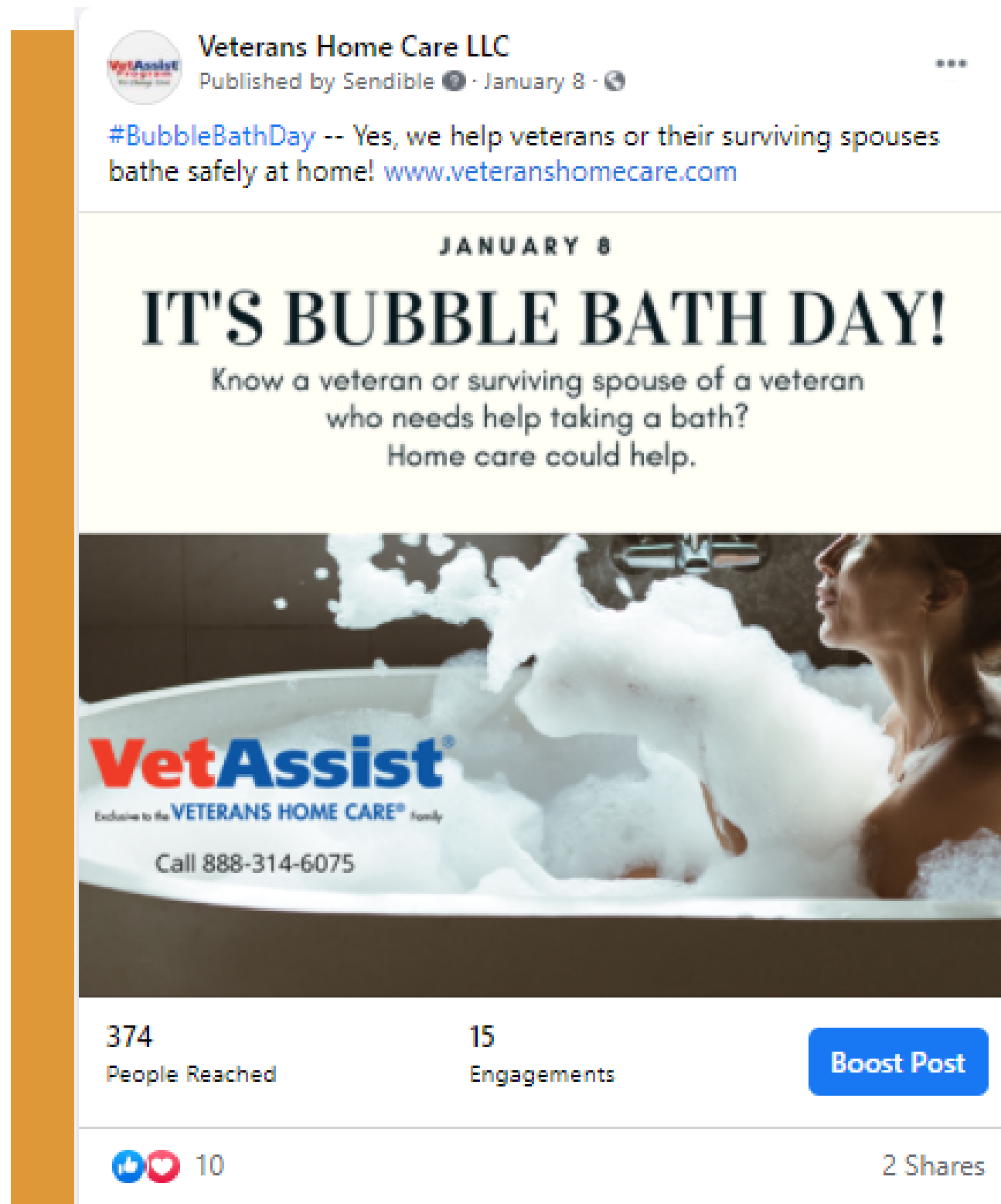
#BubbleBathDay

#Picoftoday

#Love

#photooftoday


#drivesafe



Veterans Home Care LLC
Published by Sendible · January 8 ·

#BubbleBathDay -- Yes, we help veterans or their surviving spouses bathe safely at home! www.veteranshomecare.com

