



CONVERSION
LOGIX®

5 Ways to Reach Peak Occupancy



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



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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.



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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



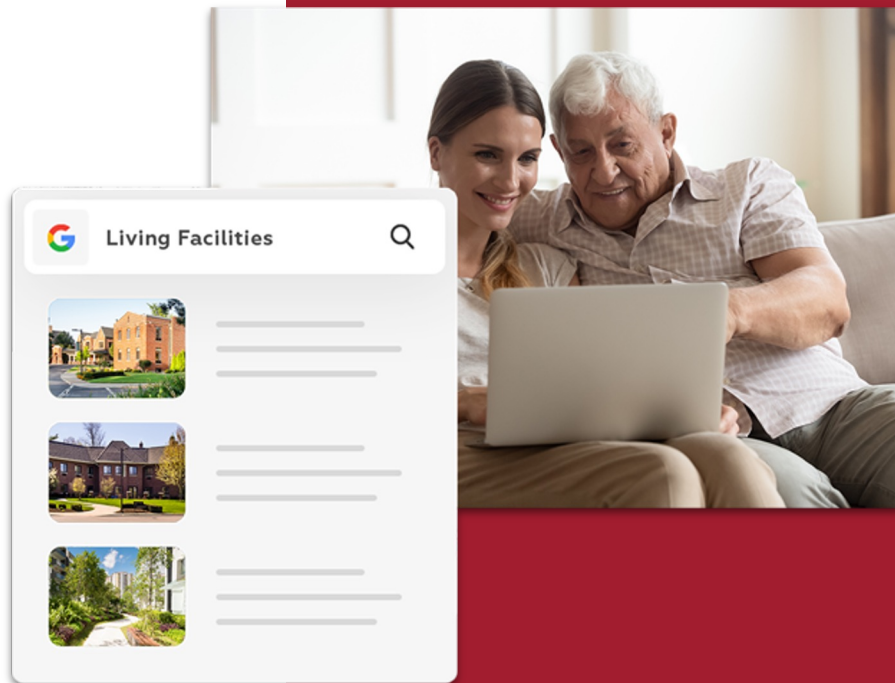
Leads Have Higher Intent



Greater Control Over the Prospect Experience



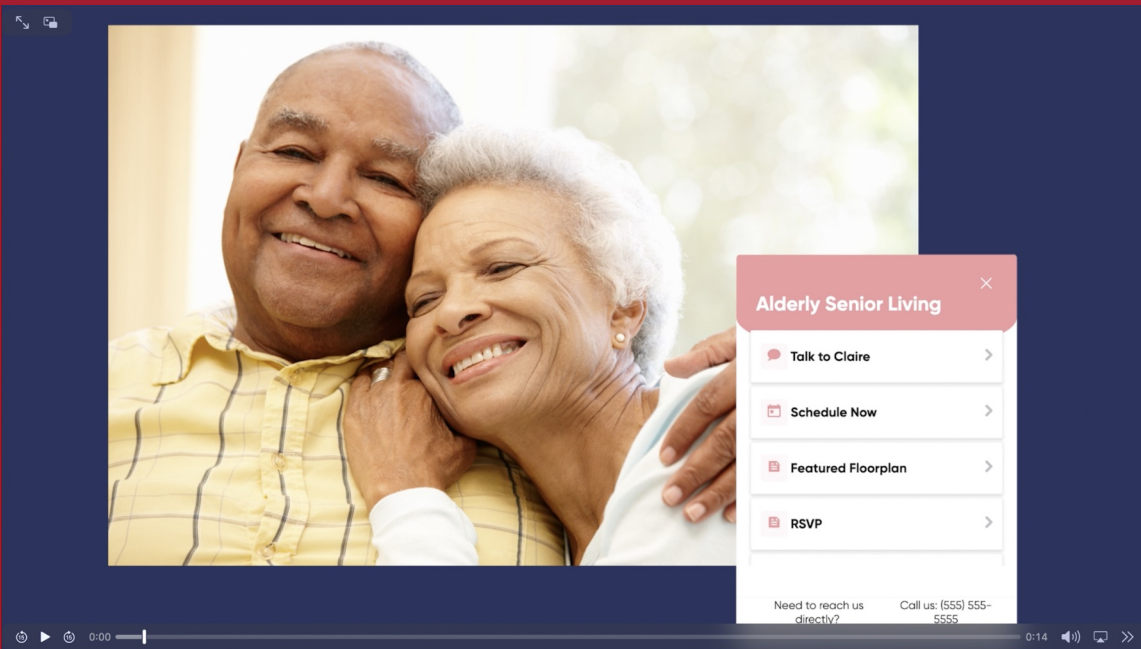
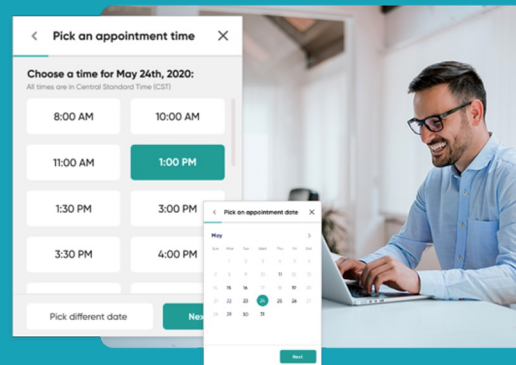
Opportunities for Remarketing



