



MEDICARE
411

2024

CASE STUDY

INDUSTRY

HEALTHCARE

BUDGET

CONSERVATIVE

DURATION

5 WEEKS

CHAMPIONED BY



AD VICE **MARKETING**

THE CHALLENGE: COMPETING AGAINST LARGE NATIONAL MEDICARE PROVIDERS

Medicare 411, a local Medicare assistance provider, faced significant competition from national Medicare and insurance companies.

PRIMARY GOALS ➤

1

Increase phone calls to schedule Medicare review consultations

2

Improve website traffic and web form submissions to generate more leads

3

Achieve higher local search rankings against larger national competitors

THE SOLUTION: DEVELOP A COMPELLING BRAND NARRATIVE

To differentiate Medicare 411 from out-of-market competitors, Ad Vice Marketing developed a clear brand narrative using the StoryBrand 7-step formula.

The focus was to identify the core challenges of Medicare 411's target audience and position the company as the empathetic, expert guide with a solution.

OUR APPROACH INCLUDED:

STRATEGIC KEYWORD OPTIMIZATION

Implemented key search terms to ensure Medicare 411's visibility on search engines

LOCAL EXPERTISE MESSAGING

Establish Medicare 411 as the local authority for free Medicare assistance, to distinguish from competitors

OMNI-CHANNEL TARGETING

Ensured consistent messaging across social media, radio, digital marketing and website

CUSTOMER-FOCUSED NARRATIVE

Refined the brand narrative to address customers' problems while positioning Medicare 411 as the solution

THE EXECUTION:

COHESIVE MESSAGING ACROSS PLATFORMS



AD VICE MARKETING

WEBSITE

Revamped Medicare 411's website with clear calls to action, engaging content, and keyword-rich verbiage to ensure SEO continuity.

SOCIAL MEDIA ADS

Created a Facebook campaign featuring celebrities that appealed directly to the 65+ demographic to drive engagement and website traffic.

DISPLAY + SEARCH ADS

Leveraged a combination of visually engaging display ads and high-intent keyword search ads to expand reach and precisely target.

THE RESULTS:

A COMPETITIVE ADVANTAGE IN A NATIONAL MARKET

Despite a conservative budget and intense competition, the campaign yielded impressive results:

5,311

IMPRESSIONS
SERVED

512

CLICKS ON
SEARCH ADS

9.64%

CLICK-THROUGH RATE
(INDUSTRY AVG: 3.27%)

\$9.23

AVG COST
PER CLICK

119

PHONE CALL CLICKS
FROM SEARCH ADS

85

LEAD-GENERATING
PHONE CALLS

16.60%

CONVERSION RATE
(INDUSTRY AVG: 3.36%)

6

FORM
FILLS

91

TOTAL CONVERSIONS
FROM SEARCH

THE CONCLUSION:

Through strategic keyword optimization, an omni-channel approach, and a well-crafted brand narrative, Medicare 411 was able to successfully compete with larger national players.

By positioning themselves as the local experts for free Medicare assistance, they saw a substantial increase in calls, conversions, and website traffic.