

CASE STUDY

Arizona Senior Living Community Maximizes Occupancy With Full-Service Digital Marketing Strategy

The Results

- **100%** Occupancy Rate
- **190** Conversion Cloud Leads
- **15,141** Website Sessions
- **644,336** Ad Impressions
- **16,819** Google Business Profile Views



The Situation

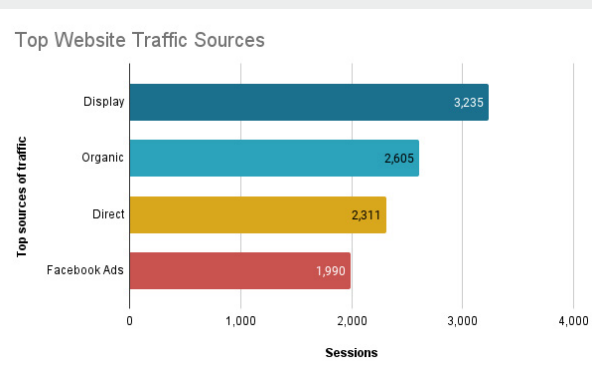
A senior living community in Prescott, Arizona, sought out a digital marketing team to help them fill vacancies and establish a competitive digital marketing presence. At the start of the campaign, the community needed a new website experience to establish trust and interest and a comprehensive advertising campaign to drive traffic and fill the community's pipeline.

The Solution

The marketing director partnered with Conversion Logix and a Conversion Logix preferred website vendor, Hickey Marketing Group, to create a comprehensive marketing campaign.

The website development team at Hickey Marketing Group filmed a video to promote the website on the homepage and revised the website design and content to better reflect the community's top selling points.

The Conversion Logix team launched a suite of lead-generation tools to convert website visitors into leads and developed a multichannel advertising campaign across Google, Display Networks, and Facebook (Meta) to drive high-quality traffic to the site. **This led to a 175% increase in new website visitors within the first 90 days of the campaign.** Seven months after launch, the campaign generated 15,141 website sessions at a 40% engagement rate, which translated into 190 leads, maximum occupancy, and a waitlist.



Advertising Channels	Ad Impressions
Display	467,264
Meta (Facebook)	167,245
Google Ads	9,827

Conversion Type	Lead Volume
Schedule Genie Tours	23
Phone Calls	73
Live Chat Leads	11
Spotlight Leads	141

**Campaign and leasing results reported from November 2023 - May 2024.*

The Strategy

Our marketing strategy leveraged marketing channels at each stage of the funnel to maximize awareness and engagement during the discovery, consideration, and decision-making points in the senior living buying journey. From Google Ads and Facebook Ads to Display Retargeting, and on-demand Live Chat services staffed with trained professionals, we developed a full-service strategy that enabled this community to fill its pipeline with leads, tours, and move-ins.

Search Strategy

Our certified Google Ads specialists deployed a Google Ads campaign targeting families seeking independent living, assisted living, and memory care services in Prescott and the surrounding area. **The campaign had a 19.33% average CTR and generated over 1,900 high-quality website sessions to the site.**

Throughout the campaign, our team made the following strategic updates:

- As the vacancies within the varying levels of assisted living became available, our team pivoted bids and budgets to promote that care level.
- We capped bids on out-of-state and national keyword targeting to keep costs under control and ensure the budget was maximized for the highest-intent searchers.
- Offers were quickly updated each month as promotions changed.

In addition to Paid Search, our team optimized this property's [Google Business Profile](#) and provided weekly posts. This led to 16,819 profile views which translated into 2,770 local website sessions.

Social Strategy

We ran a brand awareness campaign on Facebook targeting seniors and their families who are interested in independent living, assisted living, and memory care in Prescott. We added a retargeting campaign to re-engage previous website visitors on Facebook.

Display Strategy

Our creative team designed Display banner ads promoting the community's latest specials, care offerings, and location. The ad operations team launched a brand awareness campaign targeting prospects in the market for senior care and a retargeting campaign to re-engage past website visitors and nurture prospects through a long buyer's journey.

Website Engagement Strategy

We added a variety of lead generation applications across the community's new website. These applications turned anonymous prospects into leads and tours, enabling the sales team to fill their pipeline.

- Self-scheduled tour application ([Schedule Genie](#))
- Promotions, events, move-in checklists ([Spotlight](#))
- A fully staffed chat service that could respond to requests 24/7 ([Live Chat](#))

KEY TAKEAWAYS

1. Incorporating website engagement tools that can convert anonymous traffic into leads is critical to maximizing the value of your digital advertising efforts.
2. A multichannel marketing strategy with an equal focus on top-of-the-funnel awareness strategies (Display and Paid Social) and mid to lower-in-the-funnel lead capture (Paid Search, Retargeting, and Google Business Profile) is a scalable way to increase traffic and generate high quality leads.

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866.297.4914 | contactus@clxmedia.com

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07/19/2024