



CONVERSION
LOGIX®

Webinar:

Five Ways to Reach
Peak Occupancy in
2023

Today's Speakers:



Jen Lovely

Executive Vice President of Sales
Conversion Logix



Jeff Gronemeyer

VP of New Business Development
Conversion Logix



CONVERSION LOGIX[®]

Conversion Logix is a full service marketing technology company.

Our Mission:

To enable today's marketers, managers, and business owners to profitably generate leads, tours, and leases.



1
Create a
Personalized
Strategy

2
Create
Opportunities
to Engage



3
Personalize
to the
Prospect

4
Stay in
Touch



5
Learn From
the Data



CONVERSION LOGIX®

Create a Personalized Strategy



Know Your Market

Market included tight knit families who lived in the same homes, former engineers, and highly educated seniors.

Struggled to sell independent living to this market.

Changed strategy to **small and intimate group events** that matched the interests of the demographics in this market.



CONVERSION LOGIX®

Create Opportunities to Engage

The Future of Marketing is First-Party

More than **8 in 10** marketers are reliant on **third-party cookies**.

Over one third believe that third-party **cookie depreciation** will **adversely impact targeting** and measurement.

54% of marketers are aggressively pursuing methods for collecting first-party data.

Source: Marketing Charts



First-Party vs. Third Party Lead Generation



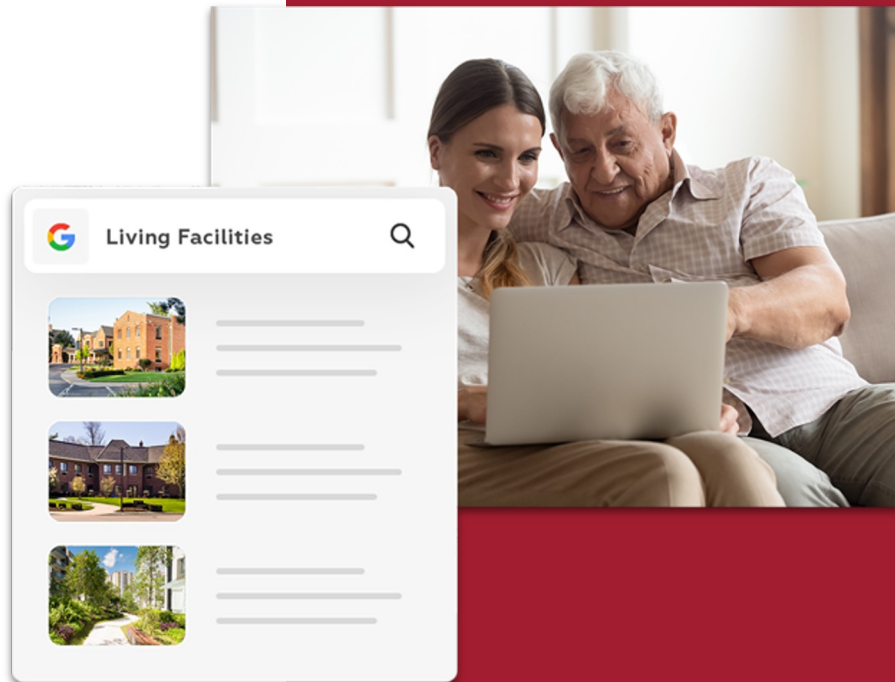
Leads Have Higher Intent



Greater Control Over the Prospect Experience



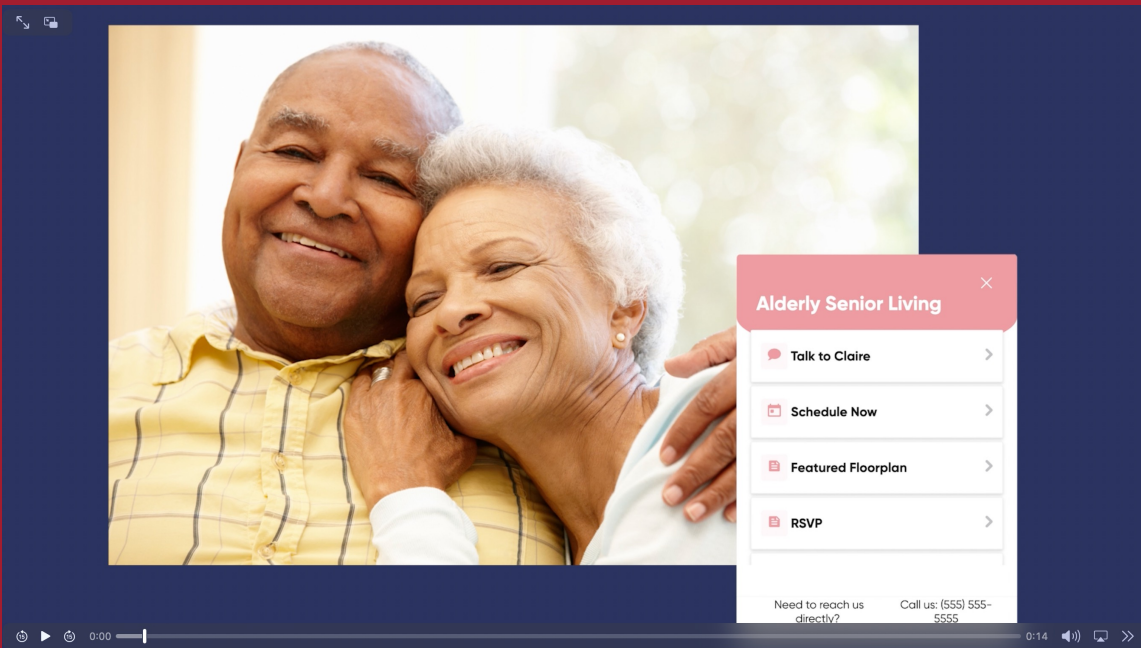
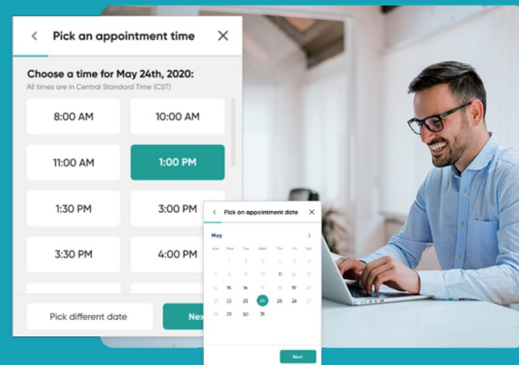
Opportunities for Remarketing



Automate Tour Scheduling

SCHEDULE GENIE®

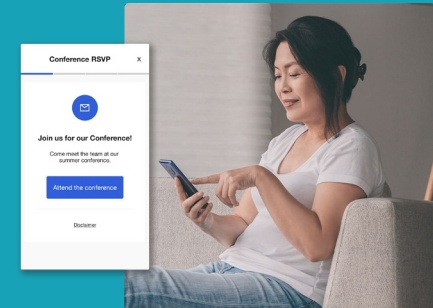
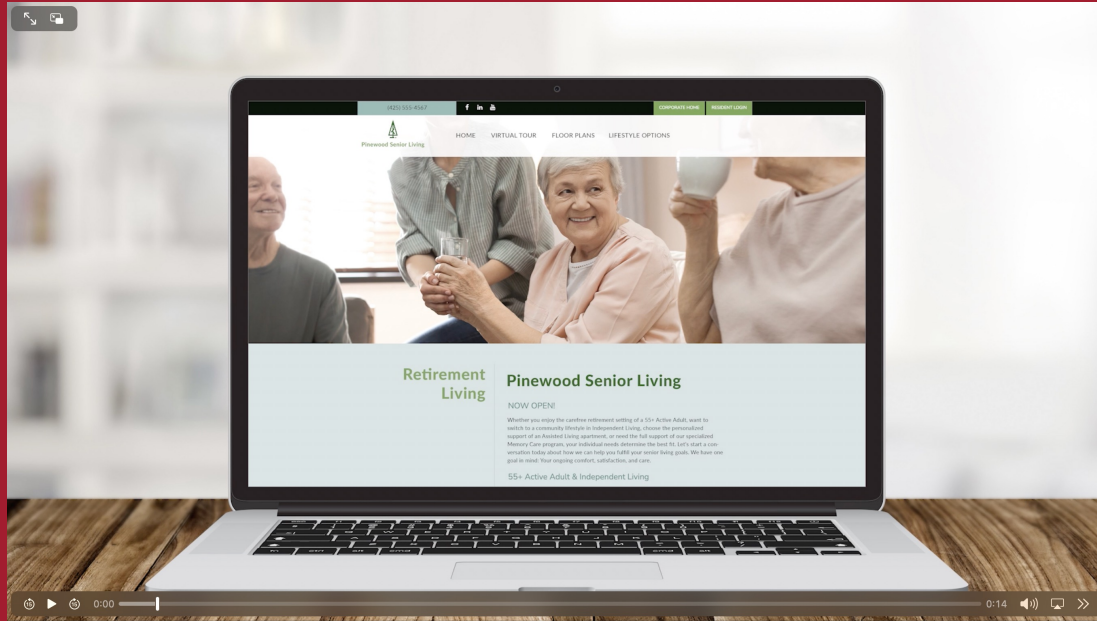
Schedule Genie users experience a 40% increase in appointments on average.



