

## CASE STUDY

# ONLINE LEADS GROW **370%** WITH NEW CONTENT MARKETING STRATEGY

## BACKGROUND

A large Midwest Senior Housing Provider was struggling to attract new leads through their existing website. While the site was visually appealing, the content was thin and failed to differentiate the client from other local brands.

## SOLUTION

Goldn teamed with the client to revamp their website by providing new, relevant content that increased online traffic, engaged visitors and generated more phone calls from potential residents. The content marketing strategy included:



**LAUNCHING A BLOG.** Goldn expanded the client's website content with a blog that featured useful information for readers related to senior living. The new content further established the brand's authority in the industry while also supporting the site's search rankings in Google.



**CREATING A SOCIAL CORNER.** The Social Corner was developed to provide a strong presence on popular social media sites, like Facebook. Adding educational articles, community events, videos and photos to social platforms serves as an essential tool to communicate and build trust with existing and prospective residents.



**ADDING A LEAD CAPTURE FORM.** To demonstrate the client's commitment to providing a safe place for loved ones, Goldn created a lead capture form that informed first-time visitors that residents and employees had been vaccinated for Covid-19. The form appeared upon arriving to the website and prompted visitors to complete a brief form with their information to learn more.

# GOLDN

## CLIENT ACHIEVEMENTS

As a result of Goldn's content marketing strategy, the client received a steady flow of new leads over the course of six months. Implementation of the lead capture form in February generated significant growth in new leads from the website.

### FIRST 6 MONTHS WITH GOLDN

**11** Leads/month average

### 1ST MONTH WITH NEW LEAD CAPTURE FORM

**41** Leads in one month

## RESULTS THAT SPEAK VOLUMES

360% Increase in Leads