Automate Tour Scheduling

SCHEDULE GENIE®

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

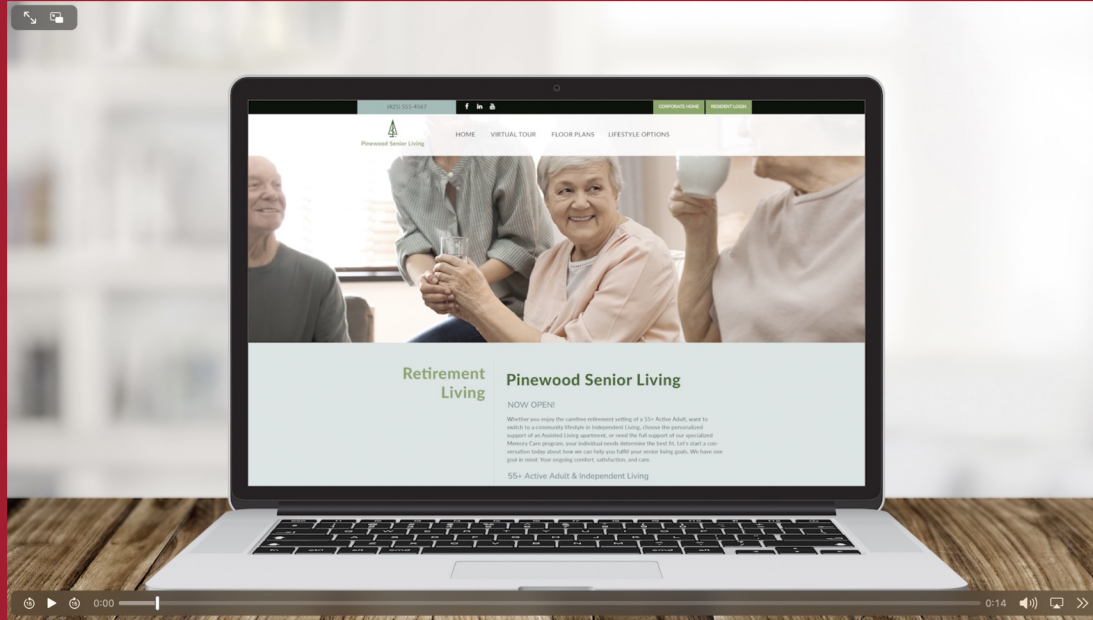


[Click to watch](#)

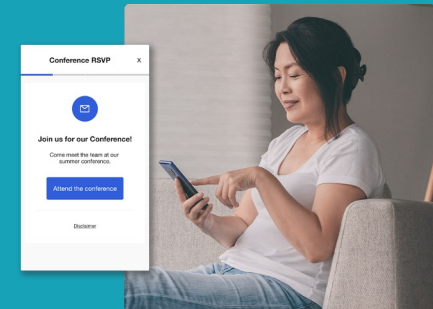
Expand Your Lead Generation Opportunities

SPOTLIGHT

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



[Click to watch](#)



