



Monthly Marketing Report

Log my Care

June 2023

What Happened Last Month

We've seen fantastic growth this month!

+52.8k

Additional PPC ad
impressions

949

Goal Completions
(GA data)

+14

Live chat conversions
(GA data)

Just a reminder, we are running:

Google Search Ads



Facebook Ads



LinkedIn Ads



Microsoft Search Ads



Instagram Ads

Twitter Ads



SEO

Email Marketing

Organic Social

How often you were seen, found & engaged with

1 Jun 2023 - 30 Jun 2023

Traffic across Google and Bing PPC has risen compared to the previous month, as we continue with display remarketing. We also increased budgets towards the end of the month.

Facebook & LinkedIn ads have seen a dip in impressions and clicks this month due to temporary pauses throughout the month.

Google - Organic Search

Impressions	Clicks
234,498	9,641
↓ -3,921	↓ -446

LinkedIn Ads

Impressions	Clicks
138,611	1,173
↓ -74,501	↓ -329

Twitter Ads

Impressions	Clicks
356,659	1,463
↑ +140,395	↑ +888

Microsoft Ads - Search

Impressions	Clicks
81,485	1,097
↑ 41,688	↑ 89

Google Ads - Search

Impressions	Clicks
27,099	1,774
↑ 2,706	↑ 177

Facebook Ads

Impressions	Clicks
32,685	584
↓ -2,8463	↓ -1,191

Google Ads - Display

Impressions	Clicks
147,235	717
↑ 8,371	↑ 200

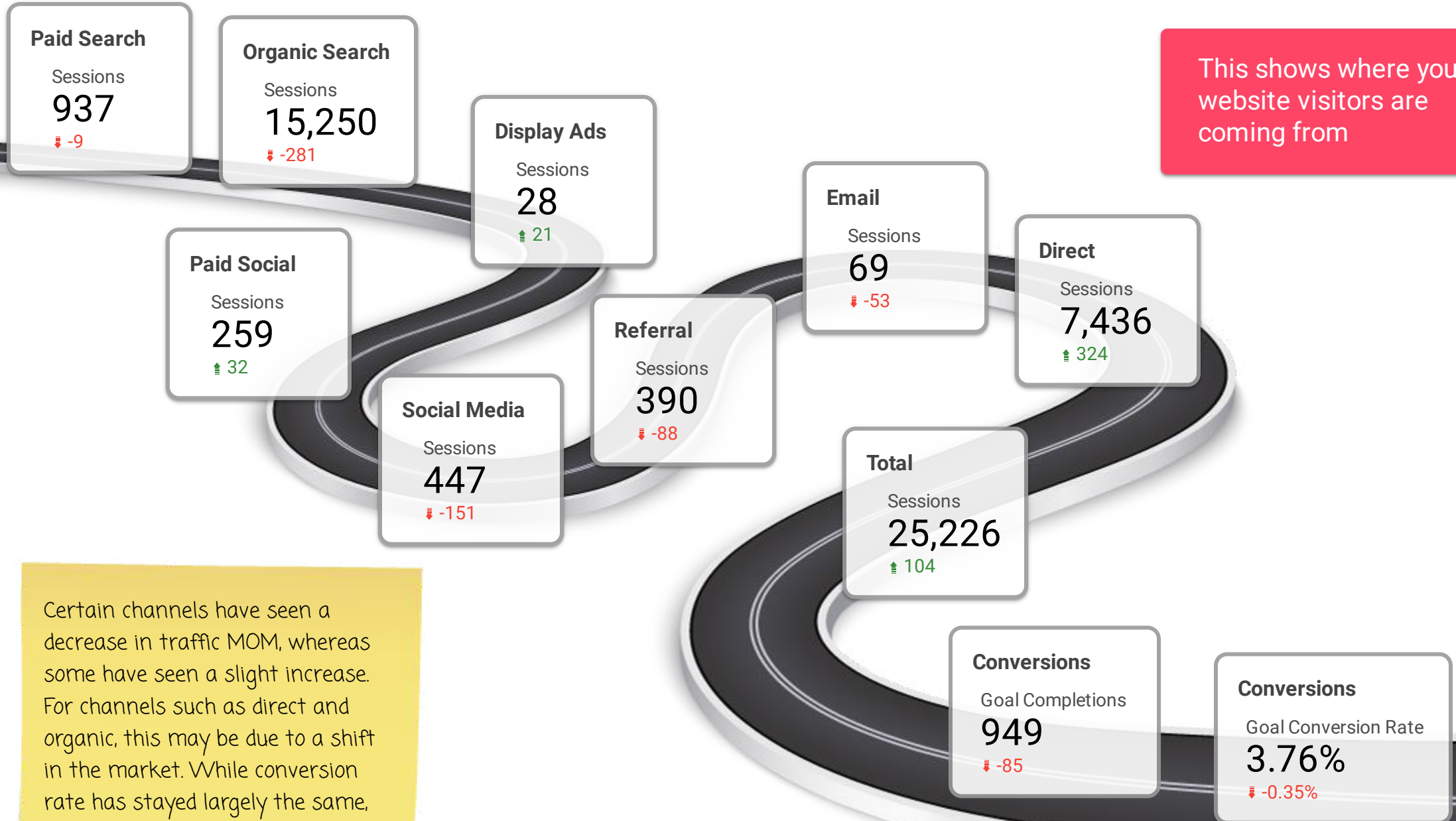
This shows the channels which are driving awareness

