



CASE STUDY

# Conversion Logix Generates 21,869 Leads for Senior Living Portfolio

## The Results

- **21,869** Leads Generated
- **350,226** New Website Visitors
- **43%** Avg. Website Visitor Engagement Rate

## The Situation

Managing a portfolio of 17 senior living properties presents unique challenges, especially in a competitive market where connecting with high-intent leads is critical to driving occupancy. Limited visibility into campaign performance and lead behavior made it difficult for the team to identify which strategies were most effective. Additionally, managing multichannel campaigns and lead generation efforts across multiple properties created inefficiencies, underscoring the need for a centralized, data-driven solution to streamline operations and maximize marketing ROI.

## The Solution

The portfolio's marketing leader partnered with Conversion Logix, a full-service digital advertising agency with expertise in the senior living market. Our team launched 17 highly targeted multichannel advertising campaigns that drove 441,927 sessions across all property websites over 12 months. Of these visitors, 350,226 were new users, and 66% (233,641) arrived directly through a Conversion Logix ad.

By leveraging a combination of remarketing efforts and Conversion Cloud® lead generation applications—including offers and tours—our campaigns achieved a 43% average engagement rate among website visitors. This engagement resulted in 21,869 total leads, empowering the portfolio to drive occupancy and improve marketing ROI.

## Lead Breakdown

Conversion Cloud Leads & Tours	1,383
Total Calls from the Website	8,512
Contact Form Submissions	6,191
Email	5,783
<b>Lead Total</b>	<b>21,869</b>

\*Campaign results measured from November 2023-December 2024.

# The Strategy

To drive maximum results for this portfolio, we developed a highly tailored marketing strategy that accounted for the unique needs of each property, care type, and target audience. By combining localized campaigns, dual audience targeting, and a multi-channel approach, we ensured each property connected with the right prospects at the right time. Continuous optimization and the use of Conversion Cloud® lead applications further amplified the impact of our lead generation efforts.

## Localized Campaigns for Unique Property Needs

Each property's campaign was customized to reflect its care offerings, such as memory care, which emphasized compassionate, family-focused messaging, or independent living, which highlighted amenities and lifestyle benefits. We leveraged geo-targeting that was customized to each community's location and the migration patterns of seniors in each market.

## Dual Audience Targeting

Because of the wide range of care options available across the portfolio, we targeted families and seniors across our campaigns, tailoring the targeting more heavily for family members for properties offering higher-level care offerings such as memory care.

- **For the families seeking care,** the messaging focused on trust, safety, and support, appealing to the emotional needs of families searching for care for their loved ones.
- **To attract independent seniors,** campaigns addressed quality of life, independence, and community features, providing information aligned with their decision-making priorities.

## Multi-Channel Marketing Execution

We managed advertising campaigns across a range of channels, customizing each property's marketing mix based on its target audience, budget, and occupancy needs.

- **Facebook Ads:** Engaged families and seniors with visually appealing storytelling and relatable content.
- **YouTube Ads:** Showcased property amenities, care quality, and community life through video ads targeting families and seniors who have searched for senior care in the local area surrounding a property.
- **Display Awareness Ads:** Increased awareness by reaching local in-market prospects browsing related topics and sites.
- **Display and Social Retargeting Campaigns:** Re-engaged website visitors with personalized messaging to encourage inquiries and tours.
- **Google Ads:** Captured high-intent leads by targeting keywords related to senior living and care options.
- **Google Business Profile Posts:** Improved local visibility by highlighting property events, promotions, and services directly in search results.

# Lead Generation

Tour scheduling and promotional offers were incorporated into campaigns to capture high-intent leads and facilitate seamless follow-ups. These applications within our software suite, The Conversion Cloud®, supported both the marketing and sales teams in converting prospects into tours and move-ins.

# Data-Driven Optimization

Continuous monitoring of campaign performance allowed us to identify top-performing channels and adjust budgets to maximize ROI.

- One example of this was a memory care community that saw a significant lift in website visitors (209%) and phone calls (22%) one month after their account manager suggested adding a YouTube advertising campaign.
- In addition to media mix optimization, we launched an automated email nurturing campaign when leads scheduled a tour or claimed an offer to increase purchase intent before the leads engaged with onsite staff. These campaigns generated a 60% open rate and a 30% click-to-open rate, which reflects the high degree of engagement these emails and the brand's overall marketing efforts generated.



## KEY TAKEAWAYS

- 1. Localized and Customized Campaigns Drive Relevance and Results:** Tailoring campaigns to the specific care offerings and target audiences of each property ensured that messaging resonated with prospects, leading to higher engagement and lead quality.
- 2. Multi-Channel Marketing Amplifies Impact:** A strategic mix of Facebook, YouTube, Google Ads, Display, and Retargeting campaigns, combined with Google Business Profile posts, effectively built awareness, captured high-intent leads, and re-engaged prospects.
- 3. Data-Driven Insights Optimize Performance:** Continuous monitoring, ad updates, and budget reallocation to top-performing channels resulted in over 21,000 leads at an efficient cost-per-lead of \$32.69.

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