

CASE STUDY

Northfield + Southfield Senior Living



Finding growth, opportunity, and new residents during the COVID-19 pandemic with digital marketing.

Client Challenges

A two-location, 154-resident senior living community in Indiana was looking to increase qualified leads. They contacted Dreamscape to propose and deliver digital marketing solutions to optimize their existing website, and increase their online presence to meet those goals.

Dreamscape Solutions + Technology

- “SEOverhaul” optimized sites for SEO best practices
- Posting fresh monthly SEO optimized content
- Google and Bing pay-per-click campaign
- Implementation of Call Tracking Metrics
- Ongoing consulting to refine and maximize strategy



SEO Optimization



Custom Content



Paid Media



Call Tracking



Strategic Refinement

Impact + Outcomes

Northfield Southfield Senior Living’s digital marketing campaign went live in May 2020 during the height of the COVID-19 pandemic which has had historic and catastrophic effects on senior care census industry wide. After only a few months their results have achieved their goals and stand in great contrast to 2020 industry benchmarks.



Organic Sessions

LOCATION 1 LOCATION 2
+106% **+207%**



GMB Calls

LOCATION 1 LOCATION 2
+162% **+200%**



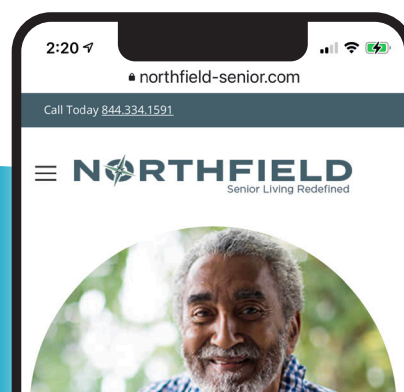
GMB Clicks

LOCATION 1 LOCATION 2
+145% **+233%**

REFERENCE

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Click Here to View the Live Website