Data source: Google Ads, Microsoft Ads, Google Search Console

How many visited your website & converted

1 Jun 2023 - 30 Jun 2023

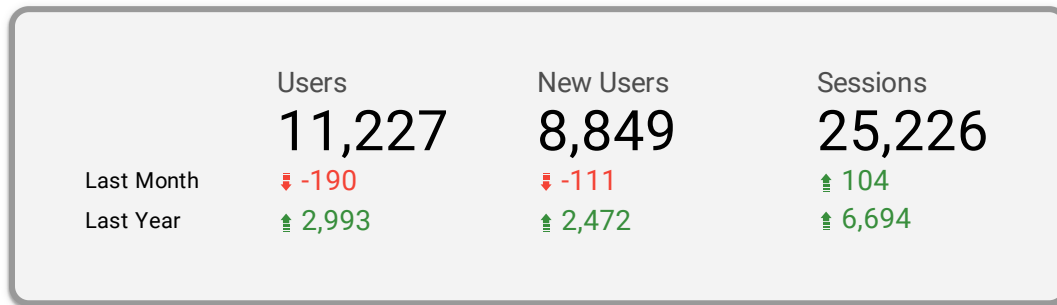
This shows where your website visitors are coming from



Certain channels have seen a decrease in traffic MOM, whereas some have seen a slight increase. For channels such as direct and organic, this may be due to a shift in the market. While conversion rate has stayed largely the same, the dip in sessions overall seems to have caused overall goal completions to fall.

Here's a breakdown of your website traffic

1 Jun 2023 - 30 Jun 2023

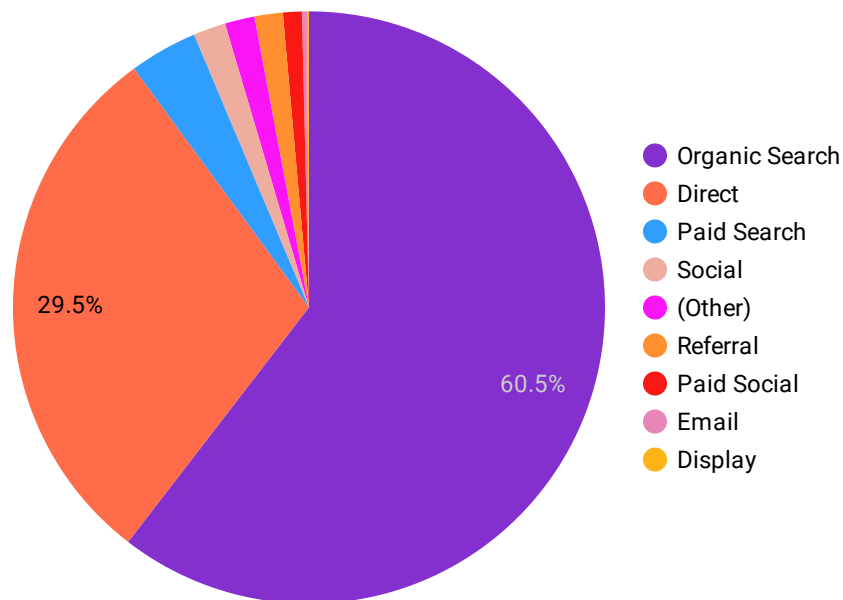


Users and sessions are up compared to last year, and we're now attracting more new customers than we were last year.

