

Driving a 50% Move-In Increase: A Life Plan Community Case Study

How BILD & Co Aligned Marketing, Sales, and Consumer Education for a Multi-Campus Turnaround.

THE CLIENT

A not-for-profit organization with four Life Plan communities in the Midwest 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

An initial assessment by BILD & Co revealed critical barriers impacting marketing effectiveness across four main areas: a severe consumer education gap, poor digital visibility, lead conversion leakage, and limited accountability. Prospective families struggled to understand Life Plan models, contract options, and competitive differentiators, creating confusion throughout the buyer journey. This friction was compounded by a digital ecosystem lacking search-driven content, AI optimization, and conversion-focused web experiences. Furthermore, generated inquiries were routinely lost to inconsistent response times, fragmented campus follow-up processes, and unclear lead ownership. Because the organization lacked full-funnel reporting, inquiry-to-tour visibility, and marketing attribution analysis, strategic decisions were driven by assumptions rather than data.



THE SOLUTION:

BILD & Co Marketing Strategy

✓ Phase 1: Market Positioning & Brand Clarity

Deliverables Included:

- Life Plan positioning strategy
- Messaging architecture
- Buyer journey mapping
- Competitive differentiation framework
- Executive marketing strategy alignment

✓ Phase 2: Consumer Education Campaign

Marketing Assets Developed:

- "What Is a Life Plan Community?" educational brochure
- FAQ content library
- Sales and marketing educational messaging
- Website educational content
- Consumer-facing value proposition framework

The objective was to help prospects self-educate before entering the sales process.



Phase 3: Website & Digital Experience Optimization

Key Improvements:

- Website content optimization
- User experience enhancements
- Search engine optimization (SEO)
- Answer Engine Optimization (AEO)
- AI-search readiness deployment
- Conversion pathway improvements



Phase 4: Search & AI Visibility Strategy

Included:

- AI-indexable FAQ architecture
- Structured content deployment
- Search intent mapping
- Long-tail educational content strategy
- Enhanced visibility across emerging AI search platforms



Phase 5: Marketing Analytics & KPI Infrastructure

New Visibility Included:

- Website traffic tracking
- Inquiry generation tracking
- Inquiry-to-tour conversion
- Tour-to-move-in conversion
- Lead source analysis
- Weekly performance reporting



THE RESULTS:

BILD & Co Marketing Strategy

Increased Consumer Engagement

- **54% Increase in Qualified Tours**

Marketing optimization, educational content, and improved lead management generated a substantial increase in qualified prospect engagement.

Increased Move-Ins

- **50% Increase in Move-Ins**

Move-ins increased from 38 to 57 during the post-implementation period following deployment of the marketing and conversion strategy.

Improved Occupancy Performance

- **21 Unit Performance Swing**

The organization moved from a negative occupancy trajectory to positive net growth.

By establishing full-funnel reporting and marketing attribution visibility for the first time, leadership unlocked real-time performance insights and KPI-driven decision-making. Consequently, overall marketing effectiveness transitioned from guesswork to a fully measurable and actionable system.



TAKEAWAYS:

Marketing Innovations Delivered:

- ✓ Education-First Marketing Strategy
- ✓ Referral Growth Strategy
- ✓ Marketing-Sales Alignment
- ✓ Consumer Journey Redesign
- ✓ AI Search Optimization

Partner with BILD & Co

Whether you're launching new developments, stabilizing under-performers, 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

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