

# Case Study

## How to Generate Medicare Advantage Leads with PPC



**DMIN3**

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Increased  
Submission  
Rates  
**26%**

Decreased  
Cost-Per-Click  
**31%**

Decreased  
Spending  
**52%**

## Overview

Our client, a provider-owned Medicare Advantage health plan, asked us to improve their pay-per-click (PPC) lead generation program. Although this client had been using PPC as a lead generation channel, their experience to date had been disappointing. As a result, our client was having concerns about whether PPC was cost-effective as a lead generation channel.

## Challenges

Medicare Advantage search terms are highly competitive and often require a larger budget. And with so much information available online, it is difficult for consumers to find the right content and the right provider.



# Strategy

To improve results, we needed to create relevancy and consistency across every online touch point, from PPC ads to landing pages and offers. We defined and created the primary buyer persona. We mapped content to the persona's buyer's journey and supplemented this process with relevant offers to create an effective conversion path. We used online marketing tactics, such as PPC and landing page conversion, to ensure that those offers would be found by prospects searching for Medicare Advantage providers online.

Here are the steps:



Step 1:

## **Define the Buyer Persona**

In order to better reach prospects, the DMN3 team researched their pain points, drivers and motivators. We conducted interviews to understand what prospects generally consider when choosing a provider. Using the results of our findings, we created a primary buyer persona for the client.



Step 2:

## **Map the Buyer's Journey**

Our research revealed that the average Medicare beneficiary will search for information over a substantial period of time before making a final decision. When they start their search and how educated they are on Medicare Advantage will dictate where they are in the sales cycle. This also helps inform the types of content that is most likely to meet their needs. DMN3's research also uncovered the three stages of a Medicare prospect's decision-making process: Consideration, Comparison and Enrollment. We used this knowledge to guide our content mapping for the primary buyer persona.



### Step 3:

#### **Campaign Set-up**

To make it easy for prospects to find our client when researching options online, we developed a keyword strategy for the PPC campaign. To ensure high quality scores, we focused on maintaining relevancy between keywords, ad groups, ad copy and landing page copy/content. A high quality score indicates that you are serving relevant content to your prospects, and search engines reward high quality scores by increasing impressions of your ads. DMN3 used the three defined decision-making phases (Consideration, Comparison and Enrollment) as the foundation for the PPC campaign.



### Step 4:

#### **Create PPC Ads and Leverage Keywords**

After defining the landing page offer and keywords, DMN3 created ad copy that leveraged the keywords (to get a high quality score) and also pushed the offer (to increase conversions). Ad copy is critical to the process—a strong ad will provide relevant information and drive traffic to the landing page offer.



### Step 5:

#### **Implement Active Management Protocols**

The DMN3 team installed and utilized tracking and analytics tools to monitor and analyze the progress of the PPC campaign. We actively monitored the campaign's cost-per-lead and lead volume metrics on a day-to-day basis. This active management approach facilitated ongoing adjustments aimed at optimizing campaign performance.



### Step 6:

#### **Retargeting for Higher Conversion**

We also optimized the campaign results by using retargeting to bring prospects back to the website after the first visit. This is a critical step because you want site visitors to come back to your site in the Comparison and Enrollment stages.

## Results

The DMN3 solution helped our client capture more viable online leads during the short Annual Enrollment Period (AEP) than in previous periods.

- ✓ Increased AEP campaign form submission rates by 26%.
- ✓ Decreased average cost-per-click by 31% compared to previous enrollment period.
- ✓ Decreased spending by 52% compared to same period in the previous year.

## Key Takeaways

- ✓ Start with a well-defined buyer persona and build your strategy around the buyer's journey.
- ✓ Identify the primary stages of your persona's decision-making process.
- ✓ Use content mapping to deliver relevant offers and maximize lead conversion.
- ✓ Establish tracking protocols so you can measure performance and optimize accordingly.



If you'd like to talk about how DMN3 could help you generate more revenue from your marketing, please contact Pam Lockard at ***pam.lockard@dmn3.com*** or **832-844-2645**.



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