

# When the pandemic closed everything down, our strategic approach stepped up.

Achieved 184% of lead generation goal in just 9 months  
Boosted occupied and sold to 92%  
(a 13% increase since 2020)



## The Situation

Friendship Village's faith-based, not-for-profit senior living campuses have been setting the standard for senior services in Greater St. Louis for over 40 years. But since the start of the pandemic, their Chesterfield and Sunset Hills communities faced extra occupancy pressure.

## The Action

- Ongoing measurement and analysis of channel KPIs
- Continued refinement of SEO keyword strategy to match user search intent
- Strategic enhancements to their websites to improve user experience
- Strengthened alignment between search queries and ad copy, which boosted engagement throughout their Paid Search campaigns
- Robust social campaigns focused on brand awareness
- Direct mail and events to drive targeted leads and re-inquiries
- Automated onboarding email campaigns to accelerate leads to appointment faster
- Attane's Lead Predictor Score tool to help the sales team prioritize lead follow-up

## At a Glance

### Communities

- Sunset Hills
- Chesterfield

### Location

- St. Louis, MO

### Challenges

- Occupancy pressure

### Solution

- Strategic marketing plan

## Results

**184%**

Lead generation - March 2022  
New leads to fiscal year goal  
through 9 months

**92%**

Occupancy - April 2022  
Independent living  
occupied + sold

**13%** improvement since 2020

## 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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