

# Community Hospice of Texas



Community Hospice of Texas provides in-home and in-patient hospice care to patients and families in the Dallas/Fort Worth and Waco, Texas, areas. Since opening in 1996, Community Hospice of Texas has been setting the highest standards for home-based and community healthcare services and products.



INDUSTRY

**Healthcare**

IN BUSINESS

**Since 1996**

CUSTOMER

**Since 2013**

BUSINESS TYPE

**Multi-Location**

## CHALLENGE

The team at Community Hospice of Texas felt that their community was having a hard time finding them, despite their print advertisements, and they wanted a way to grow brand recognition and make it easier for prospective patients and their families to get the help they need.

## GOALS

- ✓ **Grow brand recognition**
- ✓ **Help more patients in the communities they operate in**
- ✓ **Find a cost effective way to reach their business goals**

## SOLUTIONS

Community Hospice of Texas works with ReachLocal for search advertising through **ReachSearch**, SEO through **ReachSEO**, live chat software through **TotalLiveChat**, Facebook advertising through **ReachSocial Ads**, and retargeting through **ReachRetargeting**.

"I've seen such great success with **ReachLocal**. I've seen growth in business, growth in our branding. It really has been a great relationship."

**Robin Carter**  
VP of Business Strategies,  
Community Hospice of Texas.



ReachSearch™



ReachSEO™



TotalLiveChat™



ReachRetargeting™



ReachSocial™ Ads

10k+

Over 10k Facebook ad impressions in one month



High user engagement on Facebook retargeted ads each month

80+

More than 80 calls from search ads in one month

## RESULTS

Working with ReachLocal provides Community Hospice of Texas with a way to effectively reach those who need their services in their areas. The powerful combination of search advertising, Facebook advertising, retargeting, live chat, and SEO work together to target prospects no matter where they're spending time online and helps Community Hospice of Texas present consistent branding across the web.

Before working with ReachLocal, the team at Community Hospice of Texas was relying on print advertising. Although print advertisements are effective, they wanted a way to increase that effectiveness online, where more and more people are looking for healthcare information and organizations. Robin Carter, the VP of Business Strategies at Community Hospice of Texas, worked with ReachLocal in a previous position and was excited to bring them on to help with Community Hospice's digital marketing efforts.

"We hear often from people that call in that they have found us online," said Carter.

Since partnering with ReachLocal, Community Hospice of Texas has seen more patients coming in after finding them online, whether through search engines, Facebook, or a display ad.

Aside from reaching new patients through online sources, Community Hospice of Texas is focused on consistent branding and communicating what they do clearly to prospects. Since working with ReachLocal and minimizing the number of vendors they need to work with, Carter believes Community Hospice of Texas has succeeded in remaining consistent across the web.

TotalLiveChat has also been key to Community Hospice of Texas's success because it enables them to make connections with prospects faster and provide information that allows patients or their families to get the answers they need while going through the research phase.

Facebook advertising through ReachSocial Ads is a newer avenue for Community Hospice of Texas but one that has already started yielding results. Because more and more younger caretakers are active on Facebook, it's a great place to reach them and provide information about the top-notch services Community Hospice of Texas provides.

"I think that our branding and our name has become more and more relevant out there," said Carter.

Community Hospice of Texas is pleased with the relationship they have with ReachLocal, the results they've seen since working with ReachLocal, and the solutions ReachLocal offers to help them reach their business goals.

This has really enabled Community Hospice of Texas to make those connections faster and develop those relationships and get help for those patients and families that need us.