



Balfour's Digital Marketing is generating more traffic and conversions.
www.balfourcare.com



BACKGROUND

Mindy Whitworth has been in the senior care industry for over 20 years. After joining Balfour Senior Care as the V.P. of Operations she quickly saw a need to improve their digital marketing. Having been with other senior living centers and utilizing WSI Digital Marketing in the past, we were her first call.

Mindy saw that their digital marketing was being handled by numerous companies. There was no cohesiveness. There was no accountability or real data to know if what they were doing was effective. The website was very dated and not converting. Their Google Ads Campaign was not optimized and was not producing the results they wanted. You had a hard time finding Balfour on the internet because their Search Engine Optimization was not optimized properly.

CHALLENGES

When Balfour Senior Living first contacted the WSI team, many business challenges needed to be addressed:



Outdated website

Balfour's website was old, unattractive and outdated. A fresh and modern design was needed to attract clients, reflect the brand's luxury image and enhance user experience.



Lack of digital presence

The overall digital visibility of the website had been neglected, resulting in inadequate brand exposure and limited lead generation. Balfour was not ranking on google for many common keywords.



Underperforming paid ad campaign

Balfour's google paid ad campaign was not performing well. After conducting a Pay Per Click audit, we found numerous areas that needed attention. It was reducing the overall profitability of the business and not producing enough quality leads.

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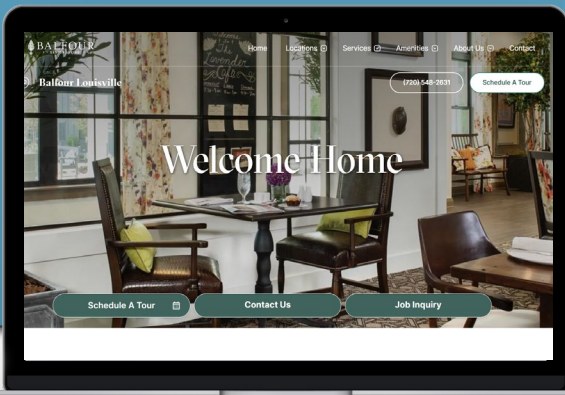
"I highly recommend WSI and am extremely grateful for our partnership. Their knowledge of SEO and Paid Search best practices has been a valuable resource in optimizing our digital marketing initiatives. We have experienced significant growth in leads and conversions."

Julie Nash - Balfour Senior Care
Chief Operating Officer

SOLUTION

After meeting with the Balfour Senior Living team and getting insight into their business challenges, WSI established a new digital strategy to help drive growth, enhance customer experiences, and ensure competitiveness in the digital era. The digital marketing solution that the WSI team worked on included the following:

1. Implementing a digital marketing framework that optimized profitability. The process involved eliminating unnecessary 3rd party services and enhancing business agility.
2. Developing a new brand-focused website prioritizing brand messaging, valuable content, focusing on SEO, conversion rate optimization strategies and targeted Google and Facebook ad campaigns were also implemented and optimized.
3. Assisting in focusing on Google Reviews and their impact on the overall business including their impact on potential clients and staffing.



RESULTS

With the support of the WSI team, Balfour Senior Living began experiencing a notable rise in its website's visibility, including organic search and pay per click results. Here are some of the achievements that WSI helped accomplish:

+16,500
VISITORS
MONTHLY

The new website has improved user experience, more conversions and is generating more leads.



Google ads and Facebook campaigns are generating over 1800 high quality conversions per month.

-53%
COST PER LEAD

Cost per lead has decreased by 53% plus our quality of lead has improved.



Our SEO campaign now ranks Balfourcare.com top three in over 222 keywords

FUTURE PLANS

Through a shared commitment to attaining established objectives, this partnership will definitively impact the future endeavors of both businesses. The WSI team remains dedicated to supporting Balfour Senior Living business expansion, including two new locations and extending its outreach to a broader audience.

Is your organization in need of similar support and results?

Get in touch with WSI and start unlocking a world of possibility for your business.

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