



Heritage Senior Communities

A CASE STUDY FOR ENHANCED VISIBILITY AND RESIDENT ACQUISITION



Heritage Senior Communities is a leading provider of 16 high-quality senior living communities in Michigan. With a commitment to providing exceptional care and fostering a vibrant and engaging environment for residents, Heritage Senior Communities strives to offer a range of living options, including independent living, assisted living, and memory care.

Recognizing the evolving needs of the senior living market and the increasing importance of digital presence to enhance their visibility, build brand awareness, and ultimately drive resident inquiries, Heritage Senior Communities has been a partner of Advance Healthcare for more than 5 years.

In today's competitive landscape, senior living communities face the challenge of effectively reaching their target audience and demonstrating the unique value they offer. Heritage understood the critical need to strengthen their online presence and connect with potential residents, their caregivers and adult children through digital channels. Of Heritage Senior Communities, Kathy Kersjes, Account Executive, said "We've had a dedicated partnership through the years. Together, we've successfully delivered an omnichannel campaign that has significantly grown the connections and interactions with Heritage's senior communities over time."

The Challenge

The primary objectives were to increase brand awareness, generate qualified leads, and ultimately drive phone calls, form fills, and community tours that would result in securing new residents.

Custom Solution

DIGITAL DISPLAY

A targeted digital display campaign was implemented to reach potential residents and their influencers across various online platforms, including publisher sites and elsewhere. This visually engaging format effectively showcased the welcoming atmosphere of Heritage Senior Communities communities and care residents receive.

PAID SOCIAL

A comprehensive paid social media strategy was developed to reach a wider audience within the target demographics. This campaign focused on highlighting the unique benefits of living at a Heritage Senior Communities community, such as exceptional amenities, personalized care, and engaging social programs.

PAID SEARCH (SEM)

The search engine marketing (SEM) campaign was executed to ensure that Heritage Senior Communities ranked prominently in search engine results pages (SERPs) for relevant keywords related to senior living in Michigan. This strategy aimed to capture organic traffic and drive qualified leads to the Heritage Senior Communities website.

REMARKETING

A sophisticated remarketing campaign was implemented to re-engage website visitors and individuals who had interacted with previous marketing efforts. This strategy effectively nurtured leads and reminded potential residents of the value proposition of Heritage Senior Communities.

DIGITAL OUT-OF-HOME

A strategic campaign was deployed in high-traffic areas frequented by the target audience. This visually impactful medium served to reinforce brand messaging and create a consistent brand experience across multiple channels.

SPONSOR CONTENT

High-quality, informative content was developed and distributed on Mlive.com. This strategy established Heritage Senior Communities as a thought leader in the senior living industry and provided valuable information to potential residents.

CREATIVE EXECUTION AND REFRESHES

A dynamic and engaging creative approach was employed across all channels, with regular refreshes to maintain interest and ensure the campaigns remained relevant and impactful.

“By fostering a collaborative partnership and delivering transparent, data-driven results, we built and maintained trust with Heritage Senior Communities, driving significant growth and achieving their marketing objective.”

– Sarah Platt, Senior Strategist, Advance Healthcare

TRANSPARENT REPORTING WAS A CLIENT PRIORITY

Heritage Senior Communities desired transparency in reporting, which is a standard for Advance Healthcare. In order to satisfy both the key event tracking and reporting globally and by property, Advance Healthcare’s performance analytics team developed a communication tool/charting to satisfy these exact needs, in addition to our near real-time reporting dashboards. This provided even more clarity for decision makers at each property.

The Results

During fourth quarter, 2024, the campaign achieved tremendous YOY results, lifting from the same period prior year, as well as driving the critical key events necessary to sustain 16 Communities.

By implementing a multifaceted digital marketing strategy, Heritage Senior Communities demonstrated a strong commitment to innovation and a deep understanding of the evolving needs of the senior living market. Through a collaborative partnership, we successfully developed and executed campaigns that effectively reached the target audience, generated significant interest, and ultimately drove tangible results, including increased phone calls, form fills, and community tours. This success underscores the trust and confidence that Heritage Senior Communities placed in our expertise and the effectiveness of our integrated approach.

WEBSITE HIGHLIGHTS: YEAR OVER YEAR COMPARISON Q4, 2024



11%

Increase in Total Users, of which 10% were new



18%

Increase in Returning Users to the site



18%

Increase in Click through Rate



156%

Increase in Phone Calls resulting from Paid Search



735

Key Events, comprising click to call, form fill, and schedule a tour