

CASE STUDY

Senior Living Community Maximizes Lead Generation and Engagement With Comprehensive Digital Marketing

The Results

- **20,076** New Website Visitors
- **43.26%** Website Engagement Rate
- **128** Conversion Cloud Leads
- **148** Tracked Calls

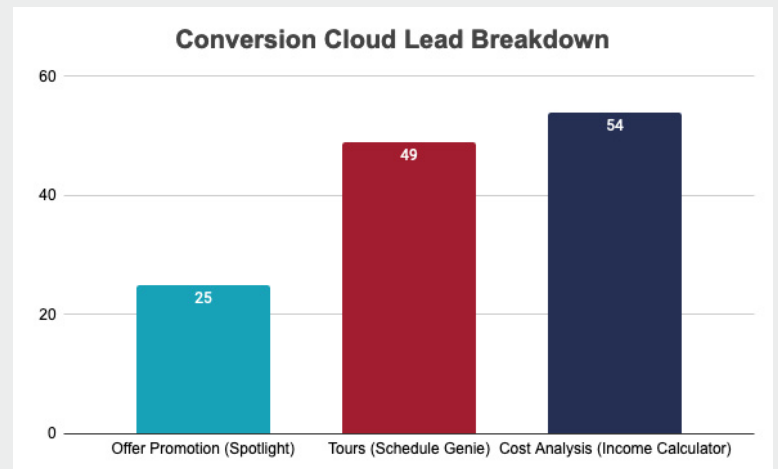


The Situation

A luxury continuing care community in Palo Alto, California, sought a comprehensive digital marketing strategy to expand their visibility online and fill their resident pipeline with high-intent leads.

The Solution

To remain competitive in the local market, the community required a robust media strategy and lead-generation campaign. The community partnered with our digital marketing team to implement a multichannel advertising campaign that included a mix of Paid Search, Data-Driven Display Advertising, and Facebook Ads. Our team launched website applications on their site to generate and nurture leads through our software suite, The Conversion Cloud®, and implemented call tracking software to record call volume lifts attributed to the campaign. This approach resulted in a 20,076 increase in website visitors, 128 lead conversions, and 148 calls.



*Campaign results measured from June 2023 to May 2024.

The Strategy

When our team designed the marketing strategy for this campaign, they had two objectives:

- **Build awareness among a varied target audience.**
- **Re-engage prospective residents and their families at various stages of their decision-making journey.**

We launched a Paid Search campaign, a Data-Driven Display campaign, and a Facebook Ads campaign to build awareness among families looking for multiple care levels and prospective residents. The strategy was tailored to maximize engagement and lead conversion through website applications, lead nurturing email campaigns, Display Retargeting ads, and Facebook Retargeting ads.

Search Strategy

We targeted both brand and non-brand senior living keywords across local, state, and national levels. The ads generated high engagement with an average CTR of 20%, resulting in 4,464 Paid Search website sessions with a 56% website session engagement rate (this measures the percentage of sessions that result in a conversion activity).

Social Strategy

Our team designed a carousel ad post format on Facebook. We targeted two audiences: Facebook users who have shown an interest in senior care and users who have previously visited the community's website. This approach generated over 344,000 impressions and 4,017 website sessions, contributing significantly to overall traffic.

Display Strategy

We targeted high-intent prospects in the market for senior care through our Data-Driven Display and Display Retargeting campaigns to build awareness and retain top-of-mind presence among site visitors, which contributed to brand awareness and conversion activity.

Lead Generation Strategy

In addition to call tracking, we implemented a multi-CTA lead generation strategy on this community's website through our lead generation suite, The Conversion Cloud. We promoted current move-in incentives in our Spotlight app, tour scheduling in our Schedule Genie app, and a free cost analysis in our Income Calculator app, leading to 128 leads and 148 tracked calls.

Lead Nurturing Strategy

Leads captured through Spotlight and Schedule Genie were nurtured through an email drip campaign, which achieved a 70% open rate and a 20.5% click-to-open rate. This strategy helped to retain and re-engage prospects throughout a long customer journey.

KEY TAKEAWAYS

1. Paid media campaigns across these channels: Google Ads, Display, and Facebook Ads are crucial for scaling brand awareness while maintaining local targeting in senior living marketing.
2. Implementing lead generation tools on your website to meet prospects at different stages of their journey is a great way to fill a community's lead pipeline with high-value leads.
3. Email and text nurturing campaigns can significantly improve lead engagement and conversion rates over a long buyer's journey.

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