Inbound Marketing Case Study:

HIGHGATE SENIOR LIVING

BACKGROUND CHALLENGES

Highgate Senior Living, an assisted living and memory care provider (with independent living in select communities), has nine locations spanning four states on the west coast with a total of 703 total apartments.

Highgate Senior Living conveyed two primary goals: improve search engine ranking results and increase lead generation of qualified leads company-wide. Elite conducted an inbound marketing gap analysis that assessed Highgate's ability to attract qualified prospects, convert them to leads and provide more qualified opportunities to the sales team.

☑ inbound marketing   ☐ sales enablement

This assessment evaluated Highgate Senior Living's website, content marketing strategy, conversion path capabilities, and lead nurturing strategies.

"Our extensive knowledge of the senior living industry coupled with our knowledge of inbound marketing best practices that attract, engage and convert qualified leads allowed us to take a holistic view of what key areas would improve visibility of Highgate's website and content. The end result is an increase in quantity and quality of leads generated through the website," says Michelle Nessman, Elite's founder and Lead Strategist. "The result was a comprehensive plan that allowed us to optimize the website for search and create a cohesive inbound marketing strategy."

Elite implemented HubSpot, an all-in-one marketing platform developed to leverage content marketing efforts and optimize lead generation.

"You really can't build a good inbound marketing program without the right tools and strategy in place." says Nessman. "With the Hubspot tool we can measure the effectiveness of marketing campaigns by tying together the analytics of blogging, email marketing through lead nurturing workflows, social media publishing, and landing pages."

STRATEGY & EXECUTION

To improve search, as well as lead quantity and quality, Elite recommended a multi-faceted approach to optimizing for on-page and off-page SEO. The strategy also included implementation of content marketing. Customer research and development of buyer personas created a solid foundation with which to develop a content marketing strategy.
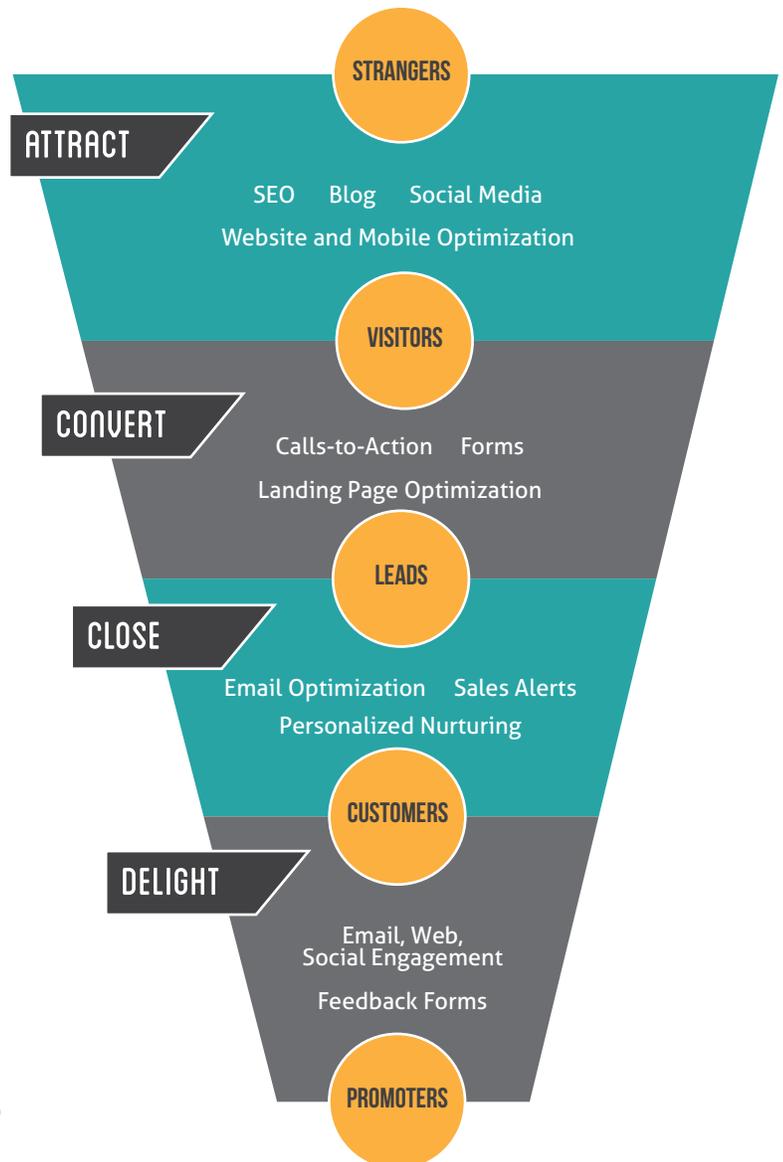
Buyer personas were developed from 27 customer interviews and 9 Sales Director interviews. Buyer personas outlined the research and consumption methods, motivations, values & fears, goals, and challenges for three targeted buyer personas.

By **optimizing local directories**, search visibility dramatically improved. Optimizing for local search included claiming unclaimed business listings, correcting errors in business listing information and removing duplicate listings. Overall listing scores improved on average by 25% after eight months.

Following development of buyer personas and development of a targeted keyword strategy, 21 **website pages were optimized** for search including URLs, page titles, meta descriptions, image alt text and page copy based on the targeted keyword strategy.

Lead generation included development of over 200 pieces of content including eBooks, vlogs, blog articles, infographics, slideshows and quizzes.

Social channels were utilized to promote and expand the reach of content and improve search engine rankings.

