

HMG Studios Services.

HMG Studios

New York + Los Angeles

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Media + Strategy + Creative

Grow your brand with a full service media and creative agency partner.

We help brands **elevate** their awareness and visual identity with bespoke, creative digital + traditional advertising campaigns.

Transform your experience and results.

HMG Studios is the premiere media agency for many of the nation's leading tech, healthcare, beauty, fashion, and entertainment brands.

Brands that **love** us.

L'ORÉAL
PROFESSIONNEL
PARIS

Bestcare
Home care, your care.



elite
ELITE MODEL MANAGEMENT



PARKWOOD
ENTERTAINMENT



URBAN OUTFITTERS



What we do.

- Full service creative direction + design
- Brand consulting
- Omni-channel media advertising strategy + execution
- Full service marketing
- Hyper-local digital marketing
- Traditional advertising + OOH + DOOH (out of home + digital out of home)
- Social media strategy + execution
- Full service web development UI/UX
- Campaign strategy + planning
- Data + analytics + technology

Case study.

Bestcare, Inc.

Objective:

Create an updated visual brand identity while developing and implementing a digital marketing strategy for Bestcare, Inc. to elevate their brand awareness, increase their online visibility and digital footprint while driving traffic and conversions.

Develop strategic and creative campaigns targeting two KPI's in-home healthcare + recruitment of healthcare professionals.



Digital strategy caregiver.

Tactics:

Awareness: YouTube + Facebook

Leverage high reach vehicles to spread awareness about Bestcare's career opportunities.

Deliver image assets and short-form videos to users to engage with the content.

Re-engage interested users with longer-form videos with additional information and drive them to the website.

Conversion: Facebook + Google Paid Search

Re-engage above users via image and short-form video to take action and apply.

Target users actively searching for Home Health Aides Careers on Google.

Digital strategy **care recipient.**

Tactics:

Awareness: YouTube + Facebook

Leverage high reach vehicles to spread awareness about Bestcare's services.

Deliver image assets and short-form videos to users to engage with the content.

Re-engage interested users with longer-form videos with additional information and drive them to the website.

Conversion: Facebook + Google Paid Search

Re-engage above users via image and short-form video to take action and apply.

Target users actively searching for Home Health Aides on Google.

Brand identity.

Bestcare, Inc.

Evolution.

Confident, sharp, approachable,
connected, hug, love... **care.**



Bestcare

Bestcare
Home care, your care.

Website.

Bestcare, Inc.

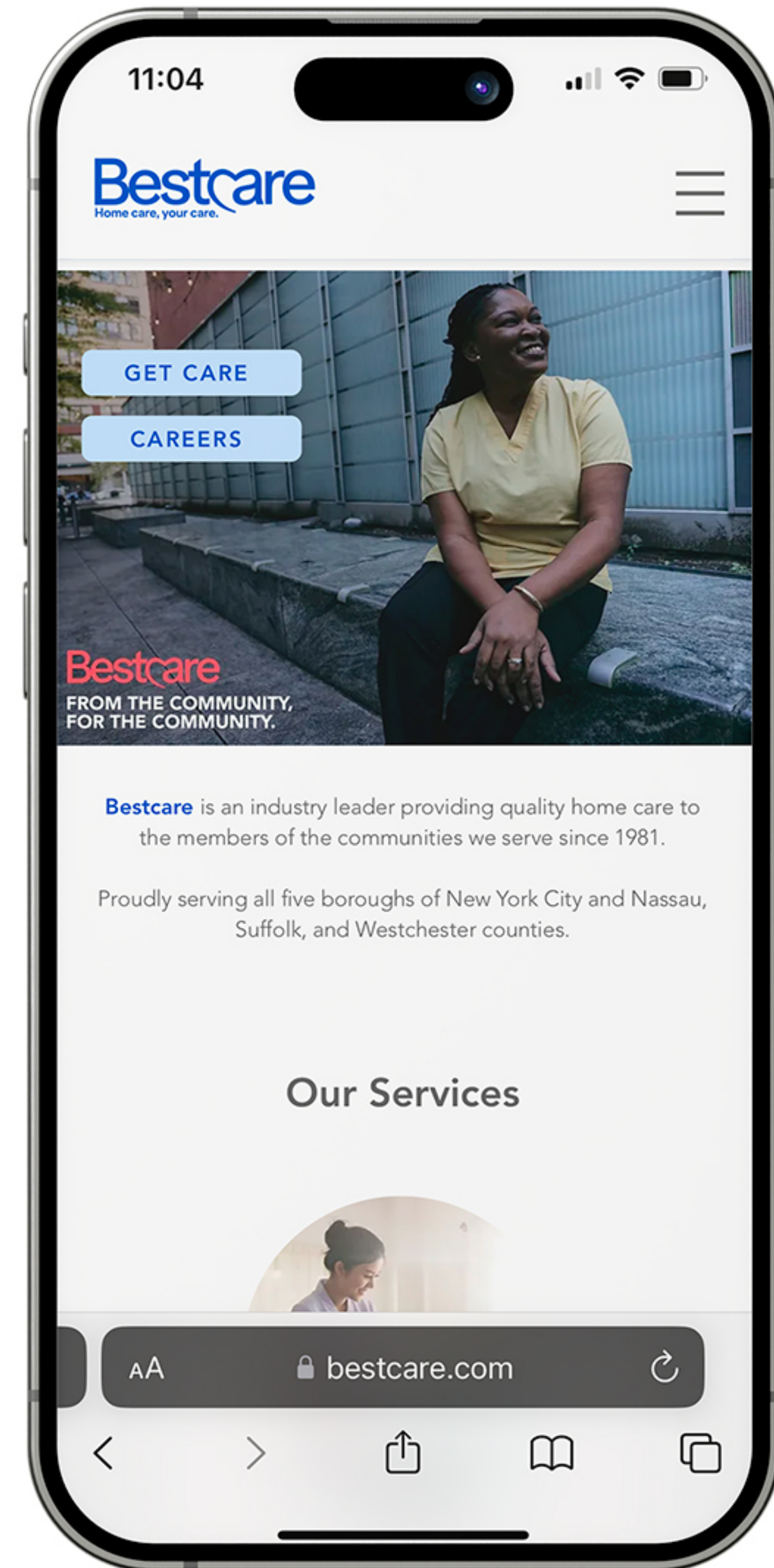
Refresh.

