Bridging the Care Gap:

Driving in 600K Leads Days

for a Leading Assisted Living Facility

# Challenges



Difficulty reaching and connecting with the target audience



Low conversion rates from website traffic



Limited reach within the NRI community



Lack of dedicated lead generation campaigns

## Strategy

Identifying key target audience segments

In-depth competitor analysis to identify gaps and opportunities

Comprehensive keyword research and SEO

Platform selection aligned with target audience behaviour



### Solutions



Targeted advertising through lead-generation campaign



Dedicated landing page optimized for multiple devices



fostering an emotional connection



a deeper connection



content for NRI outreach



optimization based on performance metrics



media presence

in 60 days

# Outcomes 300+ quality leads generated

High lead-resident conversion rate

Enhanced brand visibility

Stronger social media presence

andawareness

The client experienced a significant increase in inquiries and admissions post our campaign. Their digital reputation has soared, and they successfully established their reach with NRI families

slip through your fingers.

Bunjy's data-driven approach to lead generation can help you

achieve remarkable results. Contact us today!

seeking elderly care for loved ones in India. Don't let valuable leads