CASE STUDY:

How One Fast-Growing Operator Used Senior Living SMART's "Stay in Touch" Program to Turn Thousands of Cold Leads into Millions of Dollars

Senior Living SMART

Inspired Marketing, Savvy Sales, Better Operations

GOALS

- Identify still-viable leads in the "cold leads" database
- Create turnkey program to re-engage marketing-qualified leads
- Convert sales-qualified leads into move-ins

RESULTS

- 4485 viable cold leads identified
- 3,747 engaged in workflows at some point during the campaign
- Cold leads nurtured and turned into millions of dollars in revenue

The Challenge

LCB Senior Living has become one of the fastest-growing developers and operators of independent, assisted, and memory care living communities across six states in the Northeast. Of course, with such steady growth comes a "good" problem to have: an overflowing leads database.

One of LCB's biggest challenges was managing the thousands of so-called "cold" leads sitting in its CRM. Were any viable? How could the sales reps tell if they were? And more importantly, how should sales reps work those viable leads?

Enter Senior Living SMART's *Stay in Touch* program.

The Solution

Almost every senior living CRM is sitting on untapped potential, especially with "bought and paid for" leads generated by third-party aggregators. And LCB's leads database was no exception. But mining thousands of cold leads for gold is not something most sales reps have the time or patience for.

However, with the right combination of strategy, content, and technology, it is possible to develop an efficient system for identifying viable leads and nurturing them down the sales funnel. And that's precisely what our Stay in Touch program did for LCB.

Here's how it worked:

1. **We identified unengaged contacts in the CRM.** These were either cold or not interested in sales. Cold prospects were those not responding to sales, not ready immediately, or those who'd become unresponsive over time. We went as far back as 2016 to identify prospects. From this, 4485 contacts were parsed back into HubSpot. (HubSpot is the marketing automation software LCB uses.)

2. **We gauged the quality of the database.** We sent out an email to the 4485 contacts. The email included a survey that asked people if they were open to our messaging and communication. We also asked them where they were in their senior living journey. From their responses, we could gauge, for example, if they were still researching senior living options or actively planning a move.

3. **We deployed the Stay in Touch campaign with marketing automation tools coupled with personalization.** We developed the following to meet our prospects where *they* were on their journey:

31
Automated and personalized emails.
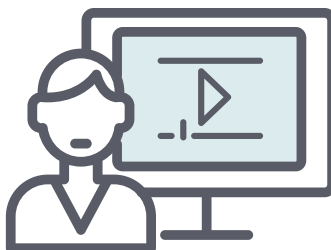Using marketing automation, these emails automatically went out, depending on a prospect's action.

17
Calls to action (CTAs).
We designed the CTAs to prompt an immediate response, like downloading an e-book.

8
Landing pages and forms.
The landing pages enticed people to provide their info in exchange for valuable info, like an e-book.

5
Unique internal workflows for the marketing and sales teams.
The workflows provided the teams with sequenced steps based on prospects' actions.

10
Educational ebooks.
Content pieces addressed all three stages of the buyers' journey—awareness, consideration, and decision—with the aim of rationalizing the move to senior living.

A Quick Note on "Personalization"

We segmented the database to ensure we reached out with individualized messages that spoke to our contact's preferences and specific needs. Personalization can be split along the following lines:

- **By Persona:** Is the contact looking for themselves, or a loved one? Messaging for retiree versus the adult child are substantially different.

- **By Motivation:** What are the challenges they face? Or what are their unique objectives? This informs the kinds of content they'd find useful.

- **By Living Intent:** Were they looking for independent living options (often for themselves), or assisted living or memory care (often for a loved one)?

This ensured LCB reached out to contacts with the information they'd find most relevant and interesting—and at a time when they'd find it most useful.

The Results

The Stay in Touch campaign resulted in 19 customers generated from a list that's usually ignored. With an average stay of 18-months at an average rate of $7,500 per month, LCB enjoys approximately **$2.6M revenue from cold leads.**

Key figures:

4,485

cold contacts sent an email

4,170

prospects received that email, and 315 bounced — 93% of the emails were eligible, and the list was 3 years old!

Open rate:

37.9%

Click rate:

4%

166

contacts clicked on the first email

3,747

contacts engaged in workflows at some point

0.5%

of the cold lead list turned into customers

Bottom line: Assessing the health and viability of your database can be incredibly valuable. Allowing prospects to request removal so you can start with a clean database can be a profitable first step to revive cold leads otherwise considered lost.

The best part? This doesn't have to be a one-time opportunity. Campaigns such as *Stay in Touch* can be used as an "always on" campaign to automatically enroll leads that are moved to cold or lost once they've been sitting for too long without follow-up. ▪

Ready to find the gold in your *cold* leads?

Most sales teams give up on cold leads. But our *Stay in Touch* campaign has proven that reaching out and reengaging them is worth it. Learn how our *Stay in Touch* program can help your community find the gold in your cold leads.

[Get in touch and let's chat!](#)