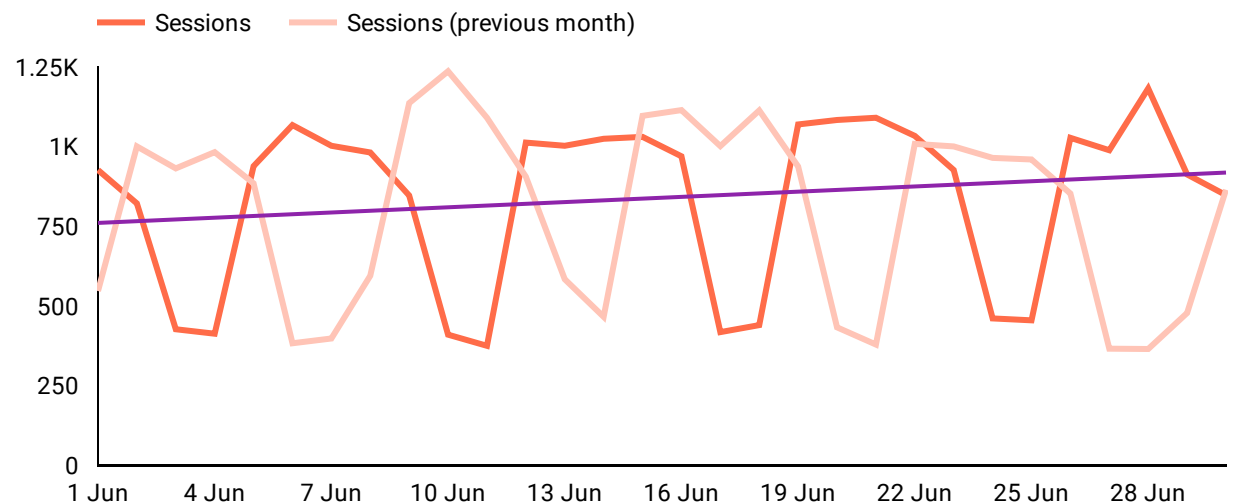
Sessions have increased compared to last month and last year.

Trends show that overall web sessions are increasing over time.

The troughs in the graph below are weekends.



Sessions over time



This is what people did on your site

1 Jun 2023 - 30 Jun 2023

	Bounce Rate	Pages/Session	Avg. Session Duration
	79.85%	1.38	00:02:25
Last Month	↑ 5.06%	↓ -0.03	↓ -00:00:02
Last Year	↑ 77.17%	↓ -1.47	↓ -00:00:43

While the adjacent metrics have gone down compared to the previous month, most of the metrics have only changed very slightly.

The table below shows the most popular pages, as well as the pages where people left the site.

The sign up page had 769 sessions in June.

	Page	Sessions
1.	/	17,293
2.	/sign-up	769
3.	/blog/mar-sheet-codes	742
4.	/pricing	494
5.	/resources/key-lines-of-enquiry-kloe	403
6.	/resources/impact-of-digital-systems-on-care-teams-report	366
7.	/blog/what-to-do-when-medication-goes-wrong	359
8.	/about	243
9.	/blog/your-personal-development-as-a-care-worker	233
1...	/how-it-works/app-for-carers	198

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	Exit Page	Exits	% Exit
1.	/	16,370	82.13%
2.	/sign-up	1,131	56.66%
3.	/blog/mar-sheet-codes	736	88.25%
4.	/pricing	657	40.96%
5.	/resources/impact-of-digital-systems-on-care-teams-...	377	91.5%
6.	/resources/key-lines-of-enquiry-kloe	368	81.6%
7.	/blog/what-to-do-when-medication-goes-wrong	361	94.5%
8.	/contact	257	42.27%
9.	/about	236	68.41%
10.	/blog/your-personal-development-as-a-care-worker	232	96.67%

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These are your website conversions

1 Jun 2023 - 30 Jun 2023

Leads

Registered for an account

320

↓ -36

Live chat

188

↑ 14

Engagement

Contact page visits

401

↓ -56

Leads have gone down slightly in June site-wide, however live chat conversions have increased by 14.

