

# How to Effectively Market to Prospects When the World Has Changed Overnight

This midwest senior living provider's challenge was not only how to continue their lead nurturing strategies but also how to increase new lead generation for the upcoming opening of a retirement community, during a pandemic.

60%

OF DEPOSIT GOAL  
OPENING SCHEDULED FOR  
LATER THIS YEAR

## EVALUATION

This community was on track with deposits and lead generation efforts prior to COVID-19. The sales & marketing director had built a solid relationship with their existing prospects and depositors. The offsite marketing events were yielding upwards of 100 attendees and the local market was buzzing about this new community opening later in the year.

8%

OF EXISTING LEADS  
REGISTERED FOR AN  
EDUCATIONAL WEBINAR

## METHODOLOGY

In understanding the challenges this community was faced with, a user-friendly customized webinar platform was recommended to not only engage existing leads but drive new prospects. The existing lead base was marketed to digitally with a very specific strategic user experience that immediately provided brand recognition.

By incorporating valuable consumer behavior data and best practices the webinar achieved 128 registrations.

73%

LIVE WEBINAR ATTENDANCE  
RATE

## OUTCOMES

This allowed the community to continue to nurture these prospects virtually. The prospects were provided an opportunity to stay connected to the community, learn how they were responding to the COVID-19 crisis and continue to learn about their senior living options.

The webinar participants were able to engage with the senior living presenters in various ways, such as answering poll questions, watching short videos, downloading various handouts, and clicking on offers to schedule next step phone appointments.



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