

Campaign Overview

Introduction

- Prior to July 2024, direct mail was underutilized for Cambridge Senior Living
- Arrow Senior Living identified the untapped potential of this marketing tool

Campaign Strategy Goals

- Establish brand identity and awareness
- Celebrate the legacy of Cambridge Senior Living
- Target key demographics effectively

Lead Source Analysis 08/01/2024 - 08/31/2024

August 2024 – 2nd month Arrow management of Cambridge Senior Living (direct mail begins)

Category ⬆	Lead Source ⬆	Community ⬆	# ⬆	% ⬆	Email Ins ⬆	Initial Tours ⬆
Direct Mail			1	2%	0	0
	Direct Mail		1	2%	0	0
		The Cambridge Senior Living	1	2%	0	0

Brand Identity and Celebrating Legacy

Content

Brand Identity and Awareness:

- Introduced Arrow Senior Living while reinforcing the rich history of Cambridge.
- Emphasized Arrow's reputation for exceptional senior care.

Celebrating Legacy:

- Balanced honoring the community's long-standing trust and Arrow's innovative approach.
- Reinforced reliability through thoughtful messaging.

Major Mailer: Something New - 8/12/2024
Management Acquisition Direct Mail Announcement

CELEBRATING A
LEGACY OF QUALITY
WITH A BRAND NEW NAME

If you have ever considered senior living, now is the
best time to take a tour to see if The Cambridge's
lifestyle is right for you!

PERKS OF SENIOR LIVING

RESTAURANT
MEALS

HOUSEKEEPING
SERVICES

DRIVING
SERVICES

MAINTENANCE
SUPPORT


A CALENDAR
OF EVENTS

SENSE OF
COMMUNITY


PURPOSEFUL
LIVING


SUPPORT
STAFF


CALL TO SCHEDULE A TOUR TODAY!
(417) 744-5656
INDEPENDENT LIVING




2900 S Jefferson Ave
Springfield, MO 65807
TheCambridgeSeniorLiving.com







Be The First
To Experience a New Kind of Senior Living



Target Demographics and Messaging

Content

Target Audience Segmentation:

Seniors (ages 78+)

- Promoted Cambridge as a vibrant option for independence and social engagement
- Invitations to events and lunches to experience the lifestyle firsthand

Adult Children (ages 55-65):

- Focused on decision-makers seeking quality senior living for parents
- Highlighted safety, peace of mind, and the Cambridge's supportive environment

Execution:

- Targeted approximately 5,000 addresses per mailing cycle

Lead Base Mailer: Lunch For 2 - 8/28/2024
Lead Engagement, conversion mailer





Campaign Title | Cambridge Senior Living – Accelerated Lead Generation and Tour Conversion: Direct Mail

Mini Mailer (2): Do You Know Someone– 9/25/2024
Adult Child CRM Lead Base Nurture & Engagement

SEE FOR YOURSELF,
VISIT US TODAY!

If you have ever considered senior living, now is the time to plan. Stop by and see if The Cambridge is right for you.

PERKS OF SENIOR LIVING

RESTAURANT MEALS

HOUSEKEEPING SERVICES

A CALENDAR OF EVENTS

DRIVING SERVICES

SENSE OF COMMUNITY

PURPOSEFUL LIVING


MAINTENANCE SUPPORT

SUPPORT STAFF


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Do you know someone who...

