

# Senior Living Community

## CASE STUDY

### THE CHALLENGE

A luxury senior living community located near Chicago, Illinois, also known as a Life Plan Community, offers a full continuum of care for residents (independent living, assisted living, memory care, and skilled nursing). During the fall/winter of 2021, they were experiencing a hardship with leads due to COVID-19 concerns that limited in-person tours and visitors. In addition, the reduction of in-person tours created difficulty in marketing their new campus expansion to add a significant number of additional independent living apartment homes.

### THE SOLUTION

Prior to our engagement, the community was running a longstanding partnership with Catalyst to handle the digital marketing of a number of their senior living communities throughout the country. At the time, the community was running an ongoing paid social media campaign that included a mix of carousel and video ads. To improve the campaign and help offset the difficult conditions the pandemic posed, Catalyst suggested focusing on strategic video placement with the creation of new content that featured resident testimonials.

A compelling 15-second social media marketing (SMM) video was made with an inviting message showcasing why prospects should feel comfortable and have peace of mind when bringing their loved ones to the community for tours of the 35-acre campus and the new expansion. The video was placed on Facebook and Instagram, which featured clips of the expansion interiors with client testimonial voiceovers and footage of residents interacting.

**3,154**  
CLICKS

**4,689**  
VIDEO VIEWS TO  
COMPLETION

**20,971**  
USERS REACHED

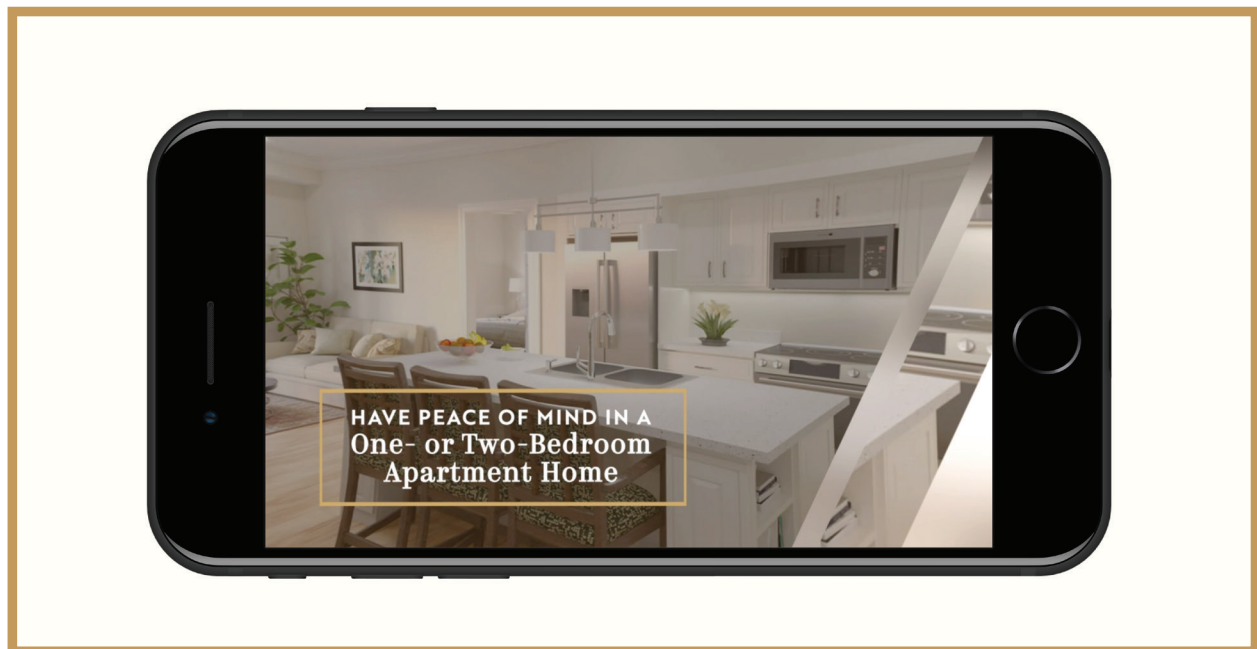
**44,931**  
IMPRESSIONS

## THE RESULTS

The SMM video launched on January 6, 2022, and the senior living community started to feel the positive impact of the increase in leads by January 20.

For the purpose of this case study, highlights through the period of January 27, 2022, will be examined.

- 3,154 clicks
- 44,931 impressions
- 20,971 users reached
- 24 form submissions
- 4,689 video views to completion



## ABOUT US

Whether you're looking to supplement your existing marketing strategy or build a brand from the ground up, our in-house team members are experts in multigenerational research, branding and logo design, and digital brand presence strategies that include custom real estate web design, SEO, search engine marketing, and reputation management.