



## SENIOR LIVING CASE STUDY

### MorningStar Senior Living:

Creates vibrant and welcoming communities, helping seniors enjoy meaningful connections, comfort, and care tailored to their unique needs.



### OBJECTIVE:

- Increase occupancy rates across 40+ communities with an average target of 5% growth.
- Achieve a 10% increase in social media engagement and follower growth.
- Enhance brand awareness through consistent and high-quality digital content.

### PROBLEM:

- Limited engagement on social media platforms.
- Inefficient targeting and lack of cohesive digital strategy.
- Missed opportunities for leveraging social media to increase occupancy rates.

### RESULTS:

- Achieved an average 11.5% increase in occupancy rates across 40+ communities, surpassing expectations.
- Social media followers grew significantly, with a 505% increase in Facebook posts and a 93% increase in Instagram followers, **driven entirely by organic strategies.**
- Organic content efforts boosted website traffic, contributing to a notable increase in inquiries and engagement across all platforms.

### CONCLUSION:

Through a strategic digital marketing approach, MorningStar Senior Living exceeded growth targets, boosting social media engagement and occupancy rates, showcasing the impact of tailored strategies in the senior living industry.

### BACKGROUND:

MorningStar Senior Living, a multimillion-dollar account, aimed to expand its organic social media presence, enhance audience engagement, and increase occupancy rates across its communities. The focus was on leveraging digital marketing strategies to achieve measurable growth and brand visibility.

### SOLUTIONS

#### Social Media Strategy:

- Developed and implemented a strategic content calendar focusing on community events, resident testimonials, and educational posts to increase engagement and build trust.

#### Digital Marketing Campaigns:

- Launched targeted Google and Facebook Ads campaigns to highlight MorningStar's offerings, with a focus on specific locations and demographics.

#### Community Engagement:

- Enhanced outreach through partnerships with local organizations and live online events showcasing MorningStar's unique living experiences.

#### Resident Success Stories:

- Integrated residents and their family's video testimonials and real-life transformation stories into social media to connect emotionally with potential future residents and drive conversions.

### ACTION PLAN:

- Month 1-3: Overhaul and optimize social media platforms with engaging, organic content. Develop a consistent posting schedule
- Month 4-6: Launch live virtual tours and interactive online events to showcase community life. Feature testimonials and success stories across all social media platforms to build trust and connection.
- Month 7-9: Share resident videos and highlight real-life stories on social media to deepen engagement. Focus on creating high-performing content.
- Month 10-12: Strengthen community outreach through partnerships with local organizations and events like ENDALZ.

### MEASUREMENT AND ROI:

- Social media engagement tracked through likes, shares, comments, and follower growth. Content performance monitored through reach, impressions, and audience engagement rates.
- Occupancy rate growth measured monthly across 40+ communities.
- ROI calculated by comparing increased occupancy and revenue with organic marketing efforts.