- ☒ needs help with chores & driving
- ☒ needs assistance or support
- ☒ is worried about personal safety
- ☒ wants more independence



Walk-in tours welcome | Available evenings and weekends

Find us online for more information   

TheCambridgeSeniorLiving.com  

Lead Source Analysis 09/01/2024 – 09/30/2024

September 2024 – 3rd month Arrow management of Cambridge Senior Living (CRM mailers begin)

Category ⬆	Lead Source ⬆	Community ⬆	# ⬆	% ⬆	Email Ins ⬆	Initial Tours ⬆
Direct Mail			4 --	5%	0	2 --
	Direct Mail		4 --	5%	0	2 --
		The Cambridge Senior Living	4 --	5%	0	2 --

Launching Increased Frequency for Strong Impact

Overview

- Initially, mailers were sent one to two times per month
- By October 2024, Arrow Senior Living increased frequency to two major mailer drops per month
- Introduced an aggressive six-part mini mailer strategy targeting engaged prospects
- Boosted visibility in the Springfield market, driving higher engagement and lead generation

October 2024 – 4th month Arrow management - Aggressive multi-piece (8) direct mail stream begins to direct mail list, CRM prospect list, CRM specialty group lists.

12 direct mail leads generated (8.6% of total leads) with a 25% conversion to tour.

Lead Source Analysis 10/01/2024 - 10/31/2024

Category ⬆	Lead Source ⬆	Community ⬆	# ⬆	% ⬆	Email Ins ⬆	Initial Tours ⬆
Direct Mail			12	9%	0	3
	Direct Mail		12	9%	0	3
		The Cambridge Senior Living	12	9%	0	3

Campaign Title | Cambridge Senior Living – Accelerated Lead Generation and Tour Conversion: Direct Mail

Key Outcomes

Increased Tour Engagement

- More prospective residents and families scheduled tours
- Allowed Arrow Senior Living to showcase Cambridge's community-focused living experience
- **Stronger Lead Generation**
- Surge in inquiries, creating quality leads for independent living and future residents
- Targeted messaging and consistent outreach ensured a steady stream of prospects

Enhanced Brand Recognition

- Maintained regular presence in mailboxes
- Cambridge Senior Living becomes top-of-mind for seniors and families considering senior living options

Major Mailer (1) : Simplify Life 10/17/2024 Senior Directed Mailer

DON'T MISS OUT ON YOUR OPPORTUNITY TO ENJOY A UNIQUE SENIOR LIFE

Discover the ease of living at The Cambridge, where the comforts of home blend seamlessly with amenities and services tailored to your liking. You focus on the things you enjoy, and let us take care of the rest.

PERKS OF SENIOR LIVING

RESTAURANT MEALS

HOUSEKEEPING SERVICES

DRIVING SERVICES

MAINTENANCE SUPPORT

A CALENDAR OF EVENTS

SENSE OF COMMUNITY

PURPOSEFUL LIVING

SUPPORT STAFF

Call to schedule a tour!
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2900 S Jefferson Ave, Springfield, MO 65807
TheCambridgeSeniorLiving.com

LOOKING TO SIMPLIFY LIFE?

All the benefits of home with senior living amenities!

Walk-in tours welcome | Av
Find us online
TheCambridgeSeniorLiving



CHOOSE YOUR APARTMENT TODAY

Major Mailer (2) : Find Your Independence 10/25/2024 Senior Directed Mailer

LET LIFE BE EASY

Senior Living may be just what you're looking for. Free yourself from the burdens of home ownership and spend time doing what you want.

PERKS OF SENIOR LIVING

RESTAURANT MEALS

HOUSEKEEPING SERVICES

DRIVING SERVICES

MAINTENANCE SUPPORT

A CALENDAR OF EVENTS

SENSE OF COMMUNITY

PURPOSEFUL LIVING


SUPPORT STAFF

SCHEDULE A LUNCH TOUR TODAY!
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The Cambridge
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TheCambridgeSeniorLiving.com

FULL SERVICE SENIOR LIVING

DISCOVER A NEW LEVEL OF INDEPENDENCE!



Campaign Title | Cambridge Senior Living – Accelerated Lead Generation and Tour Conversion: Direct Mail


Mini Mailer (1) : Lunch for Two 10/3/2024
Senior Directed Specialty List Mailer

EXPERIENCE THE CAMBRIDGE'S RESTAURANT


If you or someone you know has ever considered senior living, we invite you to join us for lunch and a tour. Discover more about our community and all that it offers!

