



CONVERSION LOGIX®

CASE STUDY

Seattle-Based Retirement Community Launches New Skyscraper With a 70% Reservation Rate

THE RESULTS

194

Unique Callers

312

Website Conversions

27,255

Website Sessions

The life care retirement community started their Conversion Logix campaign in March 2020 and reached 70% occupancy before opening in October 2021.

The Situation

A Seattle-based life care retirement community planned to launch a third building in downtown Seattle in Fall 2021. Changes to the senior housing market brought on by COVID made it challenging for the community to market through their traditional event-based outreach strategies.

The Solution

To attract prospects during COVID, the team adapted to the changing marketplace by creating a program of fun and informative virtual events. From virtual book reading events to yoga to financial planning for retirement, the community offered live virtual events to build relationships with potential prospects and introduce them to an active retirement community. To ensure virtual events were well attended, the community hired Conversion Logix to manage their digital marketing and event promotion. We launched a comprehensive digital marketing campaign to promote their events across Google Ads, Facebook Ads, and Display networks.



Website Conversions

- 90 Campaign Goal Completions
- 222 Post-View Campaign Goal Completions

Website Sessions

- 21,815 Campaign Website Sessions
- 5,440 Post-View Campaign Website Sessions

The Strategy

The community leveraged event marketing with a comprehensive digital advertising strategy to build awareness among seniors and their children in the Seattle market. This initial marketing helped the community build an audience and set the stage for campaigns promoting their new building in downtown Seattle.

Search Strategy

The community invested in a Google Ads campaign targeting location-specific senior living keywords related to independent living, assisted living, and memory care. This strategy helped to capture local demand and drive traffic to their website.

Facebook Strategy

To build awareness and nurture prospects, we launched a series of Facebook ad campaigns. We targeted prospects interested in senior-related services within a 15-mile radius of the community and retargeted website visitors. In our campaigns, we promoted the community's virtual events to engage prospective residents and enable the community to capture contact information. Once the new building was scheduled to open we launched ads promoting the grand opening and exclusive tours.

Display Strategy

We created an awareness-focused Display banner ad campaign to target prospects interested in various levels of senior care in the Seattle area. We combined this campaign with a Display banner retargeting campaign to remarket to prospects who've visited the client's site in the past few months, which broadened the reach of their campaigns. We promoted virtual and in-person events plus the new building's grand opening through these channels.



KEY TAKEAWAYS

Scheduling events to promote a community is only one step towards reaching occupancy. Event marketing must combine a comprehensive digital marketing campaign that drives sign-ups, establishes a relationship, and collects contact information for continued nurturing. **These events enabled the community to connect with prospects and promote their biggest selling point: a community full of like-minded seniors with activity-based amenities geared towards an active senior lifestyle.** By investing in an initial awareness campaign, the community had an established audience of interested prospects they could remarket to. This optimized their official opening campaign and accelerated their reservation rate to 70% before the building opened.