

McClatchy Client Success Story

Senior Living Community Gets Over 500 Leads Monthly with SEM Strategy

At a glance

By implementing an optimized marketing strategy, this Senior Living Community was able to dramatically increase its occupancy.

"Despite the competition, this senior living community regularly receives more than 500 leads per month."

CHALLENGES



One of the most important factors in a senior living community's success is its occupancy rate. Our client, a senior living community serving Northern California, needed help increasing its occupancy. At one point, the senior living community saw an occupancy rate of only 60%, which was hurting the business's ROI. To boost its occupancy, the company required a stronger online presence.

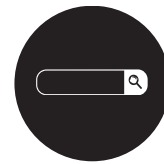
SOLUTION



The McClatchy team determined that this client needed a more aggressive SEM strategy coupled with Facebook lead generation. By implementing this strategy, we helped boost this client's exposure and dramatically increased the number of leads generated. This helped increase residents.



Facebook Lead Generation



Search Engine Marketing (SEM)

SUCCESS



This marketing strategy got real results for our client. Lead generation for senior living communities is often challenging because of the industry's competitiveness. Despite the competition, this senior living community regularly receives more than 500 leads per month. With this surge in leads, the client attracted more residents to increase occupancy. As a result, the business has been able to grow.