



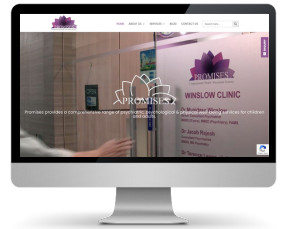
PROMISES HEALTHCARE

THE SERVICE PROVIDER FOR MENTAL HEALTH AND ADDICTION TREATMENT & RECOVERY

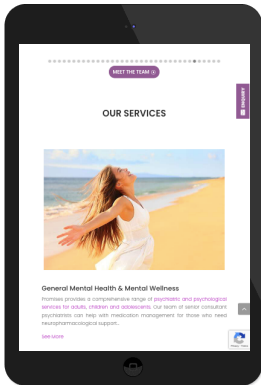
The Challenge:

Promises Healthcare faced bad experiences with their previous digital marketing agencies. There was no transparency on campaign details and Promises Healthcare had no insights on campaign performance.

There was also a lack of initiative, with the previous agency failing to suggest campaign improvement and optimisations.



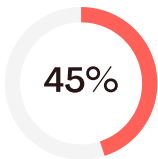
The Solution:



SEM

- Ensured that client had admin access to Google Ads account for visibility.
- Conducted an onboarding session to ensure that both client and agency are aligned on KPI and goals.
- Provided conversion driven advice to client on website improvements that can further drive enquiries.
- Conducted monthly review on campaign performance and ensured that monthly reports are sent promptly.

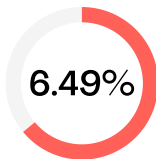
The Results:



Reduction in cost per lead



Leads per month on average



Click Through Rate

Working with Heroes of Digital has been a pleasure - responsive, responsible & initiative. We also saw positive results in gaining new users to our website through discussed SEM strategies, thus further expanding the reach of our brand.

Charmaine Wee
Promises Healthcare