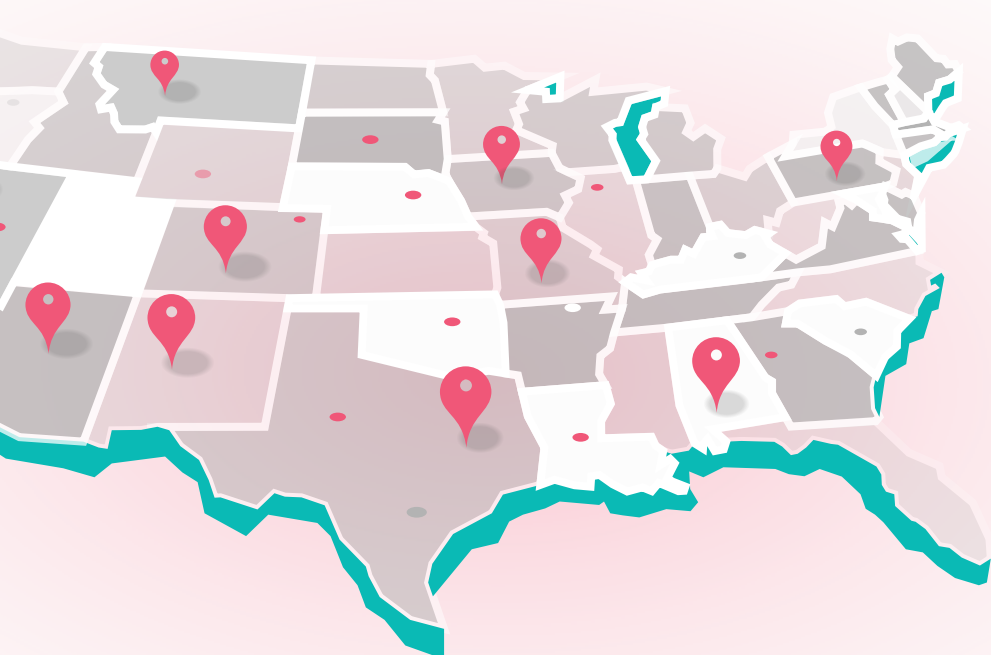
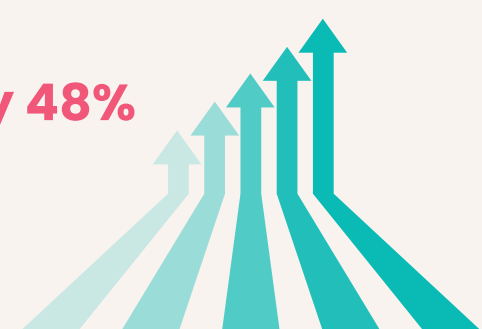


From Vacancy to *Value*: Strategic Content Marketing



How HarleyJames Consulting **increased tour rate by 48%** for a national senior living operator.



Problem:

A senior living operator with 50 individually named and branded locations nationwide **needed a content strategy** that would tout their locations' advantages, while quelling outdated impressions of retirement communities, and improve the quality of leads that were getting into the sales teams' hands.

Solution:

Getting our client on **the radar of the right audiences**, in the right way, called for a combination of:



Diagnosing Pain Points



Content & Inbound Marketing Strategy



Localization



Data-driven Iteration

How We Did It:

1. Diagnosing pain points with data & defining new targeting criteria

2. Pointing prospects to the right location

3. Creating content that spoke to seniors' needs

4. Increasing sales qualified leads (SQLs) and weeding out unqualified leads



Success!

Our multi-pronged approach led to huge leaps in a number of KPIs:

SQL-to-tour rate from online leads increased by

48%

Overall SQL volume increased by

1,266%

Lead-to-connected rate from online forms increased

43.6%

Paid search ROI increased by
(increased move-ins from paid search)

900%

Lead nurturing emails bumped the MQLs to SQL rate by

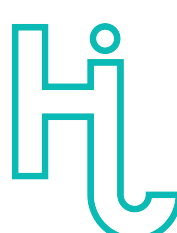
413%

In short: We used data to identify where ineffective leads were flooding out the worthwhile ones (stressing out the sales team in the process) and fixed that inefficiency.



We optimized workflows and customized content to draw an audience likely to be interested in moving in, and keep them on the path to conversion.

We got SQLs in front of sales teams, enabling them to drive home the unique value proposition of each of the client's living communities for every type of potential resident.



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