



CASE STUDY

**SENIOR LIVING MARKETING STRATEGY
INCREASES LEADS BY 50% AND DECREASES
SPEND BY 50% FOR LOS ANGELES RETIREMENT
COMMUNITY**



HOW HOLLENBECK PALMS PARTNERED WITH ELLINGTON DIGITAL TO INCREASE LEADS

About Hollenbeck Palms

Serving the Greater Los Angeles area for more than 130 years, Hollenbeck Palms offers residents the ability to age in place in elegant apartments and, if needed, take advantage of Assisted Living, Memory Care or other Health Care Center services, all within a secure, gated, eight-and-a-half-acre garden campus.

While Hollenbeck Palms has a rich history in helping men and women in the Los Angeles County live out the next chapter in their lives in a rewarding way, it faced several digital marketing challenges. This included developing a strong brand on social media, ranking well on search engines, and generating leads.

Hollenbeck Palms needed an affordable solution for their digital marketing needs. They needed someone to not only launch an effective online presence for them, but to use that presence to create real opportunities and drive results.

Overall Goals

- Holistic digital marketing strategy and funnel
- Create awareness
- Generate interest
- Drive conversions

Primary Tactics

- Full inbound marketing campaign
- Downloadable education guides/webinars
- Video marketing
- Social media marketing
- Targeted PPC ads
- Search engine optimization

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Additional Campaign Tactics

- Optimization of Google Ads campaign with clear calls to action
- Landing pages customized for conversion
- Use of negative keywords to attract, capture and convert active sales opportunities
- Multiple-touchpoint brand awareness campaign to foster trust and loyalty



1.5 YEAR RESULTS

OVER THE PAST YEAR-AND-A-HALF, HOLLENBECK PALMS HAS SURPASSED ITS GOALS FOR LEAD GENERATION, SEARCH, AND BRAND AWARENESS.

Lead Generation

Doubled the number of leads through Google Ads for \$25,000 less than what they were spending before on ad budget



Social Media Presence

Facebook Audience Growth increased by **1,227%**
Facebook Engagement increased by **255%**
LinkedIn Social Actions increased by **2,614%**



Search Results

Jumped
99 positions

on Google for
Independent Living
in Los Angeles
County

Jumped
48 positions

on Google for
Senior Living in Los
Angeles County

Jumped
16 positions

for Retirement
Community in Los
Angeles County

Jumped
12 positions

for Residential
Senior Living in Los
Angeles County

LET'S WORK TOGETHER

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About Ellington Digital

Ellington Digital is a full-service marketing agency offering digital marketing strategy, graphic design, web development, SEO, advertising, social media marketing, copywriting, and public relations to businesses. We specialize in working with senior living communities to develop and execute marketing plans that fit their needs and budgets to market more effectively and drive the results they need.

Ellington Digital's mission is to bring effective, quality branding and marketing to entrepreneurs, small- and mid-size businesses. Our goal is to maximize our clients' marketing dollars while maintaining and upholding our core values: integrity, passion, excellence, compassion, and community.