Expand Your Lead Generation Opportunities

SPOTLIGHT

Feature virtual tours, events, specials, floorplans, and more to highlight your community's unique offerings.



Benefits of Adding a Chat Solution to Your Website



Prompts Website Engagement



Provides Instantaneous Responses 24/7



Increases Lead Generation



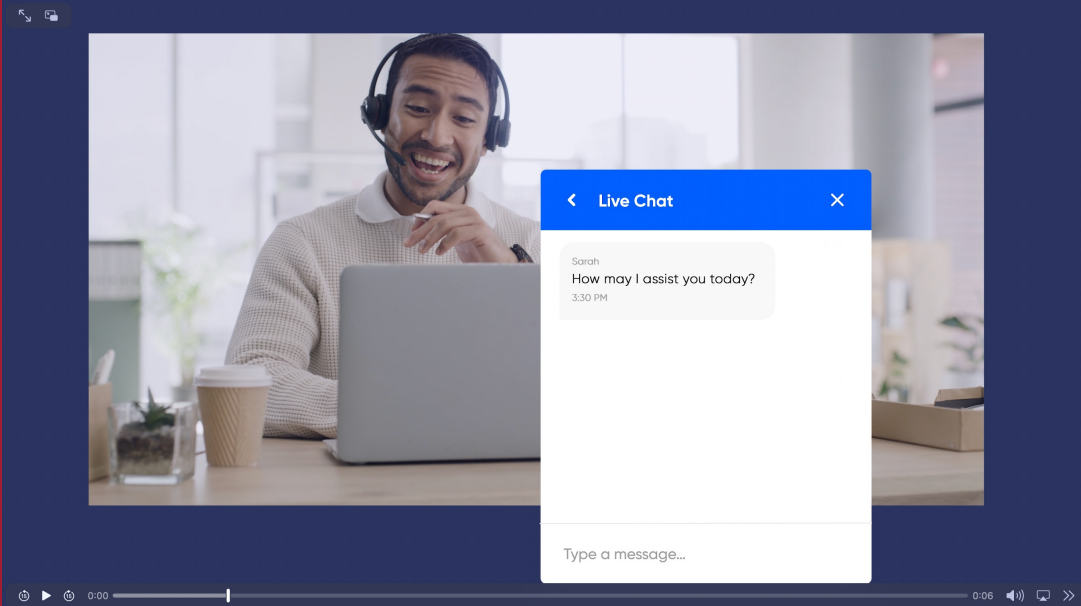
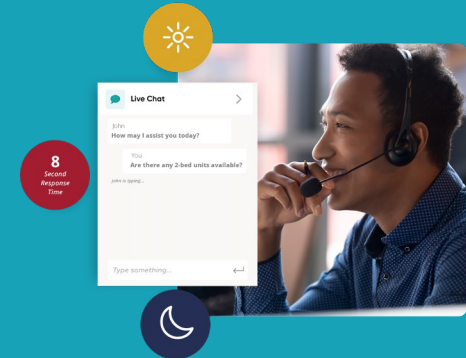
Delivers Insights Into Commonly Asked Questions



