

CASE STUDY

National Senior Living Co.

Senior Living Industry



CONVERSION LOGIX

Client	• National Senior Living Management Company
Property	• 24 Properties Nationwide
Timeframe	• 12-Month Campaign
Business Challenge	<ul style="list-style-type: none">• Build awareness of their up-scale senior living communities with targeted consumers.• Increase consumer interest in touring individual properties.• Reduce cost-per-tour and cost-per-lease to improve operating efficiency.• Diminish impact of "cluster vacancies" due to spikes in resident mortality rates.

SOLUTION

- Develop multi-channel digital marketing solution that targets key decision makers of senior living housing including seniors, their families and others.
- Utilize Paid Search, Data Driven Display and Site Retargeting to drive traffic to website.
- Create specialized messaging for each influencer segment and tactic.
- Activate Live Chat, to engage web visitors and convert them to leads.
- Plan year-long campaign to ensure a steady tour pipeline to reduce cluster vacancy impact.

Paid Search Visitors	1,416
Number of Live Chat Conversations	81
% Leads from Live Chat	61%
% Tours from Live Chat	28%
% Live Chat Tours to Move-Ins	11%
Revenue from Move-Ins	\$162,000
Live Chat Spend	\$6,000
Total Digital Advertising Spend	\$5,005
Total Campaign Spend	\$11,005
Return on Investment (ROI)	1,472%

RESULTS

- Revenue from Move-ins equaled \$162,000 per property.
- Total program enjoyed a 1,472% ROI.
- Paid search drove over 1,400 visitors to each property site.
- 28% of Live Chats converted to tours, with 11% resulting in move-ins.
- Live Chat also served as a key tool for employee recruitment and property management.
 - Employment inquiries constituted 11.5% of chats.
 - 11.6% of chats involved administrative requests.
- Year long campaign led to media buying efficiency and produced sustained leasing results.

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