

Year:
2022

Client Name:
LivGenerations

Award Category:
1B: Service - New or Existing

Campaign Name:
Increase Resident Occupancy

Situation

LivGenerations is a retirement community with the ultimate goal of creating a resort-style living environment for its residents. They needed help bringing the live-in capacity from 41 percent to over 90 percent across three communities. LivGenerations also had the challenge of finding residents for their fourth community opening in 2021. Ultimately, this meant their marketing tactics had to change.

Objective/Goals

With a request to help increase the tenant capacity to at least 90 percent. Approximately 80 percent of users search through their mobile devices, so LivGenerations needed a responsive website that could handle a significant increase in traffic and convert seamlessly from a desktop to a smartphone.

Strategy

Prodigitude worked to create a platform that encompassed everything LivGenerations could do. The new website allowed potential residents to see every community, lifestyle, location, and featured amenities to help them decide what community would be best for them.

Tactics

Prodigitude partnered with the content management system Drupal to rebrand LivGenerations and give the current website a general overhaul. Prodigitude also relied heavily on Zoho One for social media management and company correspondence.

Creative Execution

Prodigitude created a website that appealed to adults living in post-retirement but also their families. Tenants living in the memory care areas of LivGenerations tend to have members of their family as their power of attorney and the decision-makers regarding whether their loved ones will benefit from living in a life care community. Most people overlook the importance of user experience on a website.

Results

Tenant capacity has increased from 41 percent to 98 percent across all four communities. The website overhaul has increased the number of website views by over 760 percent. The number of users on the LivGenerations website has also grown by over 1,000 percent. Website users were visiting the LivGenerations site for an average of 27 seconds in the second quarter of 2020. Users now average between 5 and 6 minutes viewing the websites in 2022.

The Situation

LivGenerations needed help bringing the live-in capacity from 41 percent to over 90 percent across three communities. LivGenerations also had the challenge of finding residents for their fourth community opening in 2021. Ultimately, this meant their marketing tactics had to change, their websites required revitalization, and they needed someone to help with advertisement campaigns.

They didn't have any marketing funnels in place or email campaigns. The current website was a single landing page attached to Liv Communities' website. The landing page in place didn't convert, had a high bounce rate, and the time users spent on the page was low.

LivGenerations had a low call volume, resulting in fewer requests for tours, and their branding was inconsistent. They relied heavily on traditional marketing methods but had no way of knowing if those efforts brought a return on their investment.

No Marketing Funnels

Deprecated Websites

Low Call Volume

Inconsistent Branding



Resulting in a tenant occupancy of only

41%

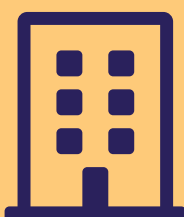
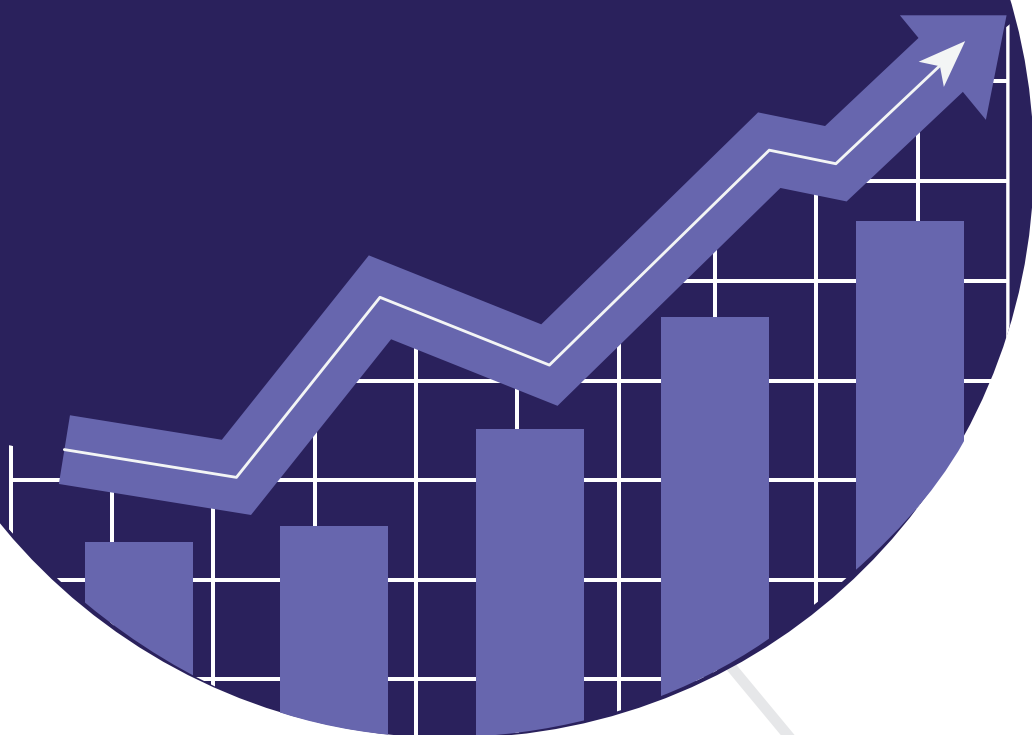
The Objectives