Personalize Prospect Conversations

LIVE CHAT

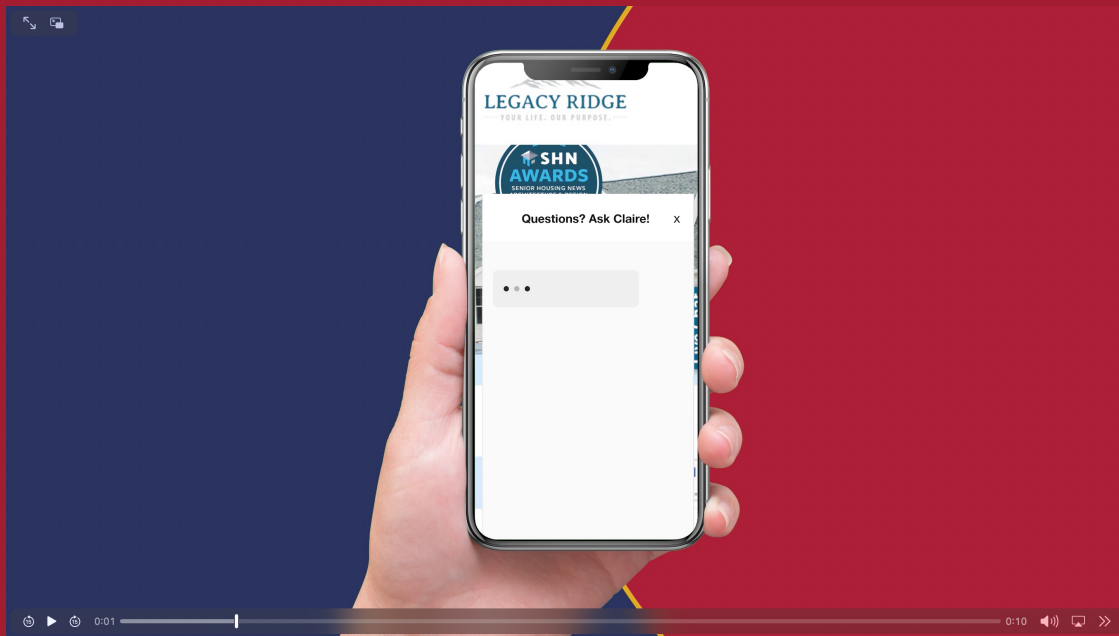
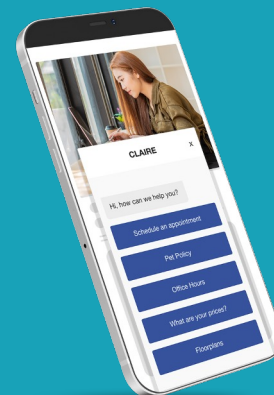
Converts 70% of conversations into leads with personalized and empathetic prospect experiences.



Instantly Answer FAQs

CLAIRE

Our virtual assistant provides immediate answers to commonly asked questions, increasing prospect engagement.



Personalize to the Prospect



Meet Them Where They Are

At the height of the pandemic seniors and their families weren't comfortable with touring in person yet weren't fully embracing virtual tours.

We promoted a **unique virtual tour experience** using our Spotlight application.

