



Of the confirmed mailing list prospects, 29.73% converted to new waitlist depositors. This sales team's conversion rate exceeds the 5% industry benchmark.



THE OBJECTIVES

Sabal Strategy and Illumia combined our expertise to help The Glebe — a major LifeCare community in rural Virginia acquire new leads and waitlist deposits for a planned expansion. The Glebe is located in Daleville, a rural census-designated place with a population of ~3,000.



CUSTOMIZED SOLUTIONS

- The Glebe'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.
 - Month 1: the postcard invitation and 2 follow-up emails
 - Months 1-3: social media and display ads and retargeting ads
 - The modest ad budget was \$1,400
- Individuals who visited the website were retargeted with campaign ads.
- At the end of the campaign, matchback analysis further refined the audience for future campaigns.



SUCCESS METRICS

86
ATTENDEES

75 NEW
WAITLIST MEMBERS

29.73%
CONVERSION RATE

- The event was fully booked with 86 attendees in March
 - An overflow event for 34 attendees was held in April to accommodate demand
- From January to June, The Glebe added 75 new waitlist members
 - They had a total of 70 for all of 2023
- The sales conversion rate of 29.73% for new waitlist depositors was 6X higher than the industry benchmark of 5%
- 21.51% of the new leads were a confirmed match to the prospecting list

“We had the best success rate with this recent mailing list and omnichannel strategies in partnership with Natalie Groeger with Illumia Agency and Maribeth Jenkins with Sabal Strategy. Not just with increased attendance by the numbers of new leads but a higher conversion of new leads to waitlist deposits.”

- Shelli Schinkus, Director of Sales and Marketing, The Glebe