



CONVERSION LOGIX®

CASE STUDY

## Senior Living Community Launches Unique Virtual Tour Experience

# THE RESULTS

185

Leads

218

Website Conversions

11,870

Website Sessions

From October 1, 2020  
- September 30, 2021,  
the community was able to  
convert 185 prospects into leads.  
Over half of these leads scheduled  
a virtual tour with the community.

## The Situation

A brand new senior living community located in Sarasota, FL struggled to schedule tours and generate leads during COVID. They sought creative solutions to encourage seniors and their loved ones to virtually tour their community and engage with the community online.

## The Solution

The Conversion Logix team partnered with the community to create unique virtual tour experiences, then launched a digital marketing campaign to promote the community's touring options.

To encourage tours during slower days of the week, the community organized a Taco Tuesday and Wine Down Wednesday special to increase virtual tours on those days. Prospects were invited to drive up to the community and grab a community chef-prepared meal for two or a hand-picked bottle of wine to enjoy while watching their virtual tour. This allowed the staff to introduce the community to the prospective resident and their family in a socially distanced way.

Our team of digital marketing specialists created and managed Paid Search Ads, Facebook Ads, and Display Ads to drive traffic to the community's website. Prospective residents received a compelling offer to sign up for a virtual tour and leads were captured with The Conversion Cloud® modules. Through digital advertising and lead capture technology, this brand new community was able to schedule tours, grow their lead list, and build awareness among in-market prospects.



### Leads

- 103 Claimed Concessions & Virtual Tours
- 18 In-Person Tours
- 165 Unique Callers
- 36 Live Chat Leads
- 44 Income Calculator Leads

### Website Conversions

- 168 Campaign Goal Completions
- 50 Post-View Campaign Goal Completions

### Brand Awareness

- 10,272 Campaign Website Sessions
- 1,598 Post-View Campaign Website Sessions

# The Strategy

The company invested in a comprehensive campaign designed to drive awareness and conversions at the new properties. Our marketing experts developed strategic digital marketing campaigns in three channels—Paid Search, Paid Social, and Display Advertising—to maximize the client's investment and amplify their reach.

## Search Strategy

The community invested in a Google Ads campaign targeting location-specific senior living search terms at different care levels and brand search terms. This campaign drove the most website conversions across all their digital marketing campaigns.

## Facebook Strategy

Our team of Facebook ad specialists created a Facebook ad campaign targeting social media users interested in senior living services in the Sarasota area. We promoted the community's latest virtual tour promotion in the ad campaigns and optimized the campaigns for website traffic and conversions.

## Display Strategy

Our creative team designed attention-grabbing banner ads that promoted the community's virtual tour promotion. Then our operations team launched an awareness and retargeting banner campaign to reach in-market prospects across thousands of websites.

## Lead Generation Strategy

The community launched several lead capture modules through our lead generation software suite, The Conversion Cloud®.

- To secure more tours they promoted their Taco Tuesday and Wine Down Wednesday virtual tour offers through Concession Manager™ and enabled prospects to self-schedule in-person tours through Schedule Genie™.
- The community launched Income Calculator to collect contact information from prospects who pre-qualified themselves.
- The community also outsourced their live chat experience to the Conversion Logix team to ensure their prospects' questions were answered 24/7 and convert those conversations into leads.

## KEY TAKEAWAYS

During a difficult time, this community was able to successfully drive leads and tours to their sales team by adapting their strategy to focus on unique virtual experiences. Conversion Logix enabled the community to attract move-in-ready seniors with our suite of marketing software and services. A comprehensive digital marketing campaign combined with lead capture modules improved this community's ROI.



— Seattle —  
17921 Bothell Everett Hwy.  
Suite 105  
Bothell, WA 98012

— Austin —  
1927 Lohmans Crossing Rd,  
Suite 101  
Lakeway, TX 78734