In March 2020, Liv Communities, the parent company of LivGenerations, came to Prodigitude, formerly The cloudCreative Agency, with a request to help increase the tenant capacity to at least 90 percent. Approximately 80 percent of users search through their mobile devices, so LivGenerations needed a responsive website that could handle a significant increase in traffic and convert seamlessly from a desktop to a smartphone.

There was an extreme lack in website traffic partly because LivGenerations didn't have any advertisements running toward increasing traffic, and secondly, the page lacked effective SEO (Search Engine Optimization) and SEM (Search Engine Marketing).

The call volume was low, which meant people weren't coming in the doors to complete tours of the communities.

- Increase Web Conversions
- Increase Website Traffic
- Improve SEO
- Increase Calls



Get tenant occupancy to above

90%

The Strategy

Prodigitude worked to create a platform that encompassed everything LivGenerations could do. The new website allowed potential residents to see every community, lifestyle, location, and featured amenities to help them decide what community would be best for them.

The mandatory increase in phone calls and touring requests primarily relied on website design. Prodigitude created marketing tactics mainly focused on conversions. Not only were photos and floor plans highlighted on the websites, but creative advertising for conversion increases, such as “Get a Virtual Tour” on each floor plan page, encouraged users to look at the apartments offered.

Prodigitude increased digital advertising by creating several chatbots, with some targeting specific audiences. They also improved SEO and SEM to increase the company’s visibility, particularly in the Phoenix area.

1

Consistent Branding

2

Website Overhaul

3

Increase Digital Marketing

4

Increase Digital Advertising

5

Focus on SEO and Keywords



85%

of users think that a mobile website should be as good or better than their desktop website.

The Tactics

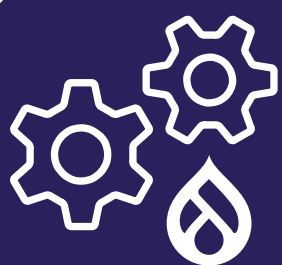
Prodigitude partnered with the content management system Drupal to rebrand LivGenerations and give the current website a general overhaul. Prodigitude also relied heavily on Zoho One for social media management and company correspondence.

In March of 2021, Prodigitude introduced SharpSpring in the marketing of LivGenerations, which further accelerated the brand’s growth. SharpSpring, a marketing automation platform, has become a critical component for maintaining email traffic to clients and subscribers. Automation workflows and emails to inform of new campaigns, services, and newsletters are written and sent through SharpSpring to ensure timely and precise email marketing.

Creating SEO and SEM were pivotal components to increasing visibility through the search engines. Google’s algorithm is particular and needs to be understood by the advertiser to develop visibility for the correct clients at the right time. Prodigitude used keywords and key phrases that would bring LivGenerations to the top of the organic search criteria on Google and Bing. We also used these words in social media posts promoting the communities and their campaigns.



Utilize Partnerships



Convert All Websites to Drupal



Implement Google, Bing, and Social Advertising



Adjust Keywords and Content

50%

of website traffic results from organic searches

Creative Execution

Branding
Overhaul

Websites with
a Focus On
Conversion

Email Marketing
Campaigns and
Templates

Call Tracking
and Ads

Tracking
Growth

Before Prodigitude stepped in, LivGenerations had three beautiful communities with another breaking ground, but they didn't know how to market to their desired demographic. Prodigitude created a website that appealed to adults living in post-retirement but also their families. Tenants living in the memory care areas of LivGenerations tend to have members of their family as their power of attorney and the decision-makers regarding whether their loved ones will benefit from living in a life care community. Most people overlook the importance of user experience on a website.

If a website has poor content, an awkward layout, or is generally unattractive, 38 percent of people will no longer engage with that website. Prodigitude's creative and development teams designed an attractive website using Drupal to ensure the website is pristine and the user experience is always pleasant.

