



# 55+ Community Thinks Beyond Boundaries to Meet Sales Goals



**Case Study:**

Digital Marketing  
The Floridian Club

**Website:**

[www.liveatthefloridian.com](http://www.liveatthefloridian.com)

**Industry:**

Active Adult Rental  
Community

## The Situation

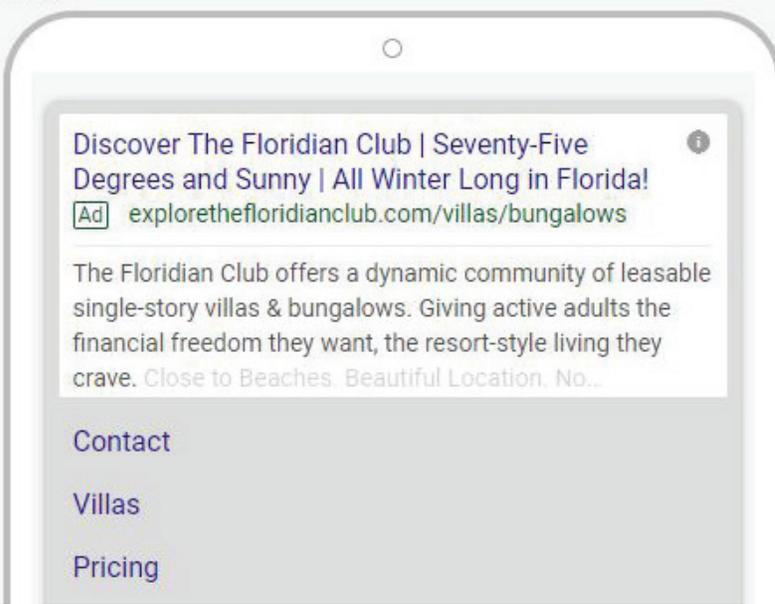
The Floridian Club of Sarasota, a 55+ rental community, turned to Creating Results to help attract out-of-state leads during their busy tourist season. The community's strategy for achieving its sales goals involves attracting out-of-state residents looking for a secondary or primary place of residence in Florida, but they were having difficulty attracting enough non-local leads to support their monthly sales goals. With sales per month declining, they needed quick help to make their busy season, which had already begun, a success. As a result, we also needed to reach prospects that were already in Florida for the winter in addition to those planning to visit.

## Strategy

The first step was an online prospect survey which provided insights as to what The Floridian Club's unique selling propositions are. Then, with a limited budget, and the need to quickly reach prospects both in and out of state, Creating Results developed a digital media plan targeting people who showed intent to rent or buy a home in Florida. We also updated their website to optimize search engine performance



**409%**  
**Increase in  
New Leads**



#### TESTIMONIAL:

“Working with Creating Results opened our eyes to digital avenues that we didn’t know were available to us when it comes to reaching new prospects. This has allowed us to adopt a more widespread approach for our marketing going forward.”

PIA SPEIGHT, Operations Director

and increase the site’s ranking on search results pages. Since the property only offers long-term rentals, and some prospects were not considering long-term rental options, part of our strategy involved repositioning the leasing terms messaging to explain the benefits of renting, rather than buying, to prospects.

## Solution

After identifying the target audience, informed by digital insights and survey results, unique ads for two target segments were designed and launched just two weeks after the project’s initiation. We designed two sets of Facebook and paid search ads. One that appealed to the in-state audience and one more suited to the out-of-state audience. Additionally, the calls to action were optimized to collect prospects’ data while providing opportunities for them to learn more about the community offerings independently before speaking directly with a sales representative.

## Results

Within just three months of launch, the sales team was on track and achieving their monthly sales goals with the new digital tactics in place. On Facebook, The Floridian Club expanded their reach to New York, New Jersey, Indiana, Michigan and other states, and by doing so, were able to net the out-of-state sales crucial to their long-term strategy.

**475%**  
Increase in Average Sales

**211%**  
Increase in Online  
Appointments Scheduled