

GOLDN

DIGITAL
LEADS PER
MONTH

55
BEFORE

253
WITH GOLDN

CHALLENGE

The client was spread across too many different marketing vendors including:

- Web design company for website development & management
- Company for website hosting services
- Digital agency for Adwords & Facebook ads
- Onsite marketing coordinator for social media management
- No specific strategy for localized SEO & online reviews

This disjointed marketing model resulted in inconsistent and ineffective outcomes for the client. Each marketing company was working separately to focus on different goals, operate on their own technology, and use conflicting methods to measure the client's marketing results. Without a seamless digital strategy in place, the client continued to miss out on new website traffic and online leads.

CASE STUDY

DIGITAL MARKETING TACTICS INTEGRATED INTO ONE, POWERFUL SOLUTION TO GROW LEADS BY **360%**

BACKGROUND

A Senior Housing Operator in the Midwest worked with numerous marketing vendors to establish a digital presence for its 15 senior living communities.

SOLUTION

The client started working with Goldn in December 2020. Goldn's approach reduced their digital activities to a single vendor to optimize their marketing process, streamline their resources and drive more leads. The cohesive plan included:



Search engine optimization with an emphasis on branded search, localized search and the 15 individual locations



Local online media campaign that included:

- Detailed radius location targeting on Google
- Community specific ads, content and landing pages
- Transparent reporting and tracking



New website content to support search marketing and engage online visitors



Ongoing website updates, maintenance and hosting capabilities



Online reviews program to increase reviews, improve star ratings and enhance their overall image



Detailed tracking of leads, tours and move-ins with Goldn's comprehensive reporting dashboard

TODAY'S ACHIEVEMENTS

2020 WEB STATISTICS (BEFORE GOLDN)

55

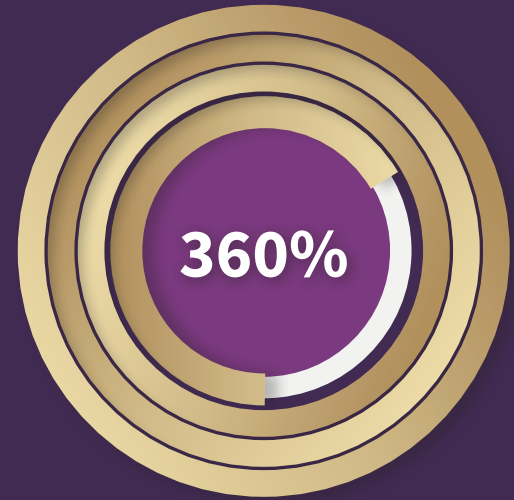
Digital leads/month

2021 WEB STATISTICS (WITH GOLDN)

253

Digital leads in February

RESULTS THAT SPEAK VOLUMES



A **360% increase**
over 2020's
average of 55 per
month

RESULTS OF FEBRUARY 2021 LEADS



3% of leads have closed and scheduled a move-in



14% of leads in early sales funnel



20% of leads have scheduled future tour



12% of leads are post tour funnel

CLIENT TESTIMONIAL

"Goldn simplified our marketing program and created a plan specific to the individual goals of our 15 communities. We had too many hands-on-deck, but little to show for our efforts. With Goldn's experience and proven online marketing strategies, we have seen a sharp increase in leads from our website."

888-482-6691

GETGOLDN.COM

73 W. Monroe St.
Suite 515
Chicago IL, 60603