



Long-Term Care Resources managed its marketing efforts flawlessly with HubSpot

Since it was founded in 1997, Long-Term Care Resources (LTCR) has been marketing long-term care solutions to more than 650 affinity groups representing millions of Americans. For many years LTCR's primary marketing channel was direct mail. With the cost of direct mail rising consistently year over year as well as changes to consumer behaviors LTCR recognized the need to expand into digital marketing space.

50% decrease in cost per lead

20% increase in form conversions

Multiple campaigns, a single solution

When the company decided to begin executing digital marketing activities rather than solely focusing on direct mail, they needed to adjust their marketing processes. In his role as Director of Marketing, John Bickmann had to develop and execute a plan to expand LTCR's marketing efforts into multiple online platforms. An early hurdle to overcome was the fact that these marketing efforts are branded for over 650 affinity groups and associations creating an incredible amount of work for a very small marketing team around development, deployment, and measurement. John quickly realized he needed a partner to help develop and manage so many efforts efficiently.

To successfully launch their campaigns, John had to choose a tool to organize their activities, so he decided to work with HubSpot and fully leverage the [Marketing Hub](#). Although LTCR had a short run with HubSpot a few years ago, the company ended up moving away from the platform because being primarily direct-mail driven didn't allow them to fully leverage the system. The familiarity with HubSpot and evolution into digital marketing brought John back to HubSpot as a marketing integration partner.

John Bickmann says "we weren't looking for any other platform at that point because we had enough experience with HubSpot to know that it is our best choice. The first thing I did was to check how HubSpot evolved, what new features and new add-ins it offered, and its ability to link into various other accounts. This was exactly what we needed. There was no other option on the table."

About Long-Term Care Resources

LTCR is one of the leading independent LTC insurance agencies in the country. LTCR specializes in marketing LTC insurance through partnering with organizations such as professional associations, alumni groups, and small businesses. LTCR is the exclusive LTC provider for over 650 affinity organizations. Founded in 1997, LTCR has helped nearly 600,000 affinity members with their long-term care planning needs.



Industry: [Healthcare](#)

Company Size: [Small-Business 1-25 employees](#)

Location: [United States](#)

Software: [Marketing](#)



Branding and tracking for multiple campaigns

As John began to lead LTCR's marketing into the digital space he recognized quickly the value of HubSpot as content development and organizational tool. HubSpot provided John with the easy tools to build-out email campaigns, forms and landing pages which could then be A/B tested before becoming the control. Once control was established John was able to drop in client branding and launch!

"One of the key things that is great for us with HubSpot is the ability to build out a control form like a template and set landing page templates that fit more of the common marketing efforts that we do. Into them, we then just quickly drop our logo, update the URL then to be able to track back to the campaign effort."

In short, HubSpot has been the key to LTCR's success enabling the rapid, simple and efficient deployment of new campaigns. "What HubSpot has allowed us to do is to keep everything organized so that the information stays consistent on every campaign. Everything funnels through so that it's nice, neat and concise," John says.

John has now been able to not only fully leverage the platform but also the service that comes with HubSpot. Talking about the experience with his own success manager, he says "If I say that I am not really pleased with our cost per lead within our advertisement channels, our success manager will take a look with me and even bring in an expert on a call if needed. We will have a 30-minute call and I will get a ton of information. I can then confidently implement what we have discussed and see immediate improvements in our results. What's amazing is that it all feels collaborative and that campaign success is as important to them as it is to us. So, it is fair to say that HubSpot does an excellent job with its customer service."

John says that LTCR is to be a HubSpot customer as long as they are in business. They are excited to continue leveraging all of the features and advantages HubSpot offers, to better organize and manage their marketing efforts.