Benefits of Adding a Chat Solution to Your Website



Prompts Website Engagement



Provides Instantaneous Responses 24/7



Increases Lead Generation



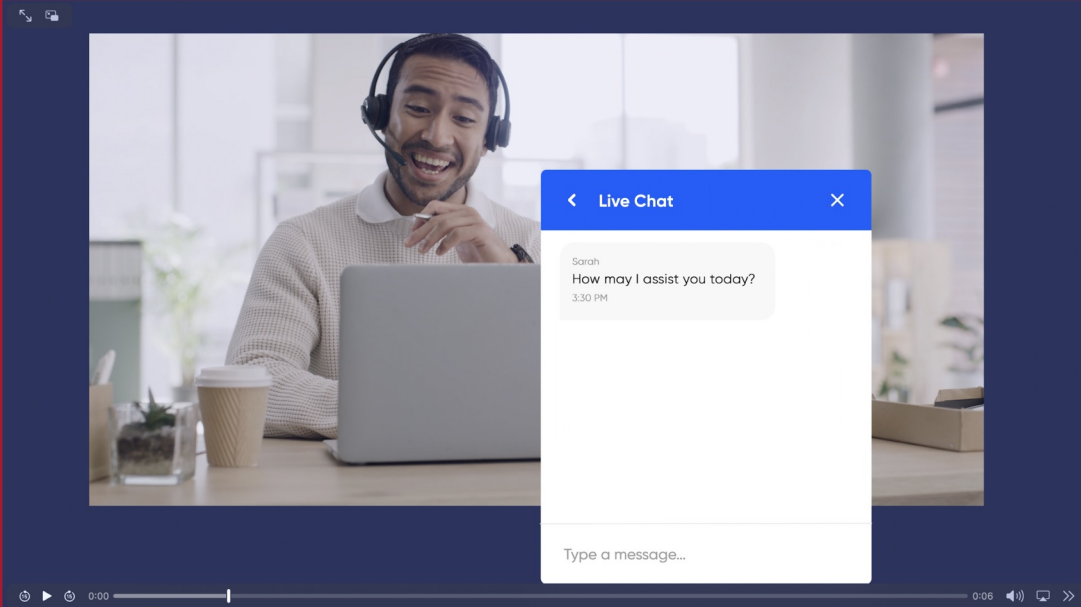
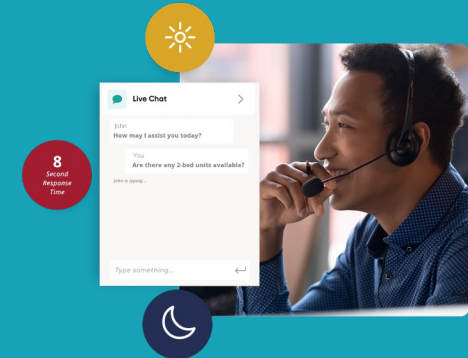
Delivers Insights Into Commonly Asked Questions