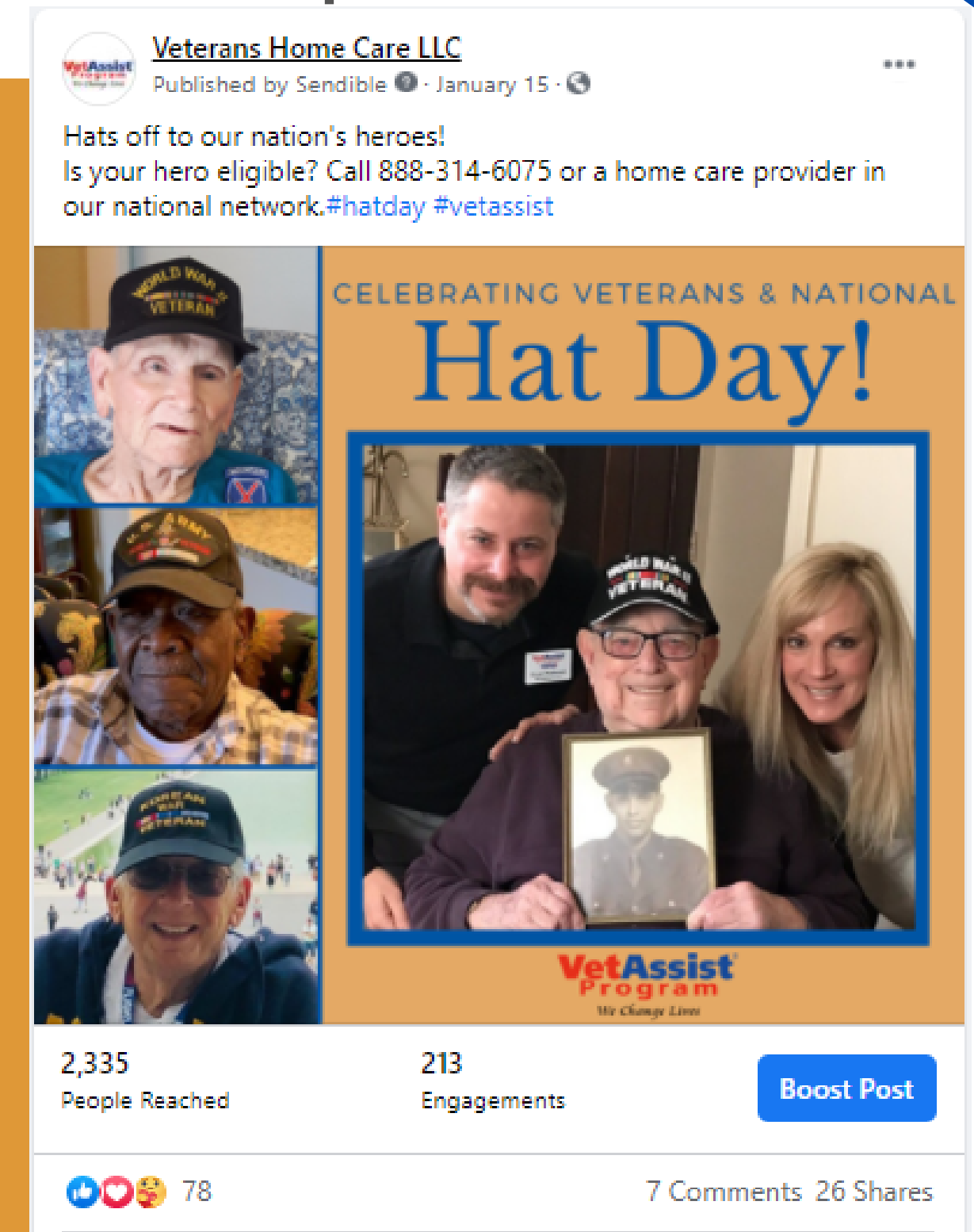
JANUARY 8
IT'S BUBBLE BATH DAY!
Know a veteran or surviving spouse of a veteran who needs help taking a bath? Home care could help.



