

Senior Living Case Study

Independent living, assisted living, memory care, and adult day care provider in Washington, Idaho, and Oregon

Services: Lead Generation for Residents, Recruitment Ads for Clinical Staff and Social Media Marketing



Results

- Provided an average of 120 job applicant inquiries per month
- Provided an average of 111 resident inquiries/leads per month
- Provided consistent and brand relevant content on social media channels to increase awareness and engagement



Goals

- Fill staffing and clinical positions in a cost-effective way
- Fill vacancies and improve census at their locations
- Create consistent brand awareness to their target market
- Set themselves apart in a highly competitive market

Why we do what we do...

At Riithink Digital Marketing, our team is focused on fact not fluff. We focus on our client's goals and viable lead generation. We know that if our client succeeds, we succeed. We want to drive revenue and build your business. A viable business plan and sophisticated marketing strategy leads to a sustainable business. We are in the sustainable business industry - period! We want our clients and their businesses to succeed.

Errika DeVall, President of Riithink