JOIN US THIS TUESDAY!
Or ask us about other available days.

Please RSVP at
(417) 744-5656
Transportation available upon request




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TheCambridgeSeniorLiving.com




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You're Invited

You and a guest are invited to enjoy a tour & lunch on us!





Mini Mailer (2) : The Buzz 10/10/2024
Senior Directed Specialty List Mailer


THE CAMBRIDGE IS BUZZING!

Have you heard the buzz about The Cambridge Senior Living? Residents enjoy first-class service, quality amenities, and engaging events and entertainment.

PERKS OF SENIOR LIVING

- RESTAURANT MEALS
- HOUSEKEEPING SERVICES
- DRIVING SERVICES
- MAINTENANCE SUPPORT
- A CALENDAR OF EVENTS
- SENSE OF COMMUNITY
- PURPOSEFUL LIVING
- SUPPORT STAFF


CURIOUS ABOUT WHAT MAKES US BUZZ-WORTHY? CALL TODAY!
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COME SEE WHAT THE **BUZZ** IS ALL ABOUT



Mini Mailer (3) : Fall Specials 10/17/2024
Senior Directed Specialty List Mailer


NOW IS THE TIME

Consider the benefits of senior living while taking advantage of the best prices of the season.

PERKS OF SENIOR LIVING

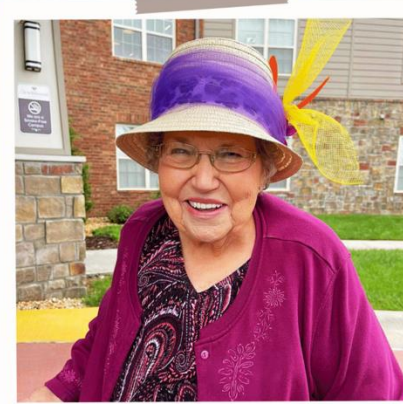
- RESTAURANT MEALS
- HOUSEKEEPING SERVICES
- DRIVING SERVICES
- MAINTENANCE SUPPORT
- A CALENDAR OF EVENTS
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CALL TO SCHEDULE A LUNCH TOUR!
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INDEPENDENT LIVING




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"Forget about housework and cooking - it's all done for you! I would advise any senior adults to not wait too late to find a place that offers comfortable living and programs to keep your mind and body active."

-Donna B.
Resident



Mini Mailer (4) : Community Feels Like 10/24/2024
Senior Directed Specialty List Mailer


SEE FOR YOURSELF, VISIT US TODAY!

If you have ever considered senior living, now is the time to plan. Stop by and see if The Cambridge is right for you.

PERKS OF SENIOR LIVING


- RESTAURANT MEALS
- HOUSEKEEPING SERVICES
- DRIVING SERVICES
- MAINTENANCE SUPPORT
- A CALENDAR OF EVENTS
- SENSE OF COMMUNITY
- PURPOSEFUL LIVING
- SUPPORT STAFF

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this is what community feels like



Mini Mailer (5) : Find Your Independence 10/25/2024
Senior Directed Mailer (CRM Lead Base)

LET LIFE BE EASY

Senior Living may be just what you're looking for. Free yourself from the burdens of home ownership and spend time doing what you want.

PERKS OF SENIOR LIVING

- RESTAURANT MEALS
- HOUSEKEEPING SERVICES
- DRIVING SERVICES
- MAINTENANCE SUPPORT
- A CALENDAR OF EVENTS
- SENSE OF COMMUNITY
- PURPOSEFUL LIVING
- SUPPORT STAFF

SCHEDULE A LUNCH TOUR TODAY!
(417) 744-5656



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FULL SERVICE SENIOR LIVING



DISCOVER A NEW LEVEL OF INDEPENDENCE!