Updated bestcare.com web presence.

Clear CTA's for care + careers.

Improved user experience and interface.

Optimized for mobile and SEO.



Creative.

Connect on a **human** level.

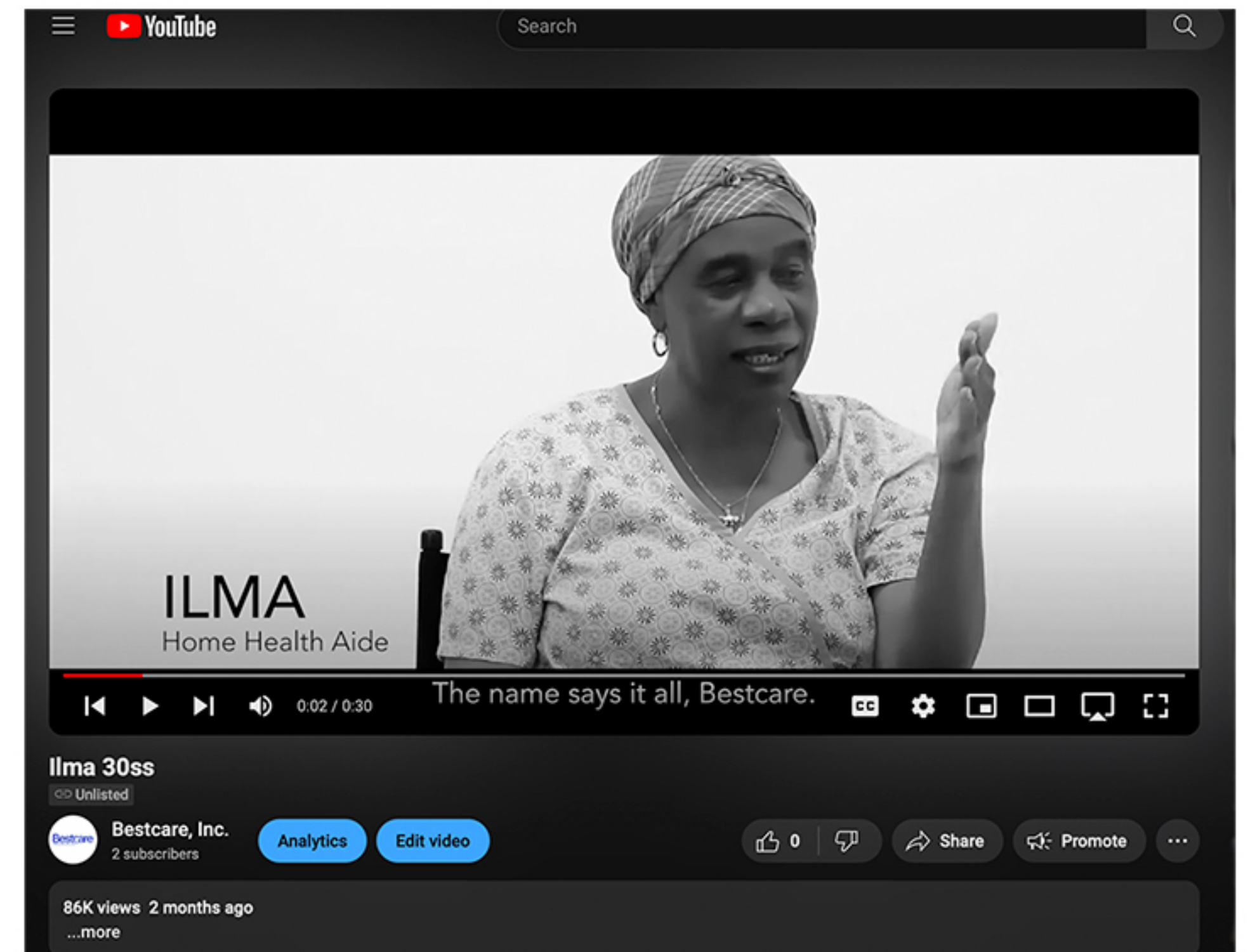
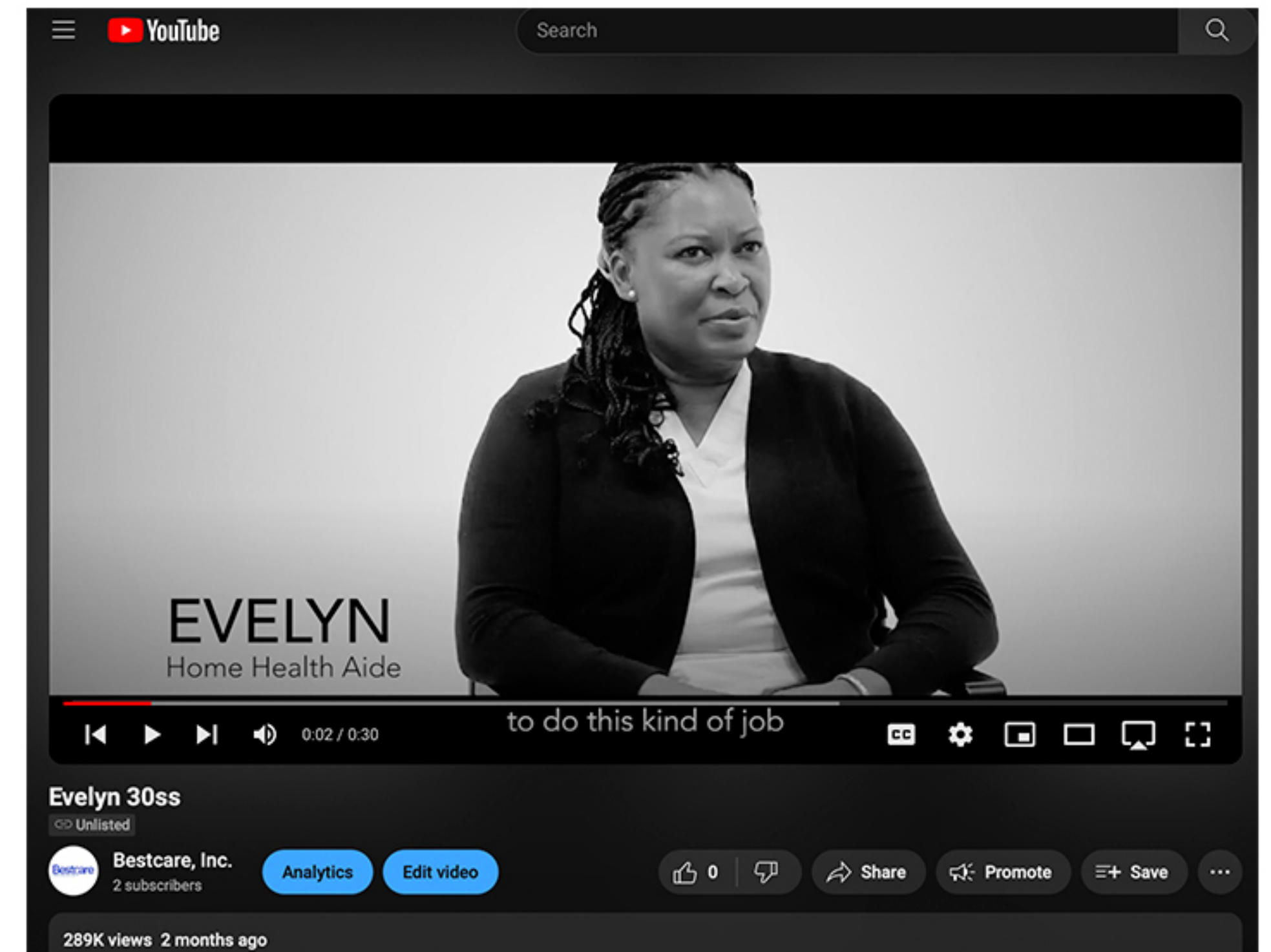
Photo + video media campaigns
with Bestcare certified
Home Health Aides.



