



CONVERSION LOGIX.

CASE STUDY

# National Senior Living Company Generates 1,779 Leads With New Brand Campaign Launch

## THE RESULTS

**1,779**  
Leads

**28,248**  
Website Sessions

**3,646,065**  
Impressions

*From February 2021 to September 2021, the rebranding campaign delivered 3,646,065 impressions to in-market prospects, resulted in 28,248 new website sessions, and converted 1,779 leads across the new portfolio.*

### The Situation

An established national senior living brand acquired a new portfolio of twenty mid-market senior living communities. The company wanted to bring the new properties under their brand umbrella without diluting the reputation of their luxury communities in the market. To do this, they launched a new sub-brand and renamed the acquired properties in the portfolio. Once the properties were successfully rebranded, the company had two goals—1) Announce the new brand to the senior living market 2) Acquire new residents with the new brand.

### The Solution

Our team of senior living marketing experts launched a targeted digital advertising and lead generation campaign to promote each newly branded property to local in-market prospects. This campaign resulted in increased brand awareness in the senior living market and a steady influx of leads, tours, and move-ins at each newly acquired property.



#### Leads

- 29 Average Leads from The Conversion Cloud® Per Community
- 85 Average Phone Calls Per Community

#### Website Conversions

- 1,412 Average Campaign Website Sessions Per Community

#### Brand Awareness

- 12,897 Average Paid Search Impressions Per Community
- 140,420 Average Paid Social Impressions Per Community
- 193,246 Average Display Advertising Impressions Per Community

# 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

Our team of Google Ads specialists created a Paid Search campaign to capture prospects searching for affordable senior living options across the U.S. We created a campaign targeting local senior living searchers in each property's region. Additionally, we launched brand campaigns for each community to ensure the company captured all of the traffic coming from their awareness-building campaigns.

## Social Strategy

Our team of Facebook Ads specialists launched a campaign for each community targeting in-market senior living prospects within a 15-mile radius of the communities. The ads were customized to reflect each community's latest offers and affordable senior care options.

## Display Strategy

To broaden brand reach across more channels, our team built a custom set of banner campaigns that promoted specials and new branding for several properties in the portfolio. These ads targeted website visitors in the market for senior living care living across thousands of websites.

## Lead Generation Strategy

To capture leads that landed on the website, the company added conversion modules from our software suite—The Conversion Cloud®—to convert prospects into leads and tours. This enabled the communities to offer an actionable next step to their brand awareness campaigns by providing the option to claim offers and self-schedule tours.

### KEY TAKEAWAYS

Shaping brand perception to build new brand associations while driving online conversions requires a skillful approach to digital marketing. By working with a team of senior living marketing experts, this company ensured they were reaching their target audience across online channels that would deliver them leads and improve their ROI.