LivGenerations needed a platform that would encompass everything they do. SharpSpring allowed Prodigitude to create email marketing templates seamlessly and launch email campaigns within a concrete time frame, allowing campaigns and promotions to be announced on a specific day, at a particular time, to a specified list of clients, subscribers, and potential leads. Prodigitude also integrated automation funnels directly with LivGenerations' internal customer relationship management process so their sales leads could see the movement in the funnel.

Prodigitude created lead nurturing, so prospects in the research stage could be given valuable information and follow-up emails. There were also call tracking and vanity URLs so Prodigitude could track all online and offline efforts and clearly show LivGenerations what the return on investment was on each action so Prodigitude could better allocate spending.

38%

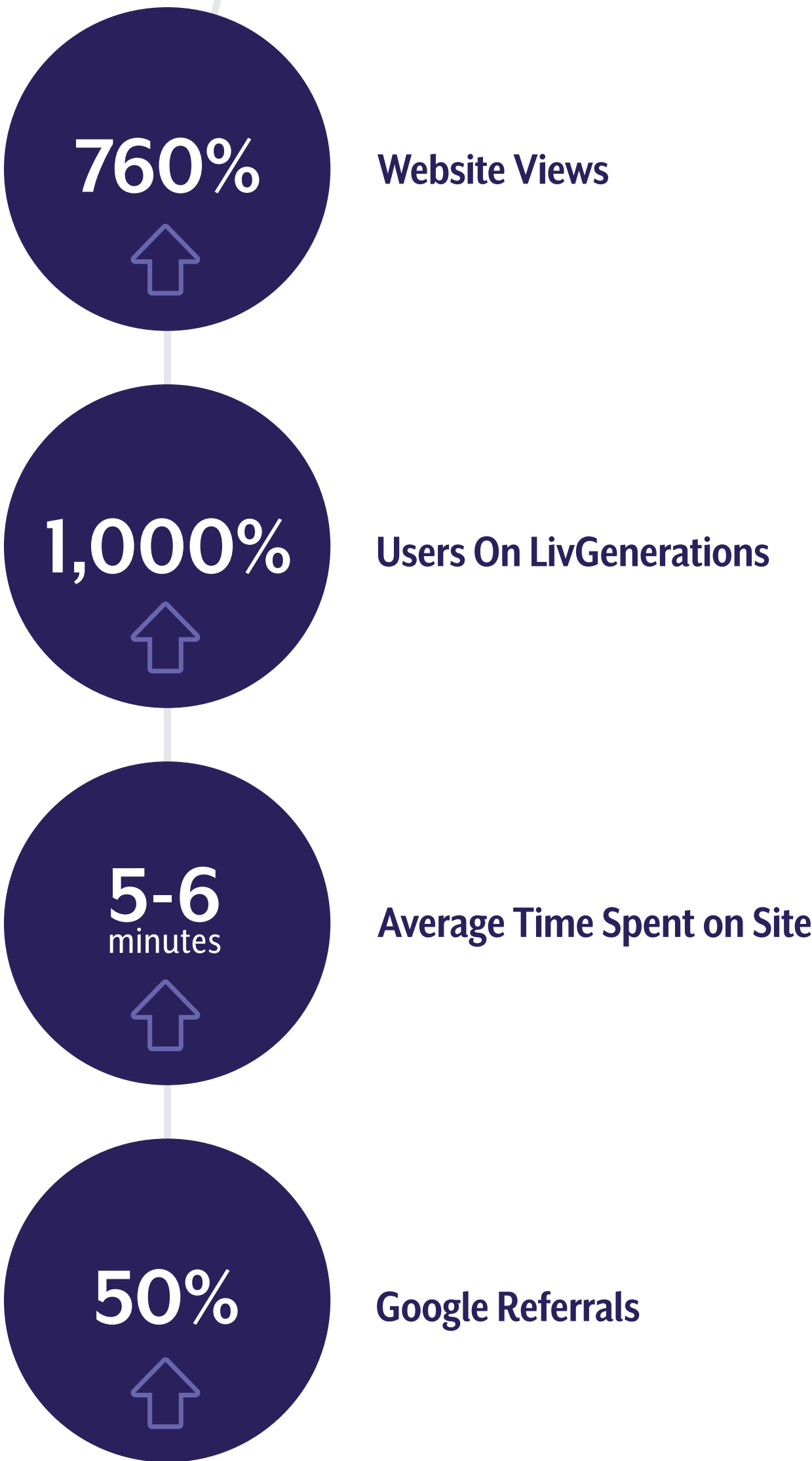
of users will not engage with a website that has poor content and a bad layout

The Results

It has been one year since Prodigitude began the new marketing efforts. The fourth community has opened, and the tenant capacity has increased from 41 percent to 98 percent across all four communities. The website overhaul has increased the number of website views by over 760 percent. The number of users on the LivGenerations website has also grown by over 1,000 percent.