Mini Mailer (6) : Upsize Your Lifestyle 10/31/2024
Senior Directed Specialty List Mailer


LET LIFE BE EASY

Life should be about the experiences. Too much "stuff" can weigh us down and create feelings of stress. An efficiently designed space can help you reach unlimited possibilities and experiences just beyond your door.

PERKS OF SENIOR LIVING


- RESTAURANT MEALS
- HOUSEKEEPING SERVICES
- DRIVING SERVICES
- MAINTENANCE SUPPORT
- A CALENDAR OF EVENTS
- SENSE OF COMMUNITY
- PURPOSEFUL LIVING
- SUPPORT STAFF

CALL OR TOUR TODAY!
Select apartments available!
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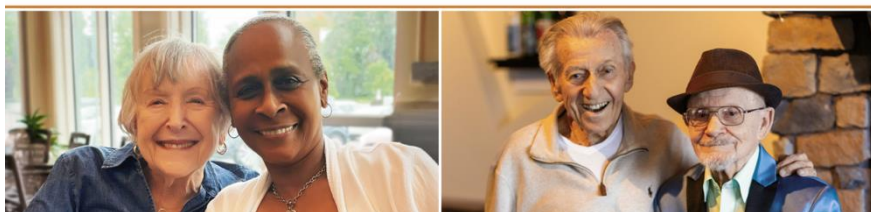


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UPSIZE YOUR LIFESTYLE



Campaign Title | Cambridge Senior Living – Accelerated Lead Generation and Tour Conversion: Direct Mail

Positive impact on other lead sources and tour conversions enhanced by direct mail stream: Drive By, Internet & Website in October 2024.

Lead Growth Between August and October 2024:

- Drive-by inquiries increased from 1 (2%) in August to 11 (8%) in October.
- Internet inquiries rose from 25 (53%) in August to 56 (40%) in October.

Internet Contribution:

- Direct traffic inquiries increased from 8 (17%) in August to 11 (8%) in October.
- Internet search inquiries grew significantly from 1 (2%) in August to 21 (15%) in October.

Organic Search:

- Organic search inquiries remained steady at 6 in August (13%) and 7 in October (5%), with consistent conversion to initial tours.

Initial Tours Engagement:

- Initial tours increased for the drive-by category, with 4 tours in October compared to none in August.

Impact of Paid Search:

- Paid search inquiries emerged in October with 15 leads (11%), a new category contribution compared to August.

Lead Source Analysis 08/01/2024 – 08/31/2024

			New Inquiries		Activities	
Category	Lead Source	Community	#	%	Email Ins	Initial Tours
Drive By			1	2%	0	0
	Drive By		1	2%	0	0
		The Cambridge Senior Living	1	2%	0	0
Internet			25	53%	0	6
	Direct Traffic		8	17%	0	4
		The Cambridge Senior Living	8	17%	0	4
	Hubspot		1	2%	0	0
		The Cambridge Senior Living	1	2%	0	0
	Internet Referral		1	2%	0	1
		The Cambridge Senior Living	1	2%	0	1
	Internet Search/Google		1	2%	0	0
		The Cambridge Senior Living	1	2%	0	0
	Organic Search		6	13%	0	1
		The Cambridge Senior Living	6	13%	0	1
	Paid Search		8	17%	0	0
		The Cambridge Senior Living	8	17%	0	0
Website			9	19%	0	0
	Community Website		2	4%	0	0
		The Cambridge Senior Living	2	4%	0	0
	Waypoint		7	15%	0	0
		The Cambridge Senior Living	7	15%	0	0

