

Boosting senior living qualified leads with a tailored digital strategy

Driving new resident opportunities and increasing brand awareness for Wesley Enhanced Living with paid search and social campaigns



Client background

Wesley Enhanced Living (WEL), a senior living community with multiple locations in the greater Philadelphia area, sought a comprehensive digital strategy to boost its online presence and attract new residents. Simultaneously, WEL was launching a new website (wel.org) and needed to drive web traffic, generate leads, and build brand awareness.



The Unlock solution

Unlock Health collaborated closely with WEL to implement a performance-driven marketing plan focused on paid search (SEM) and paid social campaigns. These efforts were designed to increase brand awareness while generating leads for their senior living communities. Special attention was given to WEL's Doylestown community, which had historically lower lead volume.

To ensure campaign efficiency and privacy, we used CallRail and Unlock Secure Conversions, our HIPAA-compliant ad tracking solution for Google & Meta. We optimized in real time using our proprietary technology through the Unlock Media Control Panel to monitor and adjust key performance indicators for traffic and conversions. To maintain transparency, WEL had access to a dashboard that provided real-time insights into each campaign's performance.

The results

Over eight months, SEM and Meta ads delivered significant traffic and engagement for WEL. The campaigns generated 124 leads through form submissions and 147 qualified calls from prospective residents. With 514,630 impressions and a strong 8.27% click-through rate, the campaigns achieved an average cost per acquisition of \$212 for SEM and \$6 for Facebook ads.

In comparison to the previous year, the WEL team reported a 23% increase in deposits, despite a slight decrease in leads, indicating that our optimizations identified high-quality, high-intent leads. The Doylestown location saw a 90% increase in total deposits, showcasing the effectiveness of the targeted digital strategy.

This tailored approach resulted in greater visibility, more efficient spending, and resident growth for Wesley Enhanced Living, demonstrating the impact of data-driven digital marketing in the senior living sector.

7-month results

124

LEADS

147

QUALIFIED CALLS

514,630

IMPRESSIONS

8.27%

CLICK-THROUGH RATE

\$212

COST PER ACQUISITION (SEM)

\$6

COST PER ACQUISITION (META)