Website users were visiting the LivGenerations site for an average of 27 seconds in the second quarter of 2020. Users now average between 5 and 6 minutes viewing the websites in 2022. The SEO and SEM have improved drastically to complement Google’s algorithm. Google is directly responsible for almost 50 percent of referrals to LivGenerations’ website. Prodigitude now handles all creative endeavors such as monthly blog creation, ongoing social media strategy, landing page creation, and graphics and content for LivGenerations’ promotional items.

Prodigitude’s extensive marketing, developmental, and creative services allow clients to rest knowing their company is already becoming more visible online. Prodigitude looks forward to maintaining the integrity of LivGenerations’ brand for years to come.



The Results

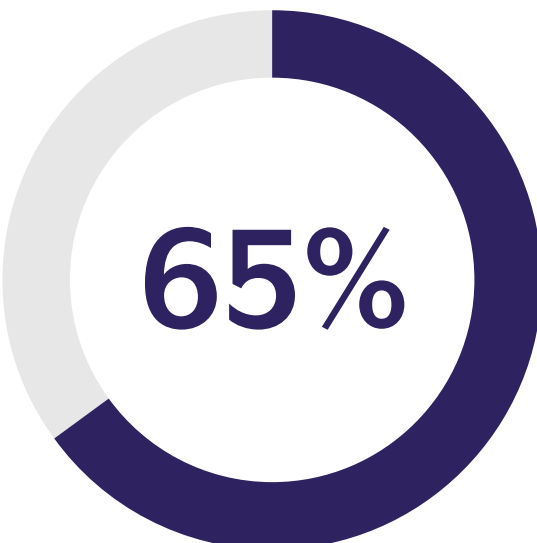
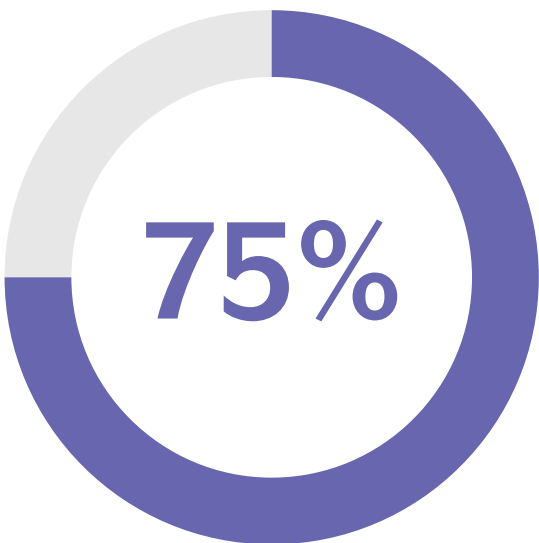


