

# AMERICAN FAMILY CARE CASE STUDY



**american family care**<sup>®</sup>  
The Right Care. Right Now.



## CHALLENGES & OPPORTUNITIES

Lead quantity and conversion rates didn't align with sales goals

The marketing spend on satellite radio, portals, broker groups, and industry media was generating less qualified leads at a higher cost

The company had previously conducted research on validated buyer personas, but didn't know how to leverage the findings to recruit better leads

Franchise website content wasn't based on what attracts and converts candidates on their website (or competitor websites)



**156%**

Increase in leads



**232%**

Increase in website visits



**246**

Leads per month  
12% were qualified leads



**92+%**

Increase in mobile conversions

## OUR SOLUTION:

- 919 Insights
- Strategic Plan with Personas
- Website Content/Navigation Overhaul
- SEO Optimized Blog Content
- Paid Social/Digital Campaigns
- Franchise PR
- C-Suite Thought Leadership
- Paid/Owned E-Marketing Campaigns
- Lead Nurturing Content (Videos/Texts/Etc.)
- Media Buys/Conference Sponsorships



# CASE STUDY



## RESULTS/SUCCESS:



**Leads are up 150%** since implementing 919 Insights and the full scope of 919 Marketing franchise development services



Over **5.1 million media impressions** and **\$300K in media value** generated via public relations programs



**Ranks #1** for urgent care franchise (390 searches/mo), urgent care franchise opportunities (320 searches/mo)



American Family Care franchise 100 conversions last quarter



**“ You won’t find a more responsive, helpful or knowledgeable franchise marketing partner...and the results speak for themselves: 58 units awarded in 2021 (which was a huge record for AFC) and 75 units awarded – our MOON SHOT goal.**

- Paige Robinson – Vice President, Franchise Development, American Family Care

## 919 INSIGHTS:

919 Insights instantly shows you how you stack up against the competition. You’ll find out exactly what kind of content your website needs to attract and convert qualified franchise leads. We can’t promise you’ll win a cool social media award like our client American Family Care did, but you will get the marketing insight you need to sign more deals.

