



Senior Living Foresight Partnership

# Case Study: Leading Response

PARTNERSHIP PACKAGE INCLUDED:

WEBINARS

CONTENT MARKETING

MONTHLY ARTICLES

EMAIL MARKETING

SOCIAL MEDIA

SPONSORSHIPS

BANNER ADVERTISING

**OVERVIEW** After expanding into the senior living segment in 2015, LeadingResponse was looking for an affordable way to get in front of the provider audience. This 25-year-old company specializing in healthcare marketing to people 55+ knew that a solid content marketing strategy would help them grow to the \$75M company they are today.

**TARGET** Providers and property managers with 10-12 communities new to markets, and larger 250-300 properties looking for economies of scale.

## METHOD

**Branding:** Consistent month-over-month promotion on SLF’s robust content platform helped LeadingResponse become a recognizable brand in the senior living sector.

**Story Telling:** By interviewing LeadingResponse experts, the assigned SLF writer crafted relevant content to illustrate benefits, results, and differentiation. A webinar series enabled experts to present and answer questions to a live provider audience.

**Networking:** The partnership with Senior Living Foresight opened doors and introduced LeadingResponse to industry movers and shakers.

**Lead Generation:** Direct calls to action were included in each online promotion. ActOn software was used to track lead generation and conversions.

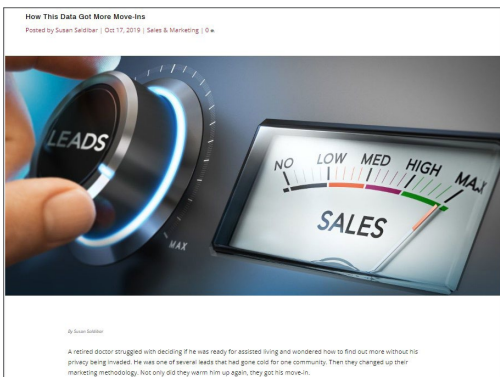
## RESULTS

In October 2019, an article quoting Whitman on how communities can turn cold leads into move-ins produced nearly 1,000 page views. Not only did this article promote LeadingResponse, it drove traffic to sign up for a webinar and provided a direct link to their website where ActOn captured the leads. 498 people signed up, nearly half showed up for the webinar, and all registrants were added to a drip marketing funnel for nurturing. Total ROI = 3:1.

**“There is no question we’ve had business come through the Senior Living Foresight articles and webinars,” said Valerie Whitman, Vice President at LeadingResponse.**



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