

**F<sup>4</sup>OSTER**

**40%**

of inbound enquiries generated by LOCALiQ

**261**

leads generated in 3 months

**350**

unique enquiries produced

## Foster 4 Council

### ABOUT

Our client, Foster 4 (a collaborative service for Warrington, Halton, Cheshire East and Cheshire West Councils), wanted to find a way of generating more enquiries from potential new foster carers across the region. Despite having a strong partnership with many IFA's, they wanted to find a way to be able to generate their own new enquiries. They were eager to be able to support local people considering becoming foster parents and talk to them about what it takes to become a foster parent.

### CHALLENGES

- Being discovered online by local people actively researching about fostering
- Identifying local people who would make good foster carers but not necessarily actively considering becoming a foster carer
- Getting noticed by local people on social media and increasing engagement
- Attribution – Being able to prove marketing is having a positive impact on the volume of enquiries and approvals

### SOLUTIONS

**Search Engine Marketing:** We executed a CPL conversion-based optimised search campaign across Google and Bing, with effective text ads designed to drive audience engagement, impressive click through rates and measurable post click conversions.

**Social Smart Ads:** Using our own social optimisation technology, we ran ads across Facebook and Instagram targeting the people most likely to have a passive interest in fostering. We ran a variety of different ads, reaching predefined custom audience groups that had the right social-economical footprint making them most likely to consider fostering.

**Retargeting strategy:** Did you know the average foster carer will take between 18 months and 3 years to complete an application form? We helped Foster 4 Council stay present with a social retargeting campaign to increase conversions.

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*Working with LOCALiQ has been incredible! Their understanding of how to find potential new foster carers through digital marketing has helped to transform the way we recruit carers locally.*

*I feel as though we have a robust digital marketing strategy which is being ran by digital marketing experts. LOCALiQ look after our paid search campaigns across Google and Bing as well as our social media advertising strategy on Facebook.*

*LOCALiQ deliver over 40% of our inbound enquiries, and since working with them we generated far more enquiries and, more importantly, have approved more foster carers than ever before.”*

*Tara Morgan, Warrington Borough Council (Foster4) Marketing and Recruitment Manager*