



# Brand Awareness Campaign Improves Skilled Nursing Census



## Case Study:

**Brand Awareness**  
**Mulberry Health**

## Website:

**MulberryHealth.com**

## Industry:

**Senior Living**

## TESTIMONIAL:

"There is a direct correlation to when we started campaigns and when census increased. We were fortunate to find you because we knew we couldn't do what today's market requires on our own."

**MARK WOLFSCHLAG**  
CEO, Mulberry Health

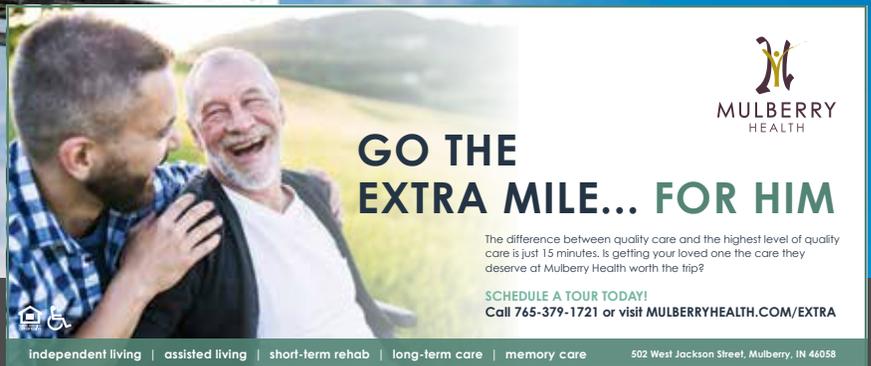
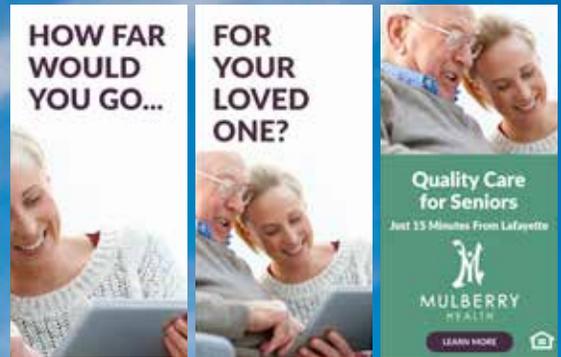
## The Situation

Mulberry Health engaged Creating Results to address declining census within their short- and long-term care units. Their biggest challenge and reason for people not choosing their community was distance. Their competitors are closer and more convenient to the area hospitals and therefore more referrals were sent to those locations than Mulberry Health.

## Strategy

As the initial first step in driving interest, we needed to uncover Mulberry Health's unique differentiators against its competition. If location and convenience weren't driving inquiries and referrals, what would help them rise above the closer options? We conducted research not only with the internal stakeholders, but also with their ideal prospects and referral networks. The surveys were done through an on-site visit as well as an online survey.

Combining these insights with a review of competitors' positioning, we were able to identify what was not only unique about Mulberry Health, but also those unique aspects that prospects and referrals value in their search for, or referral to, skilled care.



## SOLUTIONS

In order to build affinity for Mulberry Health, we needed to gain awareness in market and show prospects what made the community the top choice for rehabilitation, assisted living and skilled nursing.

### INTEGRATED MARKETING PLAN:

To impact census as quickly as possible, we developed a comprehensive marketing plan that focused on building brand awareness and generating inquiries for all service lines. This included both traditional (print and billboards) and digital (search engine optimization, search engine marketing, social advertising, etc.) initiatives intended to reach a targeted audience, particularly around the areas of the major hospitals and their competitors.

### CUSTOMER RELATIONS MANAGEMENT (CRM) SYSTEM:

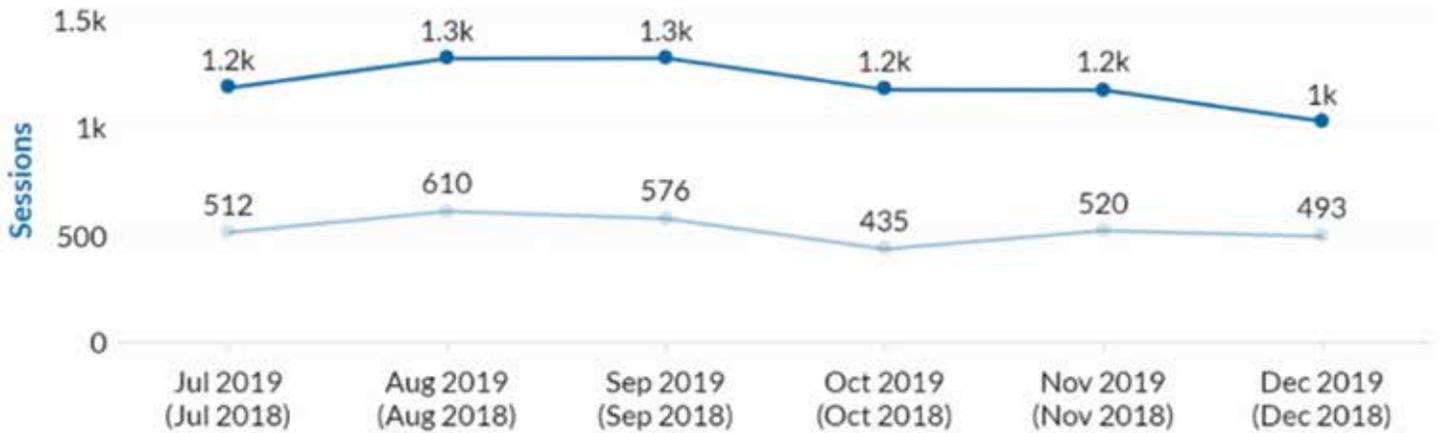
As with many care-focused communities, a system to capture prospects and nurture them through the pipeline was not in place at the start

of our engagement. They relied on spreadsheets and other tracking tools that made consistent management difficult and hindered the ability for ongoing nurturing. Using our expertise in CRMs, we initiated a combined marketing automation and prospect database platform, which helped both sales and marketing work more efficiently, each informing the other's approach.

### A/B CREATIVE CAMPAIGN TESTING:

With a new creative campaign launch and a primary focus on location, we presented several options to place in the market. Rather than choosing just one, we decided to conduct a test with different imagery and messaging to test which produced better results.

## SEO Traffic Trend



**Average census  
increased from 129 to 141  
within 6 months**

**25%  
increase  
in referrals  
within first 3 months**

**229%  
increase  
in organic traffic  
within first 3 months**

Average time on site from referral traffic  
**increased from 0:27 to 6:20**

## Results

With the launch of the integrated marketing plan and focused creative campaign, within 6 months, Mulberry Health's census was the highest it had been in years. Additionally, the number of referrals received increased by 25%. The adoption of a CRM also improved the admission team's ability to manage incoming inquiries from both marketing initiatives as well as their referral network. The leadership team and Board of Directors were able to see the results and ROI, and make informed decisions about where to allocate marketing funds.

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