CASE STUDY

Slow Season, Record Growth

A Home Care Growth Case Study

How a private home care provider turned a fully tracked search channel into its strongest summer on record, in the two months the industry calls slow.

HOME CARE

SKILLED NURSING

FULLY TRACKED STRATEGY

PROJECTED 2026 REVENUE

$6M

CLIENT REPORTED PROJECTION, VERSUS $4M IN 2025

+27%	5.95%	+52%
Care hours, Jul + Aug	Ad click rate	Site sessions

THE CHALLENGE

Growth You Have to Be Able to Staff

Measurement was solved in the first half of the year. The constraint that replaced it is harder. Demand is only useful if it arrives in the right clinical category, in a county the agency can actually staff, from families who are paying privately.

1

The wrong calls come in

A share of inbound is people looking for community care at the Medicaid level, or home health, neither of which is what this agency provides.

2

Geography is staffing bound

Reach is not the goal. Cases have to sit inside Fulton, DeKalb, Gwinnett and Cobb, because a case the agency cannot staff is worse than no case at all.

3

One budget, three service lines

VA, guide and skilled nursing cannot all be promoted at once on the current budget, so attention has to rotate and something is always dark.

The job stopped being get more leads and became get the right ones.

OUR APPROACH

Pointing the Budget at Skilled Nursing

Every change this period pushed the account toward the highest value case type the agency can staff, and away from everything that looks like volume but does not close.

1

Skilled nursing keywords

Skilled nursing search terms added alongside the existing Alzheimer's and dementia keywords, which moved the account toward higher acuity, higher value cases.

2

Staffing led geography

Targeting held tight to Fulton, DeKalb, Gwinnett and Cobb rather than widened, so every lead lands where the agency can put a nurse.

3

Rotating service lines

With one budget across VA, guide and skilled nursing, focus rotates deliberately instead of splitting thin across all three at once.

4

Protect what converts

Adding private pay language would filter the wrong calls but risked disrupting a lead flow that is working, so the wording was left alone on purpose.

THE RESULTS

The Slow Season Grew Almost Thirty Percent

July and August are the two months this industry expects to lose. Both were up sharply against the same months last year.

