

CASE STUDY

National Senior Living Co.

Senior Living Industry



CONVERSION LOGIX

- Client • National Senior Living Management Company
- Property • National Account - 17 Communities
- Business Challenge • Develop digital marketing strategy for mid-to-upscale senior living communities.
 - Communities range from brand new to established, stable assets
 - Target in-market prospects with demographic, psycho-graphic, and geographic data to help generate qualified leads for each individual community.
 - Utilize specific brand and direct marketing tactics to drive leasing velocity via website traffic

SOLUTION

- Utilize a combination of Paid Search, Display, Social Media, Chat and The Conversion Cloud to produce a measured increase in monthly website traffic.
- Specifically target individuals who are in-market and searching for a senior living community.
- Deliver offer-driven display and search content to the identified target market - resulting in more qualified leads, scheduled tours, and signed leases.

RESULTS

Six (6) Month Measurement

- Created paid click-through rates (CTR) that are more than 8 times the industry average (1.5% industry average)
- Managed average cost per click (CPC) by combining aggressive brand and battleground tactics resulting in higher volume of qualified traffic while maintaining budget integrity
- Delivered custom campaigns at an effective investment level that maximized total results
- Consistently #2 Source of Traffic to websites, PPC and Display/Social
- Integrated a comprehensive marketing campaign that has produced hundreds of qualified leads

Average Monthly Investment	Roughly \$50,000
Average Monthly Visits	15,714
Average Monthly New Visits	15,022
Average Search Rank	1.71 (85% of Clicks Are in the Top 3 Spots)
Average Goal Compilations/month	2,250
Average Call Tracking Calls/month	335
Average TCC Leads/month	260
Average Email Campaign Open Rates	37%

*CTR Stands for Click Through Rates

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