



The Chesapeake saw a 166.67% increase in new leads for a single, 3-month campaign compared to all campaigns in 2023.



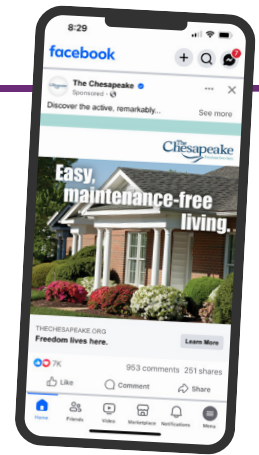
THE OBJECTIVES

Sabal Strategy and Illumia combined our expertise to assist The Chesapeake — a major LifeCare community in Newport News, VA, to grow brand awareness and interest for future opportunities. The Newport News area has more than 30 senior living communities vying for the attention of the local audience in the fifth largest city in Virginia.



CUSTOMIZED SOLUTIONS

- The Chesapeake’s CRM was analyzed in depth to provide critical data.
- A custom MicroModel Report was developed to identify its specific audience.
- The best 12,500 matches for the community became the target audience.
- A cohesive, 5-month campaign was developed.
 - April: the postcard invitation
 - April: 2 follow-up emails
 - May-July: social media and display ads & retargeting ads
 - The very modest ad budget was \$1,800
- Individuals who visited the website were retargeted with additional campaign ads.
- At the end of the campaign, matchback analysis further refined the audience for future campaigns.



SUCCESS METRICS

140
ATTENDEES

15 NEW
WAITLIST MEMBERS

8.82%
CONVERSION RATE

- The event was fully booked with 140 attendees with 70 people attending each of the April and May events
- As of June, The Chesapeake has 15 new waitlist depositors
 - They had a total of 9 in 2023
- Direct mail was listed as the primary source for 34 new leads matched to the mailing list
- The sales team had a conversion rate of 8.82% for new leads to waitlist depositors
- Of the 141 new leads, 24.11% of them were a confirmed match to the prospecting list
- The community also welcomed 22 new residents for higher levels of care during this campaign
 - 3 were a confirmed match to the prospecting list

“Our experience with the MicroModeling mailing list process has been nothing short of exceptional. The precise targeting and personalized approach allowed us to effectively and efficiently reach prospective residents, more than doubling our previous success rates.”

Peter Robinson, Chief Marketing Officer, LifeSpire of Virginia