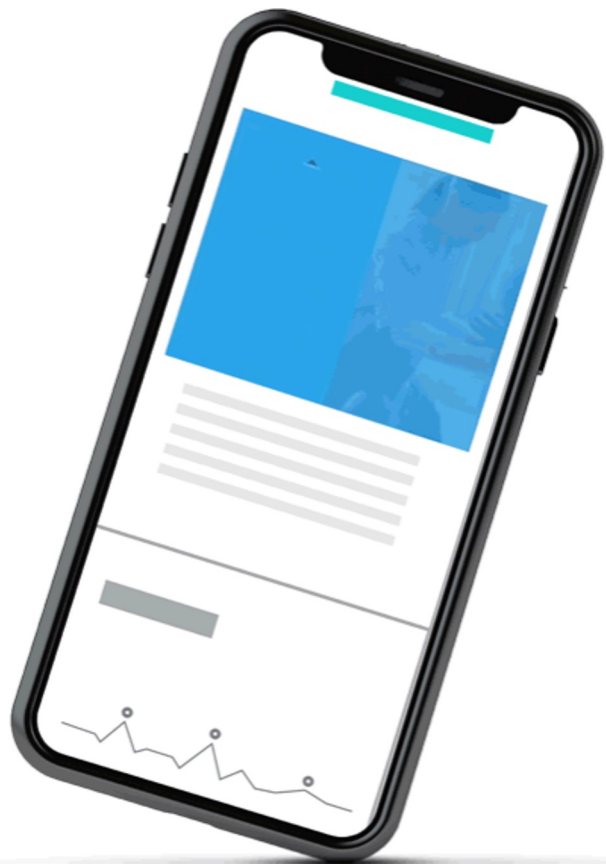
Prospects drove up to the property to get their **personalized meal and then took a virtual tour** from home.



CONVERSION LOGIX®

Stay in Touch





Retargeting Ads

It can take **7-10 impressions** to enter a prospect's consideration set.

Leverage retargeting advertising through **Display Networks, and Facebook, YouTube** to re-engage previous website visitors.



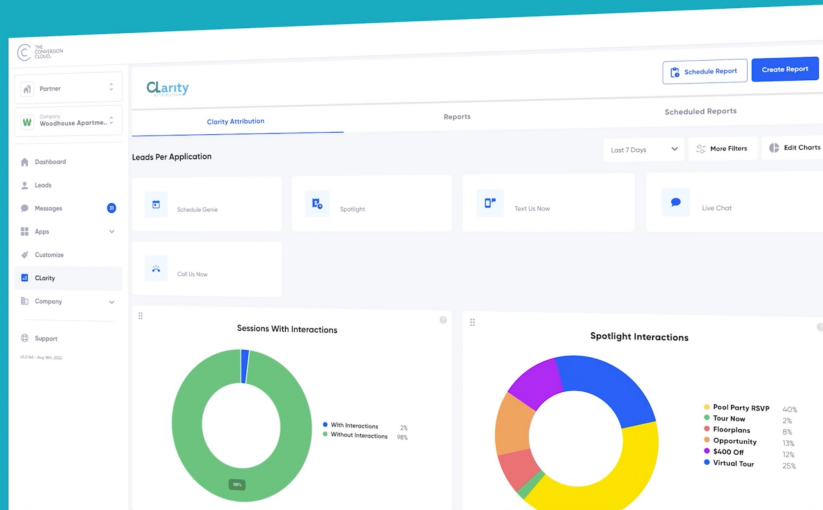
CONVERSION LOGIX®

Learn From the Data



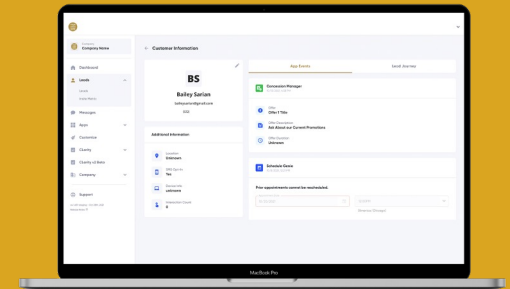
Identify Your Top Performing Strategies

Attribution and Insights To Optimize Your Campaigns



Clarity Reporting & Journey Visualizer

Make Data-Driven Decisions With Real-Time Attribution Reporting





NEED MORE PERSONALIZED MARKETING RECOMMENDATIONS?

Schedule an appointment at srl.conversionlogix.com