VetAssist
Exclusive to the VETERANS HOME CARE[®] Family
Call 888-314-6075


374 People Reached 15 Engagements **Boost Post**

10 2 Shares



Veterans Home Care LLC
Published by Sendible · January 15 ·

Hats off to our nation's heroes!
Is your hero eligible? Call 888-314-6075 or a home care provider in our national network. #hatday #vetassist



CELEBRATING VETERANS & NATIONAL Hat Day!

VetAssist Program
We Change Lives

2,335 People Reached 213 Engagements **Boost Post**

78 7 Comments 26 Shares

Tip 10: Schedule Social Media Posts in Advance

Schedule your social media posts in advance using Facebook's free tool "Creator Studio" or purchase other apps such as Hootsuite or Sendible.

The screenshot shows the Facebook Creator Studio interface for the page 'Veterans Home Care LLC'. The left sidebar contains navigation options: Home, Content Library (selected), Post Testing, Stories, Videos You Can Crosspost, Playlists, Series, Clips, Instant Articles, and Posts Timeline. The main content area shows 'Content Library > Posts' with tabs for 'All Posts', 'All Published', 'Scheduled', 'Drafts', 'Expired', and 'Expiring'. Below these are filters for 'Post Type: All', 'All time: Jan 1, 2009 - Apr 20, 2021', and a search bar. A table of posts is displayed below:

| Post | Post Status | Date |
|--|-------------|-----------------------------------|
| <input type="checkbox"/> Eligible seniors who choose the VetA... Veterans Home Care LLC | ● Published | Today 10:29 AM Shelli Alred |
| <input type="checkbox"/> Check your eligibility now: https://bit.l... Veterans Home Care LLC | ● Published | Yesterday 2:52 PM Shelli Alred |



Tips for Paid Digital Ads

Google SEM/Digital Ads



Marketing using **paid advertisements** that appear on search engine results pages (SERPs) or other web pages or apps

Google is the market leader offering these basic types of ads:

1. **Search** or SEM campaign (pay-per-click) - keyword driven
2. **Display** campaign - display images
3. **Video** campaign
4. **App** campaign



**GOOGLE
ADS**

Facebook Digital Ads



Facebook offers a variety of ads of which you can select the demographics of your audience.

1. **Boosted posts** - turn your free post into an ad
2. **Image ads** - display images
3. **Video ads** - uploaded videos
4. **Carousel ads** - slide shows you can create on Facebook with up to 10 images

On Facebook, you can pay per click, or charged based on ad impressions, video views, and other metrics.



**FACEBOOK
ADS**

Start with any budget: \$20 - \$500 per month

Your budget is based on your business goals and financial situation.

Digital advertising offers a low threshold to entry

Start with boosting engaging Facebook posts for as little as \$20.

Hire a digital marketing firm- ask about their minimum monthly budget.

Set a budget - then track results

- Measure the resulting leads (cost-per-lead could start at \$100 per lead and evolve to \$6 per lead.)
- Try to track leads that convert to actual sales or new clients

