

GOLDN



BACKGROUND

With 14 communities and an established web presence, an Upper Midwest senior housing client wanted to further promote itself as a reputable senior living provider through online reviews. To meet management's goals, Goldn worked with the client to implement an online reviews program that would increase their star ratings, better reflect each community's quality services, and ultimately increase lead generation through their website.

CASE STUDY

IMPROVING OCCUPANCY THROUGH QUALITY ONLINE REVIEWS

Learn how our client improved their star rating by **25%** and generated **66%** more reviews

SOLUTION

Goldn implemented an online reviews program for the client to meet the following objectives:



Increase the quantity of online reviews by implementing an automated text and email solution to request reviews from current resident and their families.



Learn best practices for responding to public reviews, both negative and positive, to improve reputation, enhance public appearance, and resolve potential issues within the community.



Receive staff training on Goldn's reviews dashboard, a centralized location to view, monitor and manage each community's reviews from across the Web, including Google, Facebook and Yelp.

CLIENT ACHIEVEMENTS

Since starting Goldn's reviews program, the client has maintained a steady flow of positive online reviews for its 14 communities.



PRIOR TO USING GOLDN'S REVIEWS PROGRAM

- ▶ 156 total reviews for 14 communities
- ▶ 3.31 Average Star Rating



OUTPUT IN 120 DAYS

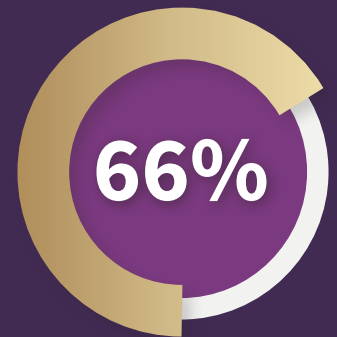
- ▶ 4.92 average new star rating
- ▶ 104 total reviews generated



TODAY'S TOTALS

- ▶ 260 total reviews for 14 communities
- ▶ 4.15 average star rating

RESULTS THAT SPEAK VOLUMES



66% growth of total reviews



25% increase in star rating

CLIENT TESTIMONIAL

"Working with Goldn has given our communities the upper hand in online reviews. They've simplified the process for requesting reviews from our residents, helping us achieve higher ratings, increased calls and an overall improved image for our communities."

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GETGOLDN.COM

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