

# CASE STUDY

## BUILDING A HIGH-PERFORMANCE GROWTH ENGINE ACROSS 26 SENIOR LIVING COMMUNITIES

### THE CLIENT

A fast-growing senior living provider operating 26 communities across the West, Midwest, and East partnered with **Bild & Co** to **transform** underperforming **marketing efforts** and **build a scalable platform** for long-term growth. Though led by a visionary founder, the company lacked modern systems, strategy, and brand identity—relying heavily on referral aggregators and suffering from fragmented marketing execution.

### THE CHALLENGE

When Bild & Co stepped in, we uncovered **major roadblocks** preventing growth:

- A non-specialized marketing agency spending \$250K/quarter with no ROI tracking
- Paid media misfires: poor keyword strategy, no segmentation, no retargeting
- Duplicate, generic websites hurting SEO and visibility
- No consistent brand identity across communities
- Over-reliance on A Place for Mom for lead generation
- No competitive positioning or pricing strategy

The company had **strong potential—but no infrastructure to scale.**



### THE SOLUTION:

A Full-Scale Sales and Marketing Overhaul



#### Branding + Identity

- Built a compelling brand story rooted in the founder's mission
- Created location-specific collateral and messaging



#### Website + Digital Experience

- Developed new websites for each location as interactive lead engines
- Integrated **live chatbot** tied to BILDx for instant response
- Included 3D floor plans, photo galleries, and event calendars



#### Advertising Strategy

- Rebuilt paid campaigns with optimized keywords and full-funnel retargeting
- Launched **hyperlocal marketing**: radio, billboards, print, community outreach
- Created local referral programs targeting the top 10 influencers in each market



#### Social + Content Strategy

- Rolled out engaging social campaigns across platforms
- Shifted tone to **empathetic storytelling** for adult children and families



#### Sales + Executive Coaching

- Delivered executive coaching to align sales, marketing, and ops goals
- Trained site teams in tour conversion and value-based selling
- Launched BILDx for inbound lead response and post-tour follow-up
- Advised on CRM selection and implementation



#### Pricing + Revenue Optimization

- Conducted competitive analysis across markets
- Made pricing and care fee recommendations
- Reduced third-party lead dependence with internal pipeline strategies

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## THE RESULTS (IN PROGRESS):

Even early in execution, the shift is generating major impact:

- **Tour conversions exceeded 35%** portfolio-wide
- **Tour-to-move-in hit 32%** after process changes
- **Inbound inquiries increased 25%** post-rebrand and retargeting
- **Marketing spend cut from \$250K/Q to under \$100K/Q**
- **SEO rankings climbing** as new sites take hold (6+ month trajectory)

More importantly, the client now has a **scalable infrastructure** to support future occupancy and NOI growth, with real-time data, KPI tracking, and aligned leadership.



**CEO Takeaway:** What began as a tactical marketing engagement became a **full-scale business transformation**.

With the Bild ecosystem in place, the company now has:

- ✓ A brand it's proud of
- ✓ Systems that convert
- ✓ Infrastructure to scale

## Partner With Bild & Co

Whether you're launching new developments, stabilizing underperformers, or preparing to scale, **Bild & Co** offers:

- **Marketing Strategy & Execution:** Branding, website, SEO, paid media, local outreach
- **Sales & Training:** Conversion systems, CRM optimization, tour training, mystery shops
- **CEO & Executive Coaching:** Growth planning, leadership development, alignment
- **Revenue Optimization:** Competitive pricing analysis, rate setting, care packaging

**Ready to build your 90-day plan?** Email [revenue@bildandco.com](mailto:revenue@bildandco.com) to get started today.