SENIOR LIVING SMART

Custom Solutions, Strategic Growth

## CASE STUDY

An in-depth look at three years of a successful marketing relationship between a Multi-State Senior Living Company & Senior Living SMART

A Multi-State Senior Living Company,* owner/operator of ten senior living communities, has relied on marketing agency Senior Living SMART since mid-2021 for marketing, branding, lead generation, social media, advertising, and content creation services.

Throughout this initial three-year working relationship, Senior Living SMART has been able to provide this Senior Living Company with a number of notable and measurable successes in brand awareness, marketing and branding new communities, and in occupancy growth.

In this case study covering the period spanning approximately May 5, 2021 through July 1, 2024, we highlight the key metrics and results produced through the partnership between this Multi-State Senior Living Company and Senior Living SMART.
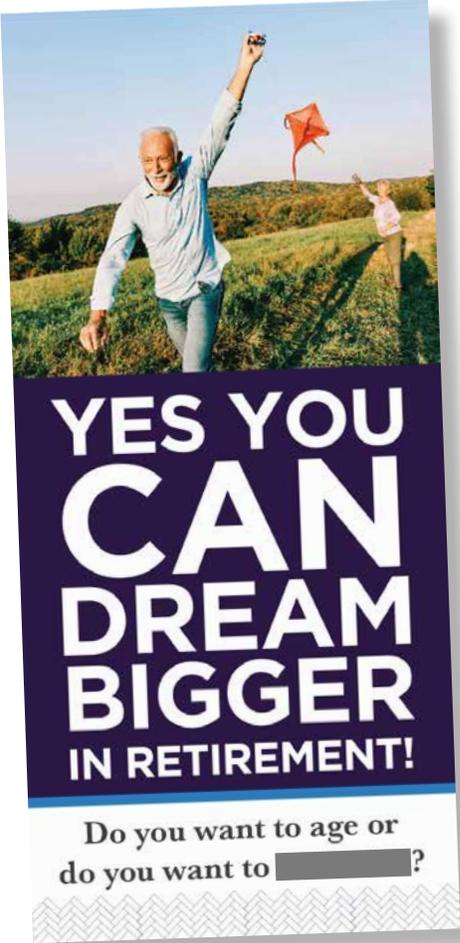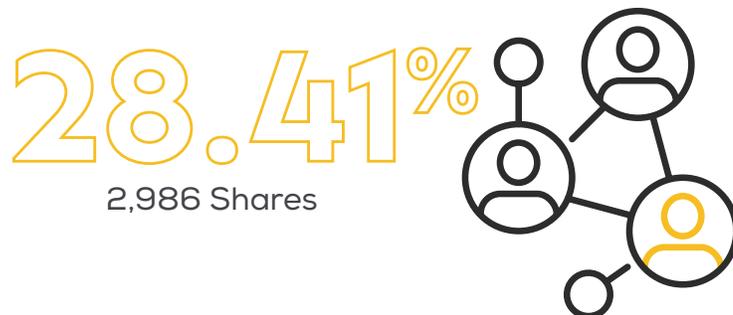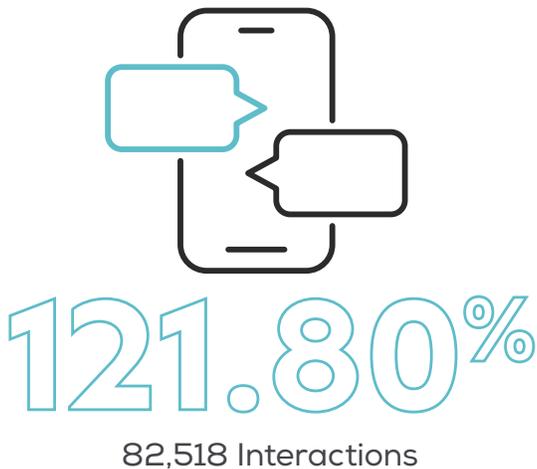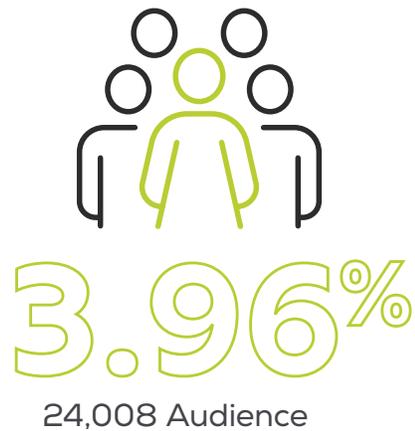

The name of this senior living company has been blocked for privacy.

Growth Metrics Over the Course of Three Years

Social

98.54%

7,586 Published posts

3.96%

24,008 Audience

121.80%

82,518 Interactions

105.91%

4,492 Clicks

28.41%

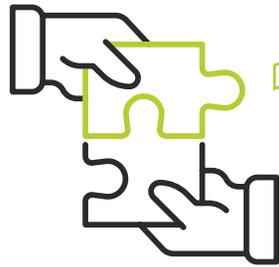2,986 Shares

21.42%

2,326,048 Impressions

6.89%

7,399 Sessions

105.81%

112 Contacts

Social Campaigns

- Holidays
- Shoutouts
    - 306 total posts
    - 713 clicks
    - 51 contacts
- Find your People
- Event promotion
- Virtual events
    - Care Managers:
        - 58 posts
        - 147 clicks
        - 12 new contacts
    - Questions to ask:
        - 58 posts
        - 49 clicks
        - 26 new contacts

HAPPY NEW YEAR

Cheers to a year filled with new opportunities, meaningful connections, and unforgettable memories.

WATCH OUR LATEST WEBINAR: QUESTIONS TO ASK WHEN RESEARCHING SENIOR LIVING

HOBBYISTS AND PUZZLERS LOVE IT HERE

BE ENGAGED AND **THRIVE.**

Celebrating 100% Occupancy!

