

# ASSISTED LIVING MARKETING CASE STUDY

# Assisted Living & Nursing Home Reaches Specific Audience & Locations to Attract New Residents

**Goals** Increase awareness. Increase visibility. Increase census.

**How did we do it?** With a new website, addressable audience targeting, website retargeting, search targeting, geofencing, social media, & blog writing.

## Strategies

1. New website.
2. Search Engine Optimization.
3. Installed website retargeting pixel to deliver ads to website visitors after their visit.
4. Installed phone tracking pixel to measure visitors that engaged with ads then clicked the website phone button.
5. Installed form fill tracking pixels for users that click or viewed ads then submitted form.
6. Target households that included an elderly family member with digital display & video ads.
7. Curated & targeted addressable audiences to target senior health intenders.
8. Curated & targeted addressable audiences to target and women 35-54.
9. Instagram, Facebook, Google My Business posting & sharing.
10. Google pay per click ads.
11. Blog writing to establish the client as a local expert in the subject matter.

## Key Solutions

### Audience Targeting

126,976 Unique Users Reached

### Website Retargeting

Rolling audience size  
of 5400 Users

### Search Targeting

323 keywords targeted



# AUDIENCE TARGETING

## **Audience 1**

- Elderly Parent
- Grandparent
- 3 Generations
- \$150K+

## **Audience 2**

- Women 35-54

# DISPLAY ADS

We designed ads with the following messages.

1. Personalized care sets us apart; Boutique Senior Care, Highly Trained Staff
2. A Homelike Environment in a Place You can trust; The Best Care in the Best Place
3. New Residents Welcome; The Best Care in the Best Place
4. Personal Care in a Homelike Setting

# SEO PERFORMANCE

February 2020

September 2022

Visibility Statistics ?	
Listings in the First Position	2
Listings in the Top 5 Positions	4
Listings on the First Page	4
Listings on the First Two Pages	5
Listings Which Moved Up	N/A
Listings Which Moved Down	N/A
Listings Which Did Not Change	15
Total Positions Gained/Lost	N/A

Visibility Statistics ?	
#1 Keyword Rankings	136
Top 5 Keyword Rankings	214
First Page Keyword Rankings	293
Rankings in the First Two Pages	327
Ranking that Improved	116
Rankings that Declined	51
Rankings that Stayed the Same	160
<b>Total Rankings Gained/Lost</b>	<b>↑938</b>

# WEBSITE TRAFFIC

Before



After



# ANALYTICS RESULTS



# GOOGLE ADS RESULTS





# FACEBOOK RESULTS



# 12 MONTH RESULTS

Impressions  
2,508,423

Website Visitors  
35,886

Phone Clicks  
1,249

More Info  
487

Clickthrough Rate  
0.41%