2021

vs

2022

Bounce Rate



Total Visitors



Total Visits



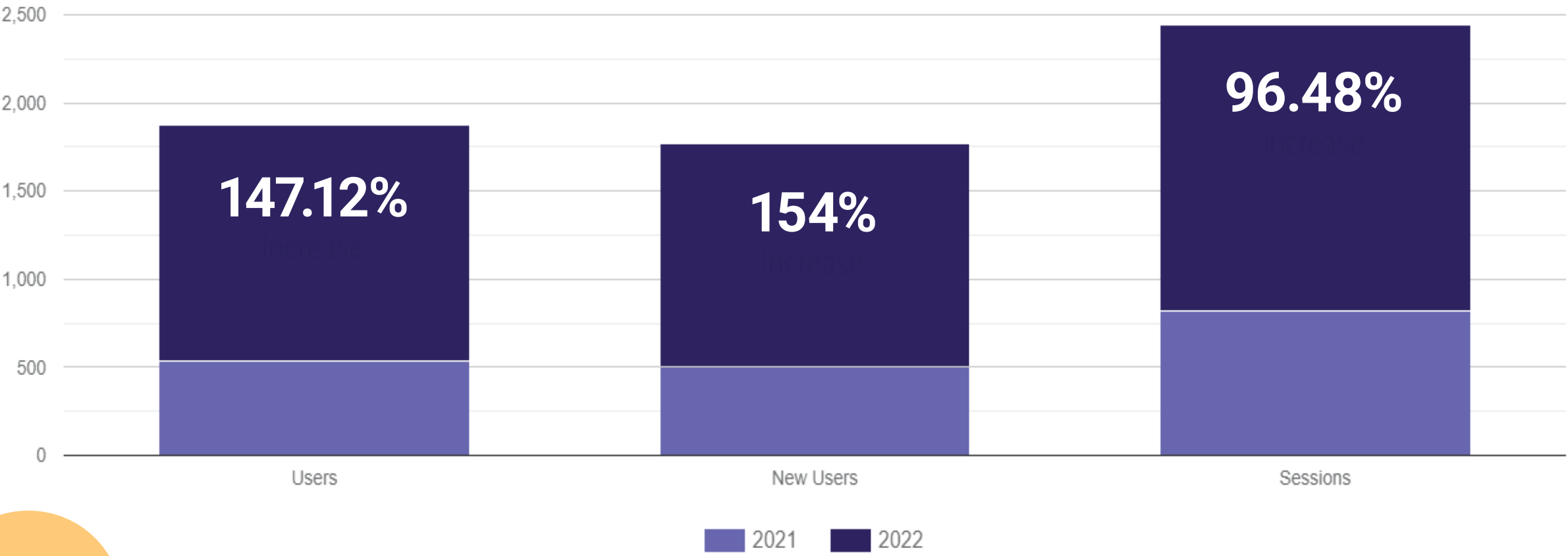
Total Page Impressions



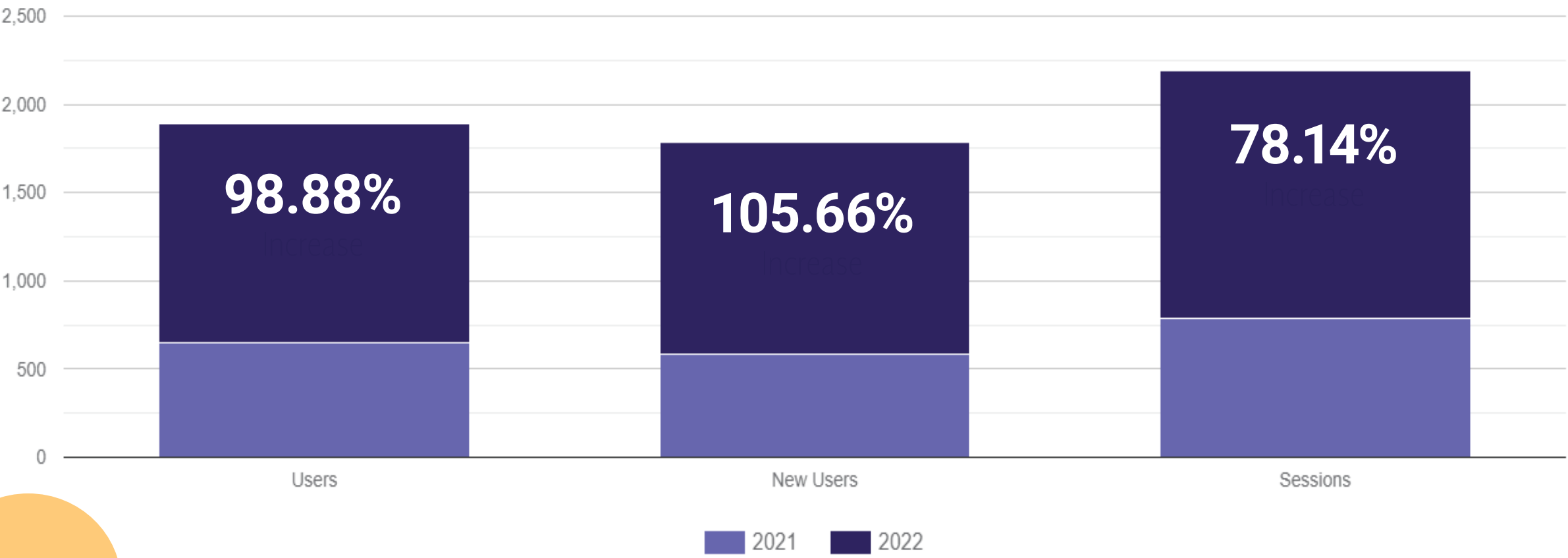
The Results



Location 1



Location 2



Location 3

