

Marketing Automation Increases YOY Tour to Move-In 64.4%

22-location community system incorporates an adaptive messaging strategy into lead nurturing efforts.



Unlike other multi-location providers, Cappella Living Solutions did not struggle with driving net-new leads. However, once leads were generated, Cappella needed to nurture, engage with, and convert leads across its 22-location portfolio, with communities throughout the Midwest and Western United States.

The Communities

- Clermont Park - Denver, CO
- Dayspring Villa - Denver, CO
- Holly Creek - Centennial, CO
- Cappella of Pueblo West - Pueblo West, CO
- Cappella of Grand Junction - Grand Junction, CO
- Casey's Pond - Steamboat Springs, CO
- The Ridge Pinehurst - Lakewood, CO
- Villagio of Broomfield - Broomfield, CO
- Bella Vita - Aurora, CO
- The Retreat at Sunny Vista - Colorado Springs, CO
- Demaree Crossing - Greenwood, IN
- Sugar Fork Crossing - Anderson, IN
- Walnut Crossing - Marysville, OH
- Heritage Crossing - Akron, OH
- Villagio of Bradford Village - Edmond, OK
- Villagio of Oklahoma City - Oklahoma City, OK
- Villagio of Carrollton - Carrollton, TX
- Villagio of McKinney - McKinney, TX
- Villagio of Plano - Plano, TX
- The Ridge of Cottonwood - Holladay, UT
- The Ridge Foothill - Salt Lake City, UT

Need: Nurturing Leads at Scale and Shortening Inquiry-to-Move-In Conversions

Some of Cappella's locations struggled more than others based on the levels of care offered, community waitlist or current occupancy, government-imposed restrictions and closures due to virus activity, and countless other factors. A nurturing strategy was necessary to overcome the broader organizational challenges posed by the pandemic and to address the unique needs of each community across varying regions.

Cappella offers these levels of living and care:

- Entrance fee Life Plan Communities
- Skilled nursing
- Stand-alone memory support
- Home Care services
- Stand-alone assisted living support

To shorten the time frame from initial inquiry to move-in, it became vital to provide timely and personalized communications across its 22-location portfolio.

Goals:

- Reinvigorate reengagement and onboarding email cadences to speak to the concerns of the pandemic with prospective residents and ACIs, while driving inquiries and tours and facilitating move-ins.
- Engage leads across 22 locations at scale.
- Track engagement data between MarTech investments to ensure that virtual events convert into tours and move-ins.
- Personalize email communications and content for Cappella.

Strategy:

Attane optimized Cappella's marketing automation strategy to address the multifaceted and evolving decision-making process of prospects, while alleviating concerns and fostering trust throughout the customer journey. To overcome Cappella's flat occupancy, Attane identified and recommended ideal webinar hosting integrations; they partnered with Enquire MAP and Enquire CRM to automate 1:1 outreach and track meaningful data from leads in email marketing automation workflows.

Attane took proactive steps to infuse marketing automation content with messaging that reflected the current state of the market. Utilizing behavioral data like subject lines, open rates, click-through rates, number of sends, number of participants, etc., Attane crafted customized email cadences for personas. They applied the adapted messaging and revised framework to re-engagement campaigns, onboarding campaigns and virtual event correspondence.

As Cappella shifted from in-person events to virtual, Attane advised the online strategy underpinning virtual events, created contingency plans, and made tech investment recommendations for webinar hosting platforms

for efficient data sharing. This due diligence ensured actionable data was tracked to inform outcomes in real time. The integrated data gave visibility into the behaviors of leads to improve the effectiveness of sales and marketing.

During the 12-month measurement period of the campaign, Attane evaluated, tested, refined, and deployed email messaging sequences, tracked behavioral engagement, and made data-driven optimizations while collaborating with Cappella on the strategy for virtual events.

"Set a goal for your program. Ours was to drive more qualified tours. We then set benchmarks and measured results relentlessly. Every month we measured what was working vs. what wasn't. Just like your website, it will be an evolving program, not a 'set it and forget it' strategy."
- Angela Green Urbaczewski

The Results:

The optimized onboarding and reengagement sequences successfully nurtured leads over the 12-month period of the marketing automation campaign. Once the revised messaging was implemented, click-through rates consistently surpassed industry benchmarks, facilitating engagement and action from prospects to drive a faster conversion-to-tour rate at scale.

Success by the Stats

- Traffic increased by **370%**
- Year-over-year inquiries increased **115.4%**
- Leads increased by **97%**
- Tour-to-move-ins increased **64.4%**
- The onboarding campaign performed **12%** above industry benchmarks
- The reengagement campaign surpassed industry benchmarks by **11.5%**

WHY ATTANE?

Backed by decades of momentum in data science and marketing innovation, Attane delivers integrated solutions that drive sales success.

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visit attaneresults.com 8880 WARD PARKWAY, SUITE 400 | KANSAS CITY, MO 64114 | 913-491-0600