Awareness.

YouTube + Facebook

Short-form + long-form videos
featuring real stories and interviews from
Bestcare certified Home Health Aides.



Authentic.

Connect on a **community** level.

Hyper-local NYC wildpost campaign.
20-location campaign for 2 weeks.

12.6M estimated impressions.



Results.

Total website traffic increase: **+276%**

Total form submission increase: **+337%**

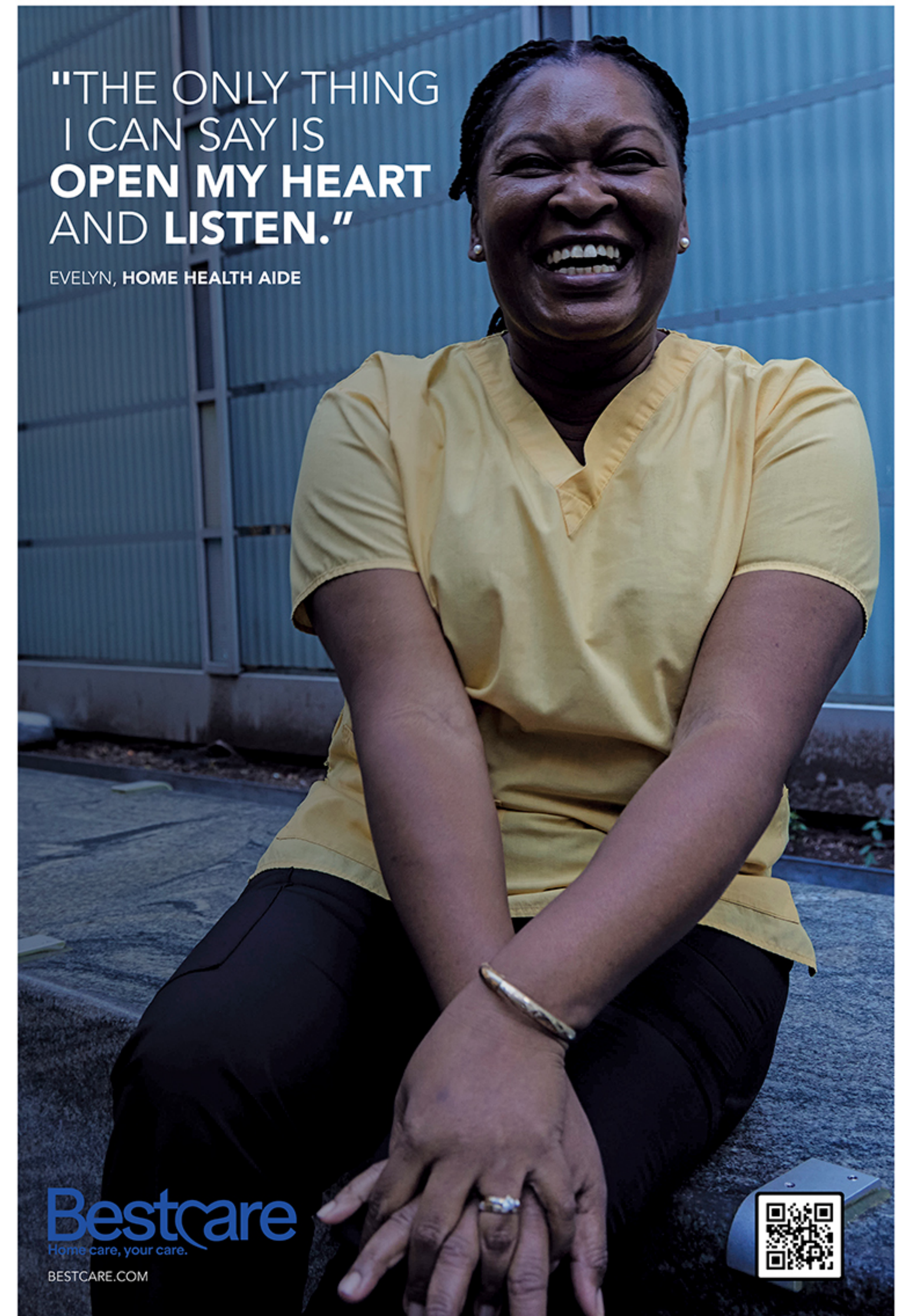
Impressions Facebook + Google: **43M**

Reach Facebook + Google: **2.3M**

Views Facebook + Google: **1M**

Clicks Facebook + Google: **598K**


Online form submits: **728**



"THE ONLY THING
I CAN SAY IS
**OPEN MY HEART
AND LISTEN.**"

EVELYN, HOME HEALTH AIDE

Bestcare
Home care, your care.
BESTCARE.COM



Thank **you.**

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