



Meet Your Prospects Where They Are: ONLINE!



Case Study:

Digital Marketing & Sales
Fairing Way

Website:

FairingWay.org

Industry:

Senior Living

The Situation

Fairing Way is an independent living community just south of Boston. The community opened its first phase in 2016, with all residents moved in by the end of 2020. Since the initial marketing plans in 2011, the community has evolved and is now primarily focused on the digital space.

Strategy

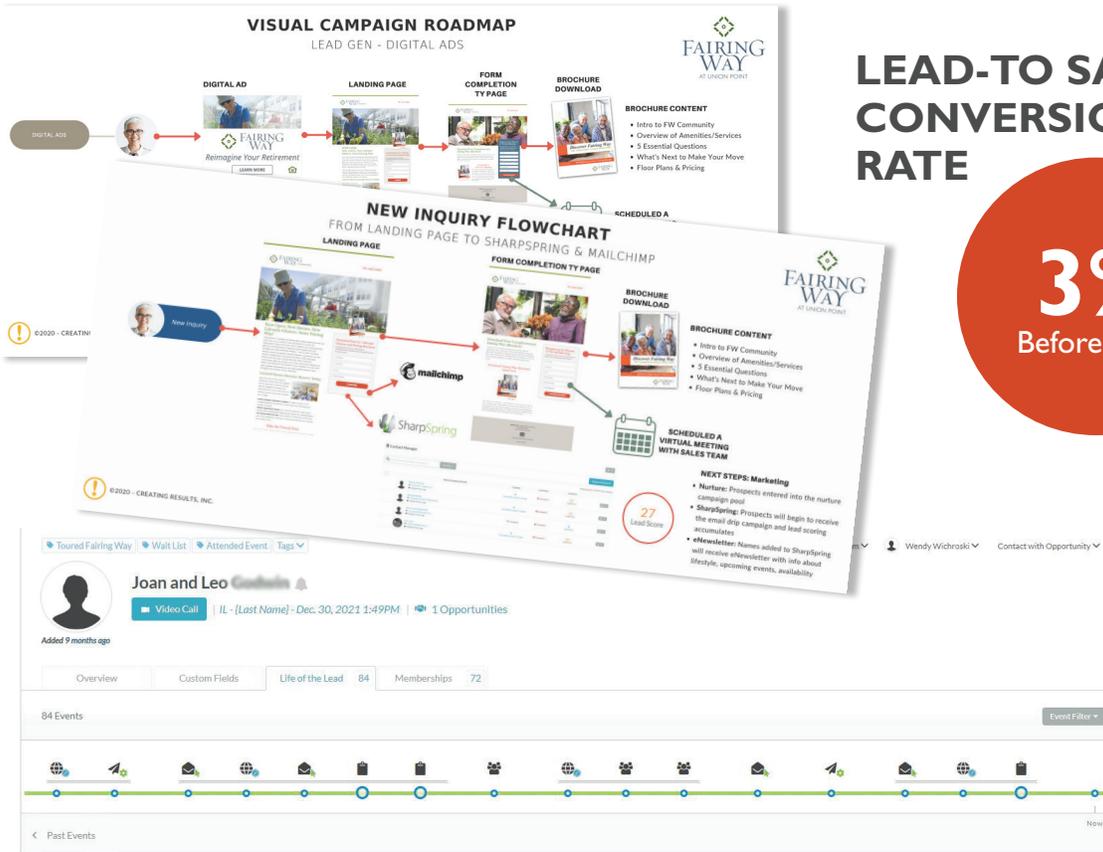
As an independent living community, Fairing Way's target audience is on the younger end of the 65+ spectrum. Particularly over the last two to three years, studies show that Baby Boomers are spending more time online and less with traditional forms of media like print and direct mail.

Therefore, the strategy for Fairing Way evolved to focus more heavily on digital media, following prospects through their journey from both a marketing and sales perspective. From their first inquiry online through the sales process, many of the steps and touchpoints are digital.

TESTIMONIAL:

“When Covid hit, we knew we needed to depend more heavily on digital. Our plan evolved to include more digital lead generating tactics along with virtual events and tours. This was fortuitous, ... our lead generation and nurturing plans were highly effective in helping us reach our goals in a shorter period of time than conventional marketing strategies would have allowed.”

PAM MORRIS, Director of Senior Living, Rogerson Communities



**LEAD-TO SALE
CONVERSION
RATE**

3%
Before 2021

7%
Since 2021

Average Time Tour to Sale
**from 15 Months
to 7 Months**

62%
Sales from
Digital Sources

Solutions

Fairing Way's marketing plan uses digital marketing and sales tools throughout a prospect's entire journey. Using tactics like Google paid search, Facebook ads and remarketing, Fairing Way follows its target audience through the pipeline.

Using marketing automation and behavior-based triggers, among others, specific messaging is targeted to help guide future residents with the right messaging at the right time.

Creating Results also integrated Fairing Way's customer relationship management (CRM) tool with its marketing automation so the sales team can not only keep track of typical sales activities, but also see the action steps prospects are taking online and modify their approach accordingly.

Results

Using these tools led to a better understanding of the prospect journey, ultimately resulting in an increase in the lead-to-sale conversion rate from 3% to 7% and shortening of the sales cycle from 15 months to 7 months (from tour to sale). Sixty-two percent of all sales result from a digital source.

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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