PPC has an extremely healthy conversion rate of almost 8% - this is very high.

Soft Leads

Time calculator submission

0

0

Email link clicks

40

↓ -5

	Default Channel Grouping	Registered for an account	Live chat	Time calculator submission	Email link clicks	Contact page visits	Goal Completions	Goal Conversion Rate
1.	Organic Search	89	106	0	15	221	431	2.83%
2.	Direct	187	72	0	19	127	405	5.45%
3.	Paid Search	34	6	0	2	21	63	6.72%
4.	Referral	3	3	0	2	26	34	8.72%
5.	Email	7	0	0	1	2	10	14.49%
6.	Display	0	0	0	1	2	3	10.71%
7.	Social	0	0	0	0	1	1	0.22%
8.	(Other)	0	1	0	0	0	1	0.24%
9.	Paid Social	0	0	0	0	1	1	0.39%

Your campaigns in a bit more detail

1 Jun 2023 - 30 Jun 2023

	Campaign	Source	Users	New Users	Sessions ② ▾	Goal Completions ① ▾	Conversion Rate
1.	Generic - Care Planning & Delivery	google	103	73	136	21	15.44%
2.	Generic - Care Planning & Delivery	bing	48	37	51	9	17.65%
3.	GT - Care Plan	google	39	24	47	8	17.02%
4.	Lead nurture Outcomes & Goals	hs_automat...	15	5	21	6	28.57%
5.	GT - Providers Traffic	google	12	9	13	6	46.15%
6.	Generic - Software	google	26	13	34	5	14.71%
7.	GT - Care Plan Traffic	google	16	8	23	4	17.39%
8.	GT - DSA	google	25	14	40	3	7.5%
9.	Display Remarketing	google	26	19	28	3	10.71%
10.	Generic - Top of Funnel	google	5	3	6	3	50%
11.	Lead nurture CQC PIR	hs_automat...	3	1	4	3	75%
12.	Generic - Software	bing	18	16	21	2	9.52%
13.	Learning_Difficulty	twitter	180	180	181	1	0.55%

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Media spend

Google Ads

£5,067.42

Microsoft Ads

£1,272.85

Social Ads

£1,945.35

We're seeing some incredible conversion rates through PPC - some as high as 46%.

The Generic - Care Planning & Delivery campaign performed very well on both Google & Bing.

The conversion rate on the campaign Care Planning & Delivery has improved by 94% MOM on Bing.

The same campaign on Google saw an increase in conversion rate of 22%.

The display remarketing activity drove 3 conversions, with a conversion rate of almost 11%.

Social ads by platform

1 Jun 2023 - 30 Jun 2023

Platform	Campaign	Impressions	%	Clicks ▾	%	Frequency	%	Cost	%
Twitter	Look a Likes	497,054	28.25%	843	31.79%	3.12	51%	£586	18.94%
Facebook	Remarketing	32,685	-87.08%	584	-203.94%	1.13	-6%	£287	-132.74%
LinkedIn	ELD CSM	18,287	-70.44%	256	-8.98%	3.9	5%	£282	-132.09%
LinkedIn	LD CSM	16,583	-159.06%	197	-46.19%	3.69	-9%	£283	-131.93%
LinkedIn	LD CEO	18,306	-79.96%	191	-57.59%	3.49	-7%	£256	-150.88%
LinkedIn	ELD CEO	13,125	-140.3%	175	-74.29%	3.41	-44%	£253	-174.65%
	Grand total	596,040	-84.77%	2,246	-59.87%	18.74	-2%	£1,947	-117.23%

This month, the LinkedIn Campaigns didn't spend their full budget. This is due to a number of things including campaigns being paused on and off throughout the month and ad fatigue. When we have the new ads in July we should see an uplift again for impressions and clicks.

