

CASE STUDY:

*How a Flexible Digital
Marketing Strategy
Helped Vitality Living Thrive
Despite a Pandemic*



Senior Living **SMART**

Inspired Marketing, Savvy Sales, Better Operations



GOALS



- Continue to attract quality website visitors
- Adjust strategy for nurturing marketing-qualified leads

RESULTS

- Marketing-qualified leads grew 91%
- Sales-qualified leads grew 133%



The Challenge

Since 2015, Senior Living SMART has worked with Vitality Living—a premier provider of independent living, assisted living, and memory care—to build out Vitality’s digital ecosystem.

We’ve created compelling content for various buyer personas and developed an unparalleled website experience. By adding specific web functionality and features like live chat, pop-up CTAs, and interactive surveys, we’ve been able to convert more website visitors into leads. In addition, we’ve managed a paid media strategy, optimized the website for search engines, and implemented lead-nurturing email workflows for those leads who download content assets.

Sounds like a solid digital marketing strategy, right? But what happens when there’s a pandemic and the world comes to a grinding halt? Should marketing pause as well? This was the question Vitality faced back in March of 2020.

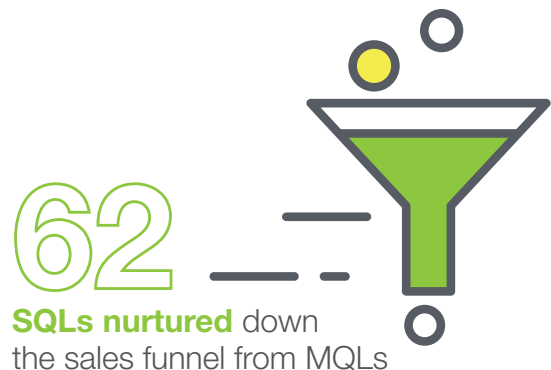
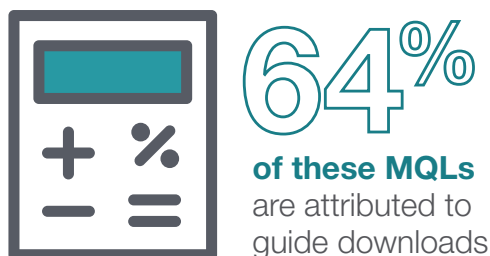
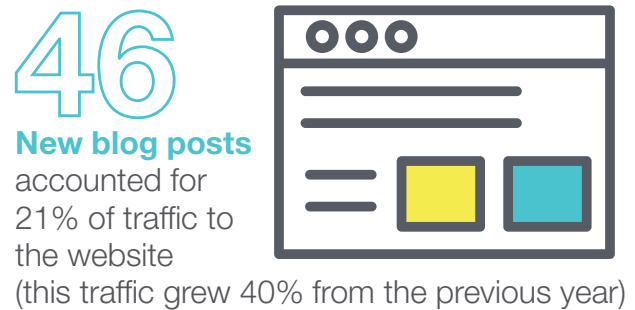
The Solution

Our solution wasn't to pull back or provide less content. Instead, we recommended a pivot: create more content for leads in the awareness and consideration stages, since more leads would likely remain in those stages longer because of Covid-19.

In other words, our goal was to keep marketing-qualified leads (MQLs) engaged until they were ready to resume, at which point, they'd advance to sales-qualified leads (SQLs).

The Results

Let's look at some of the numbers generated by our digital content strategy for Vitality Living during 2020:





As you can see, investing in more content for the awareness and consideration stages of the buyer’s journey paid off.

Vitality saw a consistent stream of MQLs, two-thirds of which came directly from this content strategy pivot.

What’s even more interesting, though, is that sales still very much happened during the pandemic. In fact, in 2020, Vitality Living saw **MQLs grow 91%**, while **SQLs grew a massive 133%**.

By providing plenty of nurturing content, we enabled leads to move themselves to SQL status when *they* were ready, which ultimately made for faster closings.

As Vitality Living pivoted from less “selling” to more “nurturing,” social media was also essential for delivering content and interacting with the community. Throughout the pandemic, Vitality saw increased engagement with content posted on social media, such as lighthearted “Daily Distractions” posts, Facebook Live events, and a COVID info series that included senior shopping hours and local resources.


Let's put this into numbers.

The year before we rolled out this new strategy, Vitality Living saw 7,124 social interactions on Facebook. The following year, when the rest of the industry was reeling, they saw an amazing 51,306 social interactions. We're talking an increase of over 720%!

Social impressions tell a similarly impressive story. In the first quarter of 2020, Vitality Living's Facebook activity had 11,000 impressions. The next quarter, however, when they incorporated innovative content to keep spirits high and help their audience through difficult times, they saw a breathtaking **1.1 million impressions**. Numbers like these really speak for themselves.

Thanks to a robust digital strategy that included a variety of content types and themes, along with a multifaceted channel strategy, social engagement, and interactive website experiences like calculators and live chat, Vitality Living succeeded during the pandemic where countless others did not. ■





Ready to fortify your digital marketing strategy so it can handle whatever the world throws at it?

A smart digital marketing strategy is a *flexible* digital marketing strategy that can adapt no matter what's going on in the world. Want to create one of those for your community?

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



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