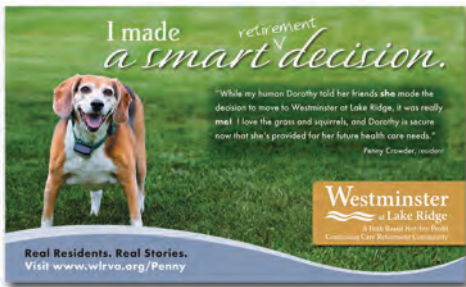


# Case Study: Web Westminster at Lake Ridge



**THE SITUATION:** Seniors moving to a continuing care retirement community (CCRC) have traditionally funded their new home with a sale of their existing home. The stalled economy has led many prospective residents of Westminister at Lake Ridge to put their moves on hold.

How could this Virginia CCRC show itself as a smart retirement decision, and motivate action?

**THE SOLUTION:** A one-two punch provided by an integrated online/offline marketing campaign that spoke directly to the benefits of retirement living. The objectives were two-fold: increase the number of eLeads (online registrations) and boost attendance at informational events.

Print ads and targeted direct mail featured “Real Residents ... Real Stories.” Testimonials are a marketing technique that has proven highly effective with Baby Boomers and beyond. We introduced three of Westminister’s residents – a Marine Sgt Major, a beagle (and her owner) and a retired businesswoman. Each piece drove to a landing page where prospects could learn more about these savvy seniors and their “Smart Retirement Decision.”

The stories told on- and offline authentically demonstrated benefits relevant to prospects: maintenance-free living, having a choice of independent home style, and freedom from financial/healthcare worries. Each landing page encouraged visitors to register for Westminister’s monthly newsletter and to sign-up for a lunch event.

**THE RESULTS:** 72 eLead registrations were generated during the three-month “Smart Retirement Decision” campaign period. This was an increase of 267% from that time window the previous year! 30 of those leads can be directly tracked to the landing pages.

Event attendance also increased – in July 2009, the CCRC hosted 2.5x the number of prospects as the previous year; in August, it was 8x the number of attendees from 2008.

The Smart Retirement Decision campaign will continue through 2010, and new resident profiles may be added to the mix. Because, as of October, despite the troubles in the real estate market Westminister at Lake Ridge is only two moves away from its 2009 goals (and ahead of 2008), proving the campaign strategy and execution were truly “smart.”



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