

Senior Living

PRODUCTS



PPC, Targeted Video and OTT

The Challenge

Keeping the lead funnel full for a senior living facility is of utmost importance because there is so much unit turnover in senior living. With increasing competition stealing market share, and with COVID hitting this industry hard, it was imperative that our lead strategy deliver qualified leads to fill the funnel, despite a longer closing cycle. Additionally, Google implemented a policy change for ads related to housing so we had to adjust strategy to keep impression share strong.

The Solution

In managing 14 locations throughout Ohio, we built customized strategies for each location based on search volume, impression share, and geographic radius, being mindful of Google's fair housing policy. While COVID Safety was often searched on Google, our ad creatives focused more on monthly specials, like move-in deals for example, and were optimized toward click-to-call so that sales representatives would have an opportunity to speak to prospects one on one about COVID concerns.

The Results

7 of the 14 locations saw an increase in conversions YOY. While occupancy was down about 20% on average throughout the year, it did remain consistent in each location. The OTT and video tactics were a fraction of the overall strategy but had a clear positive effect on the PPC conversions, proving to be effective outreach tactics for locations that were struggling.

360,000

Impressions

63,000

Clicks

17.5%

Click Thru Rate

3,060

Calls

In addition to running competitive strategies, other keys to success include twice-monthly check-ins, regular reporting meetings, and the client sharing feedback and sales data with us which provides insight for running efficient and optimized campaigns. The client has said that we might as well be employees of their company since we're so invested in their success.

Location	Month	2019 Total	2020 Total	% Change
Columbus	Impressions	63,743	52,266	-18%
	Clicks	3,500	4,083	17%
	CTR	5.49%	7.81%	42%
	Avg CPC	\$5.01	\$5.01	0%
	Calls	160	244	53%
	Contact Us	86	72	-16%
	Schedule a Tour	62	83	34%
Total Conversions		308	399	30%

24% Increase in Occupancy when OTT campaign was implemented.