



# Chestnut Ridge: Blue Sky Community Brand Marketing



## Case Study:

Blue Sky Marketing

Phoebe Ministries

## Website:

[ChestnutRidge.org](http://ChestnutRidge.org)

## Industry:

Senior Living Communities



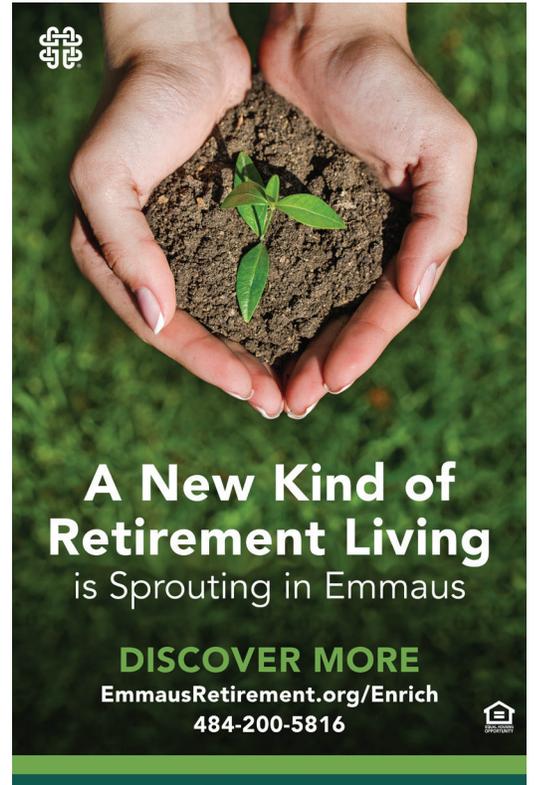
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## The Situation

Phoebe Ministries, a continuing care provider in Pennsylvania, acquired the Rodale, Inc. building – home to the former publishing company in Emmaus, PA – with a vision to create an independent living community for local seniors. While part of the renowned Phoebe CCRC family, the new community would offer a senior living experience unique from Phoebe's current offerings. The desire was to build awareness, generate a VIP interest list and gain eventual deposits.

## Strategy

Creating Results developed a strong marketing strategy that aligned with the target audience interests gained from various research initiatives including focus group results that focused on brand awareness and list generation paying tribute to the property and Chestnut Ridge's value proposition.



**TESTIMONIAL:**

"We wanted to start pre-sales as soon as possible. Not knowing the name or details of our forthcoming community would make going to marketing nerve-wracking for some, but Creating Results worked with my team on a great teaser campaign that we ran for almost six months until we revealed the actual name. This campaign set us up early for success!"

**BRYNN BUSKIRK**  
Vice President of Marketing  
and External Relations  
Phoebe Ministries

The creative campaign focused on the targeted audience's interest and what the community will provide once the doors open – a senior living community focused on cultivating green living, personal growth and modern amenities. The simple headline “A New Kind of Retirement Living Is Sprouting in Emmaus” created a buzz in the local market, causing the community's first leads to pour in through the VIP sign up as soon as the campaign was launched!

CR recommended the sprout campaign messaging be utilized awareness tactics such as animated billboard, local print placements, radio, as well as digital lead generation tactics like Facebook ads, paid search, and display ads. All tactics drove to a lead capture page encouraging a VIP signup to stay in the know.

## Solutions

The campaign included targeted Facebook ads, display ads and paid search as well as the design and development of a microsite. Awareness marketing also supported the blue-sky launch with traditional placements to reinforce the “sprout” messaging and brand recognition. This included a billboard, local print placements and radio ads all targeting Chestnut Ridge's ideal prospect.

For the first month, the campaign launched a Facebook video website conversion campaign along with prospect-targeted display ads to two interest-based audiences.

Once launched, a paid search campaign was added with the same brand messaging consisting of “Something is sprouting” and “Emmaus PA retirement” with the call-to-action still focusing on sign up to become a VIP .

## Results

Within the first 24 hours of the Facebook lead generation campaign’s launch, Chestnut Ridge received 29 inquiries. In total, 150 inquiries were recorded for the first full week from Facebook alone, which resulted in 8% of depositors initially inquiring through Facebook.

As of Q3 in 2020, 54% of overall depositors occurred through digital sources with paid search as the fastest converting at 18.5% from the initial inquiry. Other top performers include organic (converting on the microsite) at 13% and email at 7.4%, all of which can be attributed to the strong awareness approach created through traditional advertisements – billboards, print placements and radio ads.

**899**

**Inquiries generated  
in first quarter**

(average cost per  
inquiry of \$86)

**190**

**Inquiries generated by Paid  
Search in the first quarter with  
a cost per inquiry \$16.50 and a  
conversion rate of 9%**

(outperforming Wordstream's  
benchmark of 3.4%)



**Inquiries generated by Facebook  
in the first quarter with a cost per  
inquiry \$12 and a conversion rate of 19%**  
(outperforming Wordstream's benchmark of 11%)

everything mature consumers experience

Creating Results is a generational marketing agency with more than 25 years of experience in senior living and 55+ housing. Exclusively focused on 50+ audiences, we design solutions for each client’s competitive landscape, assets and goals.

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