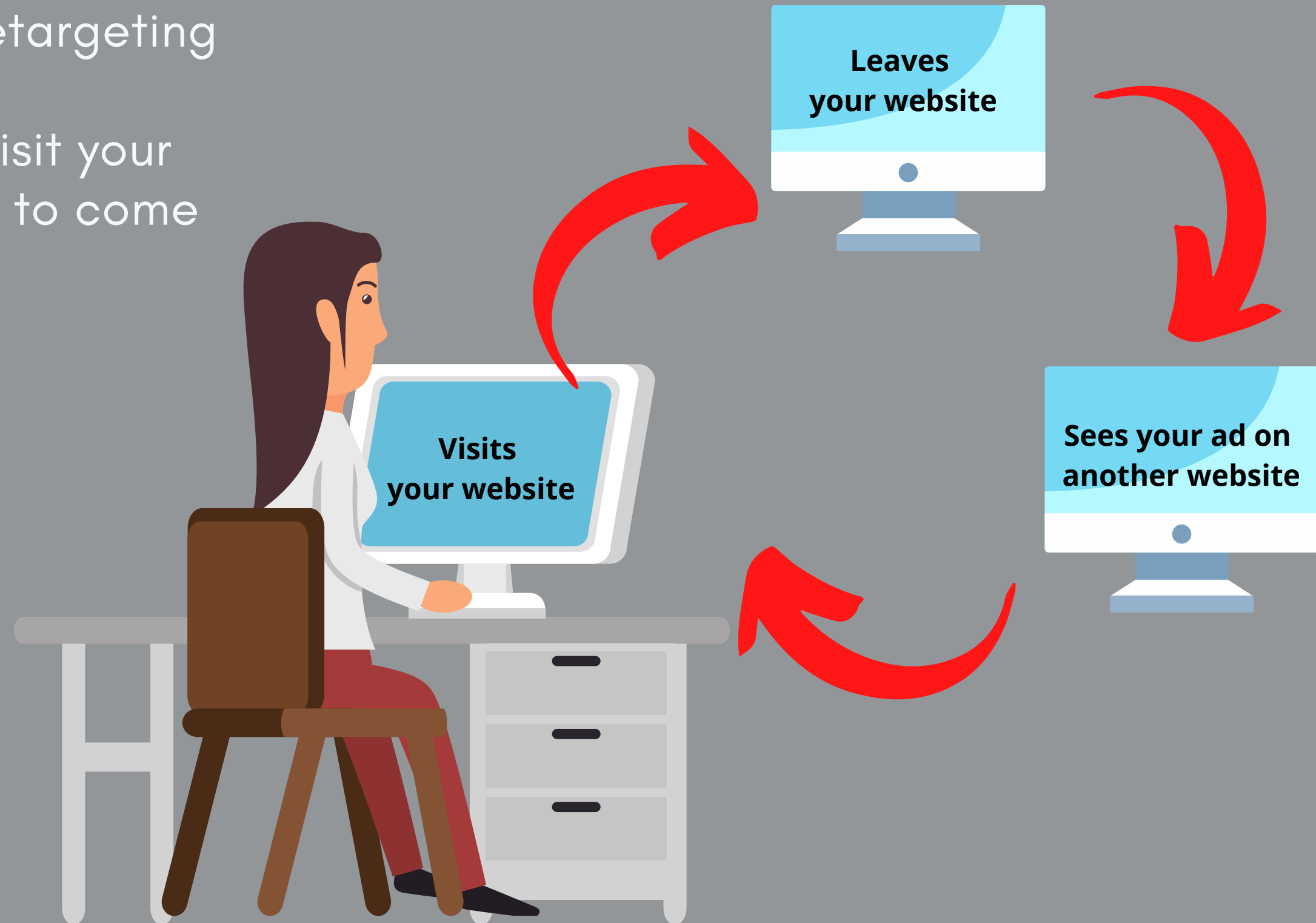
Do a Return-On-Investment (ROI) analysis.

- Decide what new client is worth (gross profit from 1 new typical client)
- Sometimes a very low conversion rate (1%-5%) can yield a return on investment!



Tip 11: Launch Retargeting ad Campaigns

- We highly recommend retargeting ads.
- They target people who visit your website and remind them to come back.



Tip 12: Get Help to Measure Results!

Advertising is a "Do-Learn-Do" process if you track key metrics.

Measurement is a challenge for non e-commerce sites.

Typical measurable goals:

- traffic to a landing page
- completed lead forms
- phone calls

Measurement: Ask your web developers, digital consultants, or digital advertising vendors how to set up measurement on your site through **Google Analytics**.

Reports: When hiring a digital advertising vendor, ask to see the reports they'll deliver.

Hint: Number of impressions don't matter much!



Tip 13: Take advantage of sophisticated AI tools for Google and Facebook ads.

Both Facebook and Google allow you to use their own machine learning and artificial intelligence to achieve better advertising results.

**Artificial
Intelligence
& Machine
Learning**

 **facebook Ads**

vs.

 **Google AdWords**



TALK TO US!

EMAIL

info@veteranshomecare.com

PHONE

877-390-6377

OUR TEAM DIRECTORY

[https://veteranshomecare.com/region
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