



Dialing in to a Demographic's Preferences

Turning a competitor's "goodbye" ploy into an abundance of traceable hellos

CHALLENGE

During an annual enrollment period for Medicare, a competitive provider decided to drop coverage for our client's healthcare plan members, allowing us to uncover a surprising marketing strategy.

STRATEGY

A recent national study found that only 15% of seniors who enter the annual enrollment period are undecided; and only one in four in this cohort ultimately switches plans.

- Our research into the consumer behaviors of target audiences seeking Medicare Advantage plans revealed that, while seniors use the web to research and compare plans, many prefer to speak to live representatives to review their healthcare options.
- To capitalize on this, in addition to standard search campaigns, we set up "call-only" ads that encouraged individuals to use their mobile devices to speak directly to representatives.
- The setup linked the client's Search Console to Google Ads, which allowed us to sync campaign data through the client's preferred inbound call management platform.

RESULTS

- While call-only ads accounted for only 2.89% of the total budget, they drove 20.91% of all traceable calls from marketing efforts during this period.
- The average cost per call for call-only ads was \$19.98 per call; the average cost per call for other marketing efforts was \$183.24.

SUBSEQUENT IMPLICATIONS

The call-only ads were launched late in the annual enrollment period, roughly two weeks prior to the last day for Medicare sign ups. These ads offered an immediate and easy option to discuss questions with the client prior to making a decision and removed any barriers to getting questions answered, obtaining advice, or enrolling in a plan. Based on the initial results of the short run of this placement, Butler/Till integrated this new tactic in subsequent campaigns, noting the appeal of blending digital placement with traditional, direct outreach appeals for this target audience.