



Pennswood Village
Newtown, Pennsylvania

Comprehensive Digital Efforts Result in Increased Positive Movement Up the Sales Pipeline for Pennswood Village

The Situation:

Pennswood Village, a welcoming, Quaker-based continuing care retirement community in Newtown, Pennsylvania, did not have much of an online footprint, and had no way to create one using its resources in house. Enter Love & Company's implementation of integrated media services, which ranged from traditional PR and online reputation management to strategic blog direction and writing, to email marketing campaigns and more.

A comprehensive newsletter strategy proved valuable for Pennswood Village.

Prospects who received the newsletter saw

140% increase
in average moves up the sales pipeline over a control group.

Our Approach:

Love & Company began with the strategy of regularly adding high quality content to the Pennswood Village website as the key to improving search engine optimization (SEO). We developed blog content and a landing page for Pennswood's website that covered informational topics—frequently asked questions, resident and staff profiles, community highlights and event features.

Once the blog was established with a strong base of topics and posts, we were able to use this content to develop an newsletter. After designing a visually attractive template, current leads in REPS were offered the opportunity to subscribe to the newsletter. Those who opted to receive the newsletter became our subscriber list. In addition, readers of Pennswood's blog and Facebook page are offered the opportunity to subscribe to the newsletter.

We also strategically repurposed content from the blogs, website landing pages and upcoming events into the newsletters to cost effectively redirect subscribers back to the Pennswood website, and encourage regular engagement.

The Results

From the beginning, open rates and click rates proved that the newsletters were a big hit with Pennswood Village's prospective residents. While industry benchmarks are a 20% open rate and a 3% to 5% click rate, Pennswood's newsletters

regularly boasted open rates higher than 80%, and click rates north of 15%. At the time of this case study, the average open and click rates for Pennswood Village's newsletter list are 63.6% and 12.9%, respectively.

As the newsletter developed, we began to see a strong climb in website page views. Pennswood's blog now has thousands of page views, with more than a dozen individual posts each boasting more than 100 page views.

However, the open rates, click rates and page views alone, while important, aren't able to truly quantify the effect and sales value of a quality digital strategy. To illustrate a more accurate value, we implemented one of our proprietary reporting methods that integrates data pulled from REPS with data from an newsletter subscriber list. We compared the member rating of each individual user to that user's REPS status code each month, and tracked which topics that prospect showed interest in most. These data became invaluable to the sales team members,



▲
An example of one of Pennswood Village's newsletters, highlighting popular blog posts.



who were able to use this information to their advantage when interacting with prospects, thus, improving their closing rates.

To accurately analyze the effect of the newsletters, we created a control group from a list of active leads in Pennswood Village’s database who were not on the

newsletter list. The second group, the comparison group, was made up only of leads who were on the list.

We tracked the REPS status codes for each prospect from each month, and tracked each prospect from November 2014 to July 2015. Each status code represents a place in the sales pipeline, describing where a current prospect is in this pipeline.

A move closer to move-in—for example, moving from “Cool” to “Warm”—is a positive move. Moving from “Cool” to “Hot” would be two positive moves.

A move further from move-in—for example, moving from “Hot” to “Warm”—is a negative move. Moving from “Hot” to “Cool” would be equal to two negative moves.

“In addition to helping move prospects up the pipeline, our sales team uses Love & Company’s custom reports to help shape conversations with prospects around topics we knew they are interested in—thanks to the newsletter.”

—Jennifer Doone,
Marketing Director,
Pennswood Village

Prospects Who Had a Status Code Change Between Nov 2014 & July 2015

	Percentage with a Negative Move	Percentage with a Positive Move	Percentage with a Positive Move of 5 or more
Receiving Enewsletter	38%	63%	25%
Not Receiving Enewsletter	52%	48%	8%

▲
For people receiving the newsletter there was a 35% increase in positive moves, 27% decrease in negative moves and a 212% increase in the number of prospects who had a positive move of five or more spaces.

Analysis of the full lists of prospective residents (including those who showed no movement), the average moves in the sales pipeline per person revealed a 140% increase for prospects who received the newsletter, when compared to the control group that did not receive the newsletter.

What This Means to You:

Is your digital strategy helping you decrease the time to move in? Are the social media topics you're covering effectively helping you to increase your closure rate? Do you know the effectiveness of your digital marketing efforts?

Love & Company successfully manages the strategy and implementation of engaging, effective digital communication with prospective residents, providing a valuable asset to your sales team.

Contact Tim Bracken at 301-663-1239, or tbracken@loveandcompany.com to learn more about our research or services, and subscribe to Love & Company's newsletter to stay up to date with our latest information.



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