Personalize Prospect Conversations

LIVE CHAT

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

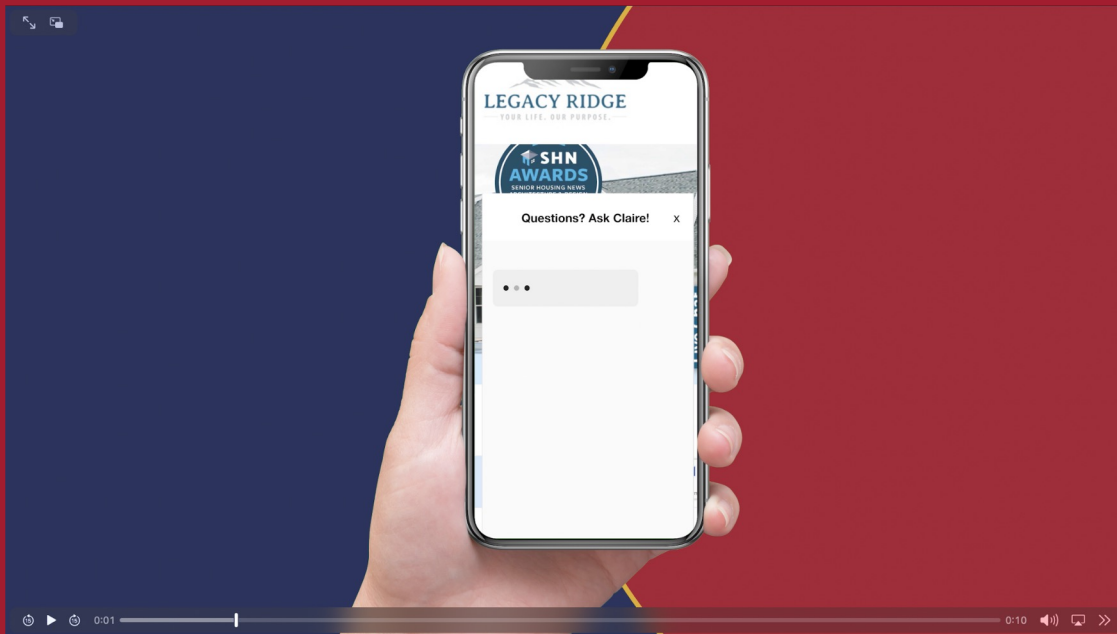
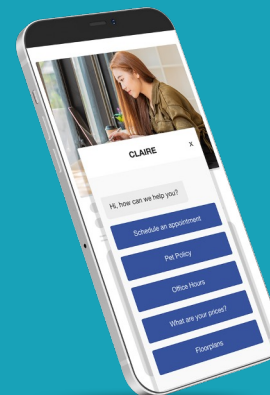


[Click to watch](#)

Instantly Answer FAQs

CLAIRE

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



[Click to watch](#)



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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.

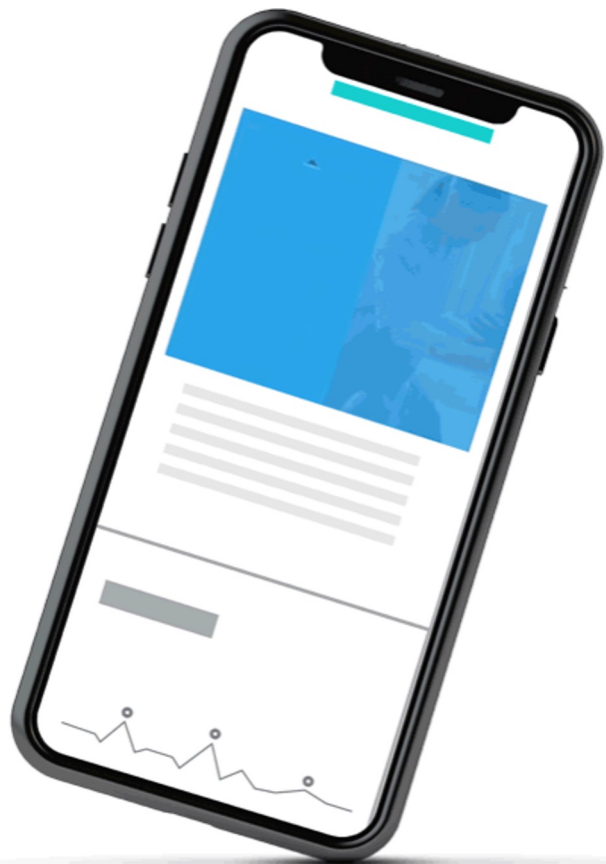
Prospects drove up to the property to get their **personalized meal and then took a virtual tour** from home.

[Read the case study!](#)



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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.



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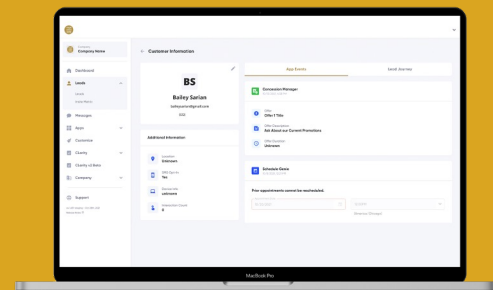
Learn From the Data



Attribution and Insights To Optimize Your Campaigns



Make Data-Driven Decisions With Real-Time Attribution Reporting





Are you ready to partner with a trusted advisor who understands the senior living industry?

Schedule an appointment at srl.conversionlogix.com