Facebook in June had a number of issues with your pixel being installed on incorrect websites. Once we rectified this, the campaigns went back into the learning phase meaning it didn't spend your budget. Optimisations have been made for July, the remarketing campaign is back up and running meaning impressions and clicks should rise.

LinkedIn Demographics - LD Campaign

Company

Name	Impressions	Clicks	Average CTR
Essex County Council	913 (3.32%)	17 (4.2%)	1.86%
Surrey County Council	796 (2.9%)	9 (2.22%)	1.13%
Hampshire County Council	736 (2.68%)	11 (2.72%)	1.49%
Peabody	581 (2.12%)	16 (3.95%)	2.75%
Hertfordshire County Council	556 (2.02%)	7 (1.73%)	1.26%
Priory	550 (2%)	4 (0.99%)	0.73%
Gloucestershire County Council	521 (1.9%)	8 (1.98%)	1.54%
Lancashire County Council	495 (1.8%)	8 (1.98%)	1.62%
Kent County Council	465 (1.69%)	3 (0.74%)	0.65%
Bristol City Council	451 (1.64%)	13 (3.21%)	2.88%
Coventry City Council	448 (1.63%)	13 (3.21%)	2.9%

Job title

Name	Impressions	Clicks	Average CTR
Manager	1,642 (5.98%)	20 (4.94%)	1.22%
Director	1,370 (4.99%)	20 (4.94%)	1.46%
Project Manager	730 (2.66%)	16 (3.95%)	2.19%
Owner	471 (1.72%)	12 (2.96%)	2.55%
Instructor	451 (1.64%)	Below reporting minimum	-
Business Development Manager	388 (1.41%)	Below reporting minimum	-
Service Specialist	383 (1.39%)	10 (2.47%)	2.61%
Support Associate	375 (1.37%)	Below reporting minimum	-
Chairperson	366 (1.33%)	3 (0.74%)	0.82%

LinkedIn Demographics - Elderly Campaign

Company

Name	Impressions	Clicks	Average CTR
Priory	1,087 (2.97%)	10 (2.28%)	0.92%
Leeds City Council	909 (2.48%)	16 (3.64%)	1.76%
West Sussex County Council	742 (2.02%)	7 (1.59%)	0.94%
Derby City Council	736 (2.01%)	9 (2.05%)	1.22%
London Borough of Barking and Dagenham	706 (1.93%)	6 (1.37%)	0.85%
Bristol City Council	689 (1.88%)	13 (2.96%)	1.89%
Manchester University NHS Foundation Trust	631 (1.72%)	19 (4.33%)	3.01%
East Sussex County Council	629 (1.72%)	7 (1.59%)	1.11%
London Borough of Waltham Forest	610 (1.66%)	3 (0.68%)	0.49%
Norfolk County Council	601 (1.64%)	14 (3.19%)	2.33%
Coventry City Council	600 (1.64%)	31 (7.06%)	5.17%

Job title

Name	Impressions	Clicks	Average CTR
Manager	2,320 (6.33%)	20 (4.56%)	0.86%
Director	1,879 (5.13%)	18 (4.1%)	0.96%
Project Manager	819 (2.23%)	9 (2.05%)	1.1%
Owner	645 (1.76%)	6 (1.37%)	0.93%
Support Associate	597 (1.63%)	9 (2.05%)	1.51%
Instructor	515 (1.41%)	4 (0.91%)	0.78%
Service Specialist	513 (1.4%)	13 (2.96%)	2.53%

What we're going to do next month

Search Ads for Google & Bing

Implement the anticipated budget uplift across campaigns / add additional keywords and exclude anything that isn't relevant to boost efficiency / launch display remarketing on YouTube / test, optimise and refine campaigns with additional spend.

Social Campaigns

We'll introduce Q2 assets across social this month which should help

In addition, we'll start using Risk Assessment forms and report as lead gen magnets.

Thank you

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