Lead Source Analysis 10/01/2024 – 10/31/2024

			New Inquiries		Activities	
Category	Lead Source	Community	#	%	Email Ins	Initial Tours
Drive By			11	8%	0	4
	Drive By		11	8%	0	4
		The Cambridge Senior Living	11	8%	0	4
Internet			56	40%	0	3
	Direct Traffic		11	8%	0	0
		The Cambridge Senior Living	11	8%	0	0
	Internet Referral		1	1%	0	0
		The Cambridge Senior Living	1	1%	0	0
	Internet Search/Google		21	15%	0	3
		The Cambridge Senior Living	21	15%	0	3
	Organic Search		7	5%	0	0
		The Cambridge Senior Living	7	5%	0	0
	Other Campaigns		1	1%	0	0
		The Cambridge Senior Living	1	1%	0	0
	Paid Search		15	11%	0	0
		The Cambridge Senior Living	15	11%	0	0
Website			6	4%	0	1
	Arrow Website		1	1%	0	0
		The Cambridge Senior Living	1	1%	0	0
	Community Website		1	1%	0	0
		The Cambridge Senior Living	1	1%	0	0
	Waypoint		4	3%	0	1
		The Cambridge Senior Living	4	3%	0	1

Campaign Title | Cambridge Senior Living – Accelerated Lead Generation and Tour Conversion: Direct Mail

Key Components of the Direct Mail Campaigns

- **Mini Mailers:** Arrow’s direct mail strategy began with mini mailers sent to both seniors and adult children. These mailers were designed to be visually engaging, easy to read, and featured a clear call-to-action (CTA). Seniors were invited to “find independence” and “upsize their lifestyle,” while adult children were encouraged to consider the safety and well-being of their parents. Both groups were invited to attend events, enjoy a complimentary lunch, and take tours of the community.
- **CTA Focus:** Mailers included a variety of calls to action, inviting recipients to call for more information, schedule a tour, join a lunch event, or visit the website for additional details. This multi-faceted approach allowed prospects to engage with the community in the way that was most comfortable for them, whether in-person, over the phone, or online.
- **Seasonal & Special Promotions:** To increase engagement and create urgency, seasonal promotions and special offers were incorporated into the campaigns. These promotions not only highlighted the community’s amenities but also positioned Cambridge Senior Living as a dynamic, active place to live with plenty of social opportunities year-round.

Please RSVP at



(417) 744-5656

Transportation available upon request

Walk-in tours welcome | Available evenings and weekends

Find us online for more information

TheCambridgeSeniorLiving.com



Why is socialization so important?

Walk-in tours welcome | Available evenings and weekends

Find us online

CALL OR TOUR TODAY!


Select apartments available!

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CALL TO SCHEDULE A LUNCH TOUR!

(417) 744-5656

41 DAYS OF HOLIDAY CHEER



Scan for a sneak peek

Call for more information, or stop by for a tour today!

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INDEPENDENT LIVING

Campaign Title | Cambridge Senior Living – Accelerated Lead Generation and Tour Conversion: Direct Mail

Key Items Addressed in Direct Mail Campaigns:

- Focus on personalized and varied messages based on target audience: senior and adult child
- Mailer frequency acceleration to drive quality lead generation and tour conversions by building excitement and urgency
- Varied, specialty, and customized groups were utilized with specific goals in mind:
 - Direct mail list - brand awareness/lead generation
 - Welcome Home CRM list - lead conversion to tour
 - Specialized CRM groups - existing lead nurture and invitations to lunch and specialty events.
- Positively impacted lead source categories:
 - Drive-by / Walk in
 - Internet / Web

Results:

- October lead generation: 8.6% of total leads
- October tour conversion: 25% of total leads generated
- October lead sources with strong growth impacted in-part to direct mail efforts: Drive-by/walk-in 7.9% and Internet/web 43.9%.
- Cambridge lead base has grown to 400+ prospects.

