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Take 5:

Actionable Solutions to
Current Challenges in
Senior Living

Today's Speakers:



Jen Lovely
Executive Vice President of Sales
Conversion Logix



Erik Erwin
Regional Director of Sales and Marketing
Westmont Living



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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.

Low Lead to Move-In Conversion Rate



Digital marketing campaigns were effectively generating leads



The lead increase wasn't translating into move-ins



We identified missed communication opportunities among digital leads



Reluctance in Independent Living Market



Seniors in the Bay area were reluctant to move into Independent Living



The community had mostly memory care residents which resulted in high turnover



They hosted big events for seniors in the community in an attempt to fill the gap



Inter-Property Competition in Google



Independent, assisted, memory care and single family on one campus



Discussed two potential websites for service-based care levels and single family



These sites would have competed with each other in local search results





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Key Takeaway #1

Find a marketing partner who knows your business, understands your vision, and can help you execute it with agility.



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Key Takeaway #2

Know your geography.
Know your audience.
Know your demographic.





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Key Takeaway #3

Attribution and customer journey mapping hold the clues to identifying what is and isn't working.

We can then adjust campaigns as needed and the sales team can see where the prospect is in their journey and meet them where they are at. We aren't starting from square one.

