

# Continuing Care Retirement Community Case Study

## Galloway Ridge

Expansive and Luxurious CCRC

Services: Lead Generation, Web Dev and Management, Marketing Consultancy, Social Media, Branding, Email Marketing, Design, Photography and Videography.



## Results

- Maintain an avg. 98% census
- Maintain a 95-100% census for reservations and waitlists
- Provide 176 avg. leads per month
- Provide brand apparel, sales collateral and more
- Branded & designed 5 new restaurant concepts launching 2024
- Obtain staffing and clinical applicants via recruitment ads

## Goals

- Drive qualified leads to their website and intake team
- Recruit staff
- Highlight unique lifestyle
- Increase brand exposure and community awareness



## What our clients say...

The Riithink team is deadline-driven and ROI focused. They have helped us grow our census, provide instrumental brand strategy, social media and recruit much-needed clinical staff.

Missy J.  
Sr. Director of Marketing