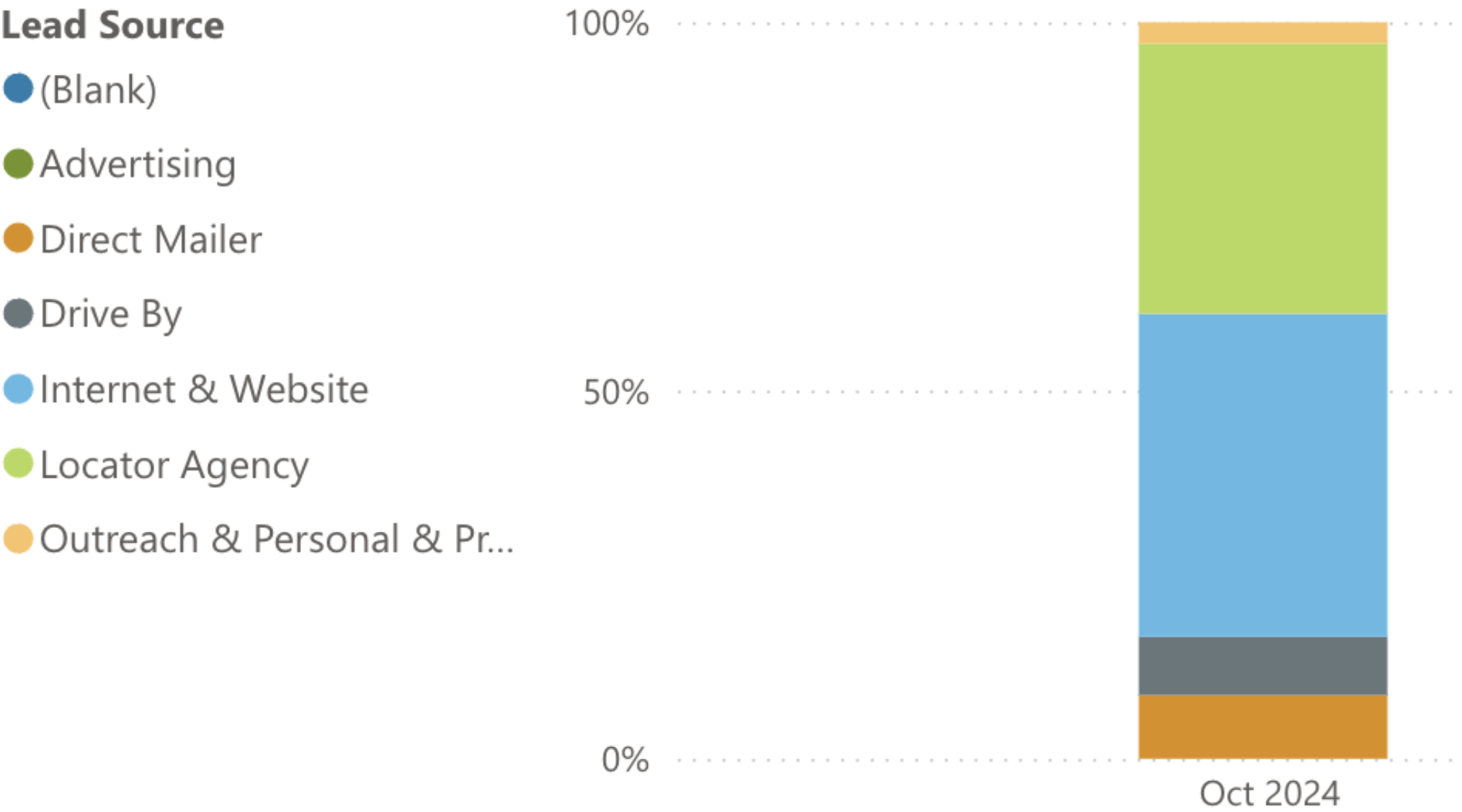
Lead Sources

Report Date Range: 10/1/2024-10/31/...

Lead Source Percents

Community	(Blank)	Advertising	Direct Mailer	Drive By	Internet & Website	Locator Agency
Cambridge			8.6%	7.9%	43.9%	36.7%

Lead Source Percents



Campaign Title | Cambridge Senior Living – Accelerated Lead Generation and Tour Conversion: Direct Mail

November/December 2