STRANGERS

ATTRACT

SEO   Blog   Social Media
Website and Mobile Optimization

VISITORS

CONVERT

Calls-to-Action   Forms
Landing Page Optimization

LEADS

CLOSE

Email Optimization   Sales Alerts
Personalized Nurturing

CUSTOMERS

DELIGHT

Email, Web,
Social Engagement
Feedback Forms

PROMOTERS

organic traffic
42%
INCREASE
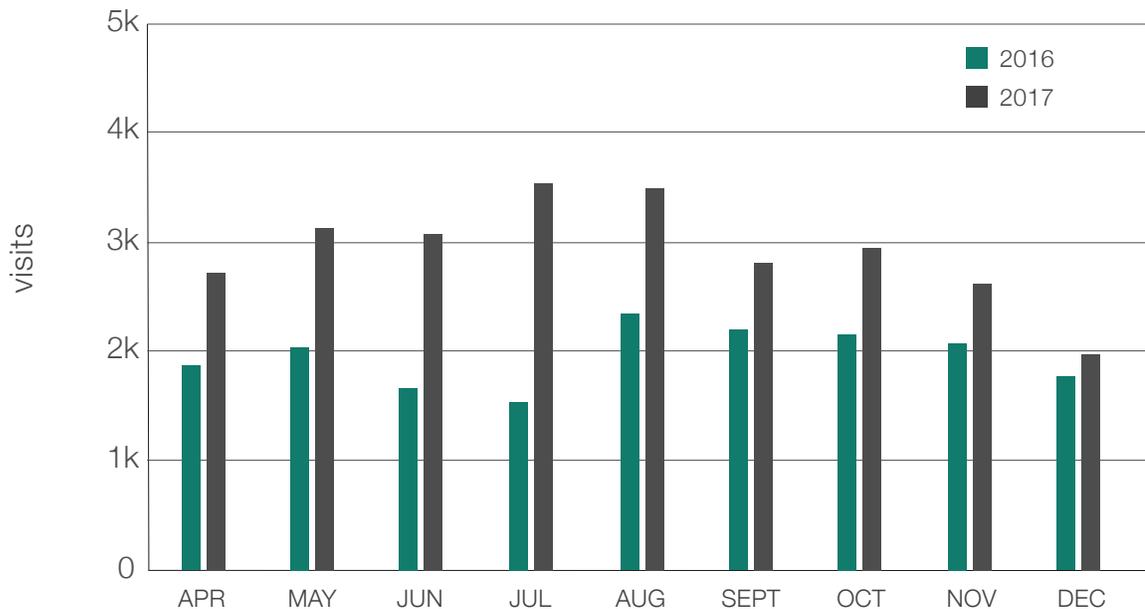
lead generation
37%
INCREASE IN LEADS

ROI
8X
INVESTMENT

RESULTS AND ROI

Highgate Senior Living wished to improve lead quality and quantity through SEO and content marketing efforts. Elite developed a comprehensive inbound marketing strategy to help achieve this goal. In eight months, Highgate saw a 42% increase in organic website traffic, as compared to the prior year.

Email open rates averaged 35% with an average click through rate of 18.7%, as compared to an industry average of 19.18% open rate and 6.69% click through rate.

ORGANIC WEBSITE TRAFFIC

Blog content generated 4,597 views and lead generation improved 37%. ROI was calculated by determining the average length of stay based on level of care for each new customer generated as a result of Elite's inbound marketing strategy. ROI measured at **8x** the total investment for services rendered by Elite Business Systems in 2017.

Location	Score	Potential	2 Month Score	Improvement	4 Month Score	Improvement	8 Month Score	Improvement
Bellingham	57%	93%	72%	15%	79%	7%	86%	7%
Billings	76%	93%	79%	3%	81%	2%	86%	5%
Bozeman	64%	93%	74%	10%	75%	1%	83%	8%
Great Falls	72%	93%	73%	1%	75%	2%	78%	3%
Prescott	56%	89%	75%	19%	75%	0%	90%	15%
Temecula	23%	84%	55%	32%	67%	12%	83%	16%
Vancouver	60%	93%	76%	16%	76%	0%	90%	14%
Wenatchee	69%	91%	83%	14%	83%	0%	84%	1%
Yakima	70%	93%	77%	7%	77%	2%	86%	7%

NEXT STEPS

Elite utilizes HubSpot's three-step methodology for client success with inbound marketing. In the **build** phase, our initial focus was on-page and off-page SEO, buyer persona development, keyword research, implementation of a blog, and a distribution strategy for content reach.

Moving into the **grow** phase of inbound marketing, development of strategies that engage and convert marketing qualified leads was the priority. Content offers such as eBooks and quizzes were implemented, and conversion paths were created using email marketing triggered by online buyer behavior.

Elite will continue to focus on build and growth strategies, while also focusing on strategies **accelerate** the reach of content to generate bottom of the funnel leads.

Pillar pages will make top of funnel content easily accessible for website visitors, while indexing 1,000s of keywords for the Highgate Senior Living website, and creating additional conversion opportunities.

Content marketing strategies will also incorporate content pieces providing social proof from existing customers, social media advertising to expand reach of valuable content, implementation of lead scoring, and integration with a new CRM scheduled to be implemented at Highgate Senior Living near the end of March 2018.

PROVEN SUCCESS WITH INBOUND MARKETING AND SALES ENABLEMENT SERVICES

With nearly 20 years of senior living sales and marketing experience, Elite Business Systems is a leading provider of inbound marketing and sales enablement services for those serving the aging population of 65+.

Committed to transforming the way senior living providers attract, engage and convert prospects into customers, Elite's full-suite of inbound marketing and sales enablement services create lead generating and lead nurturing strategies that align sales and marketing efforts and maximize return on investment.

Our team has a proven track record of increasing traffic, generating and converting leads, and increasing the volume of senior living sales.

Ready to learn more about our agency and inbound marketing strategies?

Schedule your complimentary
30 MINUTE CONSULTATION!

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