+30.4%

JULY CARE HOURS

10,768 in 2025 to 14,038 in 2026

+23.1%

AUGUST CARE HOURS

10,983 in 2025 to 13,517 in 2026

$6M

PROJECTED REVENUE

Client projection, against $4M in 2025

230

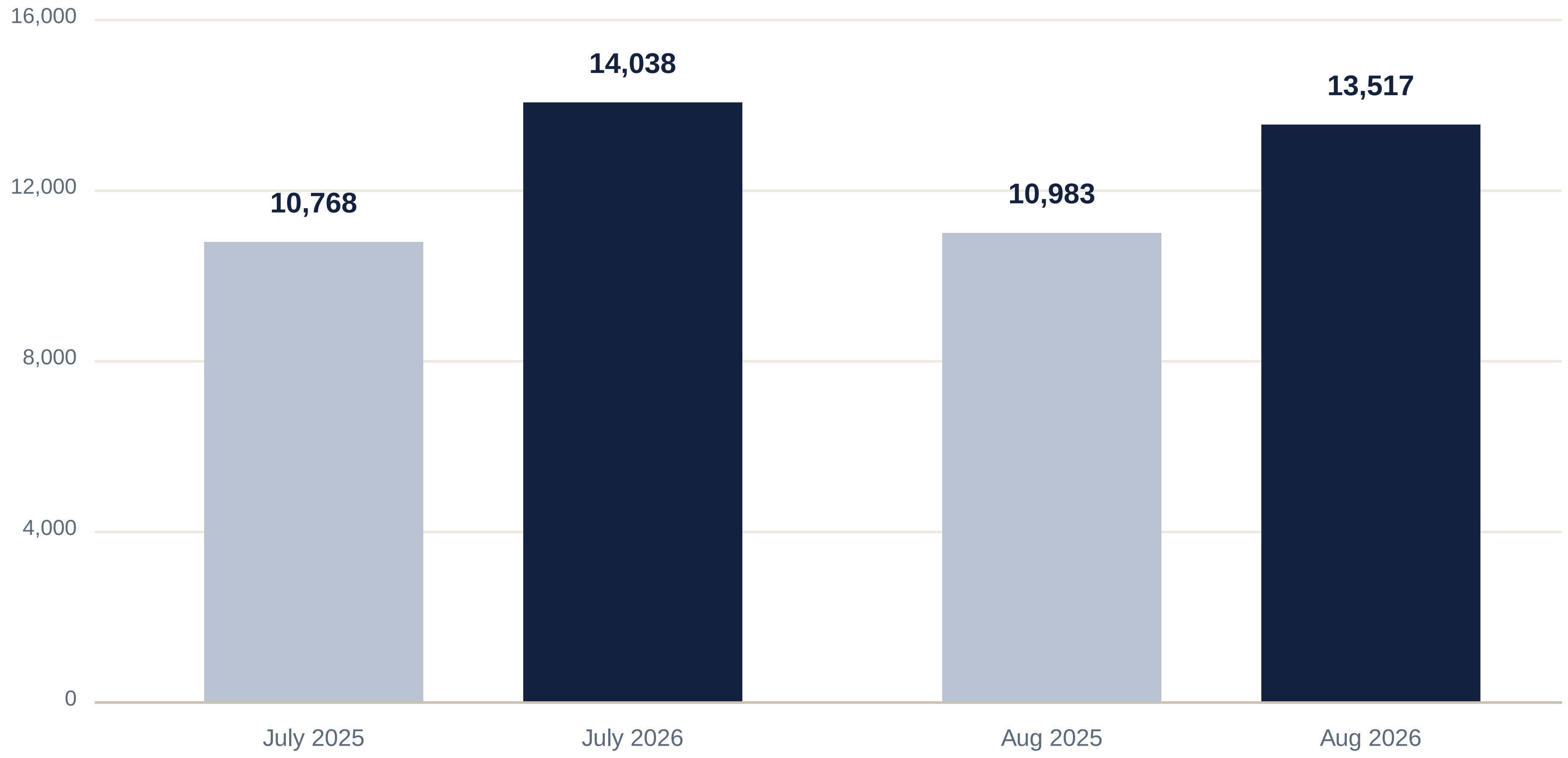
CONVERSIONS

Aug 1 to Sep 1, on 765 clicks

Across July and August together, 27,555 hours of care delivered against 21,751 in the same two months of 2025.

GROWTH TRAJECTORY

Hours of Care, Same Months, One Year Apart



Growth Where It Counts

Hours of care is the number that actually pays the agency. It is closer to the business than clicks or sessions will ever be, and it moved almost 27 percent across the two months the industry writes off.

The client puts the full year on a 50 percent growth trajectory, roughly $6 million against $4 million last year.

KEY LEARNINGS

What Made the Difference

1 **Skilled nursing is the growth engine**

The keyword shift produced a signed case for twenty four hour care, the highest value work in the book.

2 **Slow season is not a fixed season**

July and August rose 30 and 23 percent against the same months last year, in the window the industry writes off.

3 **Tight beats broad**

Four counties, held deliberately, because a case that cannot be staffed is worse than no case.

4 **Do not fix a funnel that is closing**

Private pay wording would filter the wrong calls but risked the flow, so it was left alone on purpose.

5 **Gwinnett is the strongest market**

Sixteen percent conversion, well ahead of the other three counties in the footprint.

6 **Recruiting is marketing now**

Growth this fast turns hiring into a campaign. Nurse ads run as PRN rather than part-time to set the schedule expectation.

WHAT'S NEXT

Staffing the Growth We Built

1. Run PRN nurse recruitment ads for LPN and RN roles, framed as PRN rather than part-time so the flexible schedule is clear up front.
2. Resume filming. Replace the corrupted video files, shoot the partner community director and Anna, and capture a professional headshot for Cassie before she goes on the site.
3. Report the August 2025 against August 2026 revenue comparison so the hours growth is tied to dollars.
4. Hold the current geographic and keyword configuration for skilled nursing. It is working and it is not being touched.
5. Revisit budget so VA, guide and skilled nursing can run together instead of rotating, which is the single biggest constraint on the account today.

Ready for Results Like These?

This home care provider grew its slow season almost thirty percent and put itself on a fifty percent growth year, on a search channel we made fully trackable and then pointed at the one service line worth the most to the business. We build growth systems, not just campaigns.

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