



# Using Marketing Automation and AI to Meet Presale Goals



## Case Study:

Marketing Automation & AI  
Townstead at  
Homestead Village

## Industry:

Senior Living



SCAN ME

## Situation

Homestead Village's latest expansion, The Townstead Apartments, was not gaining the traction it needed to reach its presale goals. Homestead Village enlisted Creating Results, based on our research and knowledge of their key demographic, to boost leads, get more deposits, and move forward with the project.

## Strategy

Following our initial discovery and analysis of The Townstead Apartments marketing plan, Creating Results recommended an integrated marketing plan that was heavily geared toward digital lead generation and nurturing tactics, based on Creating Results' 2023 research findings that the top and most preferred method of finding a senior living community is through internet searches and online reviews.

To increase new inquiries, we wanted a way to respond to consumers where they are 24 hours a day. We also wanted to increase lead nurturing without taking the sales team's focus from moving warm and hot leads through the pipeline.

# Solutions



## MARKETING AUTOMATION:

Creating Results developed a specific drip campaign for those that inquired only about the presale apartments at The Townstead Apartments. The goal was to provide enough information to motivate a click through for more information and specific calls to action related to that message.

We also implemented scheduled social posts and SMS text messages for event promotion and prospect engagement. **Did you know that seniors now prefer texting as a form of communication over direct mail?**



## ARTIFICIAL INTELLIGENCE (AI):

Creating Results implemented an AI chatbot that enables website visitors to connect with an online sales counselor and have their questions answered in real time or be directed to the information in their content online. This chatbot scans the site and suggests responses (questions and answers) during conversations with the prospect. When a prospect returns, it also remembers them and classifies them as a returned lead in their database.

# Results

Marketing automation and AI helped The Townstead Apartments reach their initial 50% presale goals and break ground. Before Creating Results, deposits were at a standstill. Within 8 months, deposits increased by 336%.

The marketing automation and AI tools in place have helped increase efficiencies in both marketing and sales, enabling the sales team to focus on closing deposits.

*Check out the statistics below for the exact metrics Creating Results produced:*

**38%**  
**Marketing Automation  
Open Rate**  
(benchmark: 20%)

**9%**  
**Marketing Automation  
Click Rate**  
(benchmark: 3%)

**AI Chatbot**  
(First 3 months):  
**144 leads generated**  
**24 tours scheduled**  
**3 presale deposits secured**

everything mature consumers experience

Creating Results is a generational marketing agency with more than 30 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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