

Santa Marta and Attane. A 20-year partnership that continues to reach new heights.

98% independent living occupancy rate
95% total occupancy rate for all levels of care



The Situation

Santa Marta is a luxury senior living continuing care retirement community in the Kansas City metro area whose mission is to empower older adults to live full and active lives. As a faith-based, not-for-profit community, they serve their Residents by putting every dollar to work in the most productive way possible.

As an outstanding steward of Santa Marta's marketing budgets for almost 20 years, Attane fully optimized their marketing campaigns to help Santa Marta stay the course and spend their dollars wisely.

The Action

As the market evolved during the pandemic, we continued to help drive the strongest ROI. Our plan included:

- Ongoing measurements and analysis of channel KPIs
- Monthly optimizations of paid search campaigns to drive digital conversions
- Optimized SEO and owned social programs to boost organic leads
- Robust paid social campaign focused on elevating brand awareness for both IL and Health Services
- Quarterly direct mail and event strategies
- Quarterly print and PR placement to drive awareness in the Catholic community
- Strategic marketing automation and email programs to engage and advance leads in the sales process

At a Glance

Communities

- Santa Marta
- The Plaza at Santa Marta

Location

- Kansas City Metro

Challenges

- Occupancy pressure

Solution

- Strategic marketing plan

Results

98%

Occupancy - April 2022
Independent living
occupancy rate

95%

Occupancy - April 2022
Combined total occupancy
rate for all levels of care

WHY ATTANE?

Attane leverages strategic marketing agility to help senior living communities generate new leads and advance them to be sales-ready faster.

If you're tired of the status quo and are ready to put industry-leading marketing solutions driven by data insights to work for you,

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