Blogs

- 2021: 24
- 2022: 48
- 2023: 32
- 2024: 36 by end of year

Top performing blogs:

PAGE	VIEWS	ENTRANCES	TIME PER PAGE VIEW
Senior Holiday Stress and How Senior Living Can Help Them	846	697	90 seconds
Choosing the Best 55 and Over Communities	780	674	91 seconds
Team Members ▬▬▬ Founder	668	501	68 seconds
A Day in the Life of Older Adults in a Senior Living Community	562	413	2.8 minutes
Team Members ▬▬▬ Chief Investment Officer	438	364	71 seconds
Make It Your Own: 6 Tips for Decorating Your Senior Living Home	416	274	125 seconds
The Surprising Benefits of a Daily Routine in Retirement	413	374	3.7 minutes
How to Pay for Senior Living: Top Frequently Asked Questions	412	270	3.6 minutes
Boredom Busters: Top Amenities to Expect from Today's Senior Living Communities	374	220	130 seconds
Comparing the Cost of Senior Living with Staying at Home	372	223	2.7 minutes
Report Total	22,446	13,693	132 seconds

Guides

- Funding guide (Q4 2021)
- Family Decision Toolkit (Q1 2022)
- Senior Living Options (Q3 2022)
- Stay or Go (Q4 2022)
- Just the Facts AL (Q3 2023)
- Just the Facts IL (Q4 2023)
- Successful Transitions (Q1 2024)
- Just the Facts MC (Q2 2024)
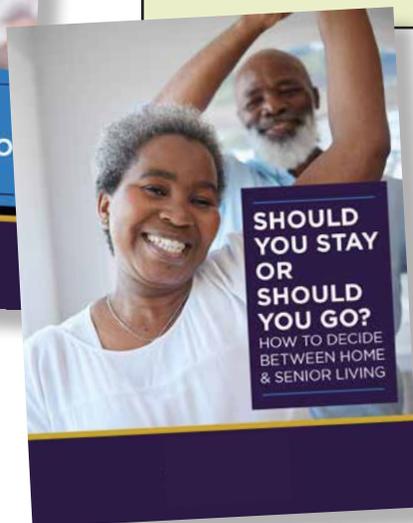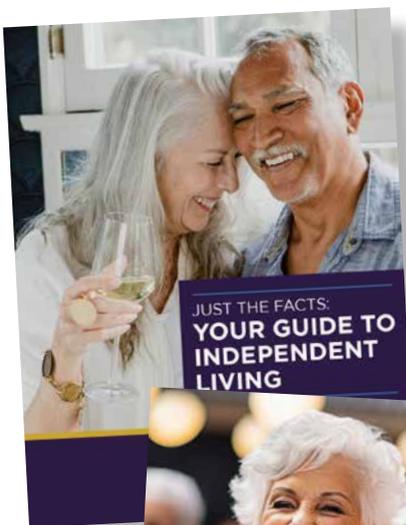
Top performing Guides:

GUIDES DOWNLOADED	COUNT OF CONTACTS
Family Funding Guide	502
Family Decision Toolkit Guide	145
Senior Living Options Guide	155
Stay or Go Guide	184
Independent Living Guide	42
Assisted Living Guide	41
Successful Transitions Guide	33
Memory Care Guide	22
Report Total	1,120

Additional Campaigns/Projects

- Lead Scoring (Q1 2022)
- Stay in Touch (Q1 2023)
- Speed to the Lead (Q2 2023)
- Interactive Map Module for website (currently under construction)

Paid

Over the past 3 years, this Multi-State Senior Living Company Google Ad cost per move-in has improved each year. In 2023 there were 28 total move-ins attributed to paid search. In January to May of 2024 there have been 30 move-ins, and the year is projected to finish with over 70 move-ins. The Google Ads cost per move-in has decreased year-over-year and there have been significant savings to the Company's bottom line.

YEAR	PAID SEARCH MOVE-IN
2022	16
2023	28
2024	30
All time	74

Senior Living SMART is currently in the process of optimizing their landing pages to be more mobile friendly and utilize best practices to increase form submissions.

Inside the Design Process

Senior Living SMART Graphic Designer Ginger Goetz says:

"My creative process usually begins when I have received the copy from the client. At that point I read through it, ask any pertinent questions I may have of the Creative Services Manager (CSM) or client, and then begin to conceptualize the project on paper. From there I begin to craft the first piece on the computer by using programs in the Adobe suite. If there are multiple pieces I make sure that I carry through certain elements in all of them – type treatment, images, whatever seems to help make the pieces pop and convey a happy, positive feeling.

The creating is the part I enjoy the most – it's very satisfying to send a draft to the client and have them like what I have produced."

As a 32-year veteran of the graphic arts field, I have worked with thousands of clients from all walks of life. I believe that taking the time and effort to get to know your client is the cornerstone to building a long-term, successful relationship.

Working with this Multi-State Senior Living Company has been a great experience as a designer. Their marketing team understands what is needed to make a project successful and provides our CSM all the pertinent information from the start. They are open to new ideas and are very receptive to my interpretation of the content. Their color palette is bold and fun and their fonts allow for creative typography – which can make all the difference when competing for your audience's attention."

...We Appreciate You!

> "The Senior Living SMART team is an invaluable resource for all aspects of senior living marketing. With their implementation of marketing automation via HubSpot, they have transformed our lead qualification process, leading to a significant improvement in the quality of our leads. Moreover, their expertise in creating engaging content, including blogs, resource guides, and more, has not only helped our search engine optimization but also boosted our organic search results."

Want to see what Senior Living SMART can do for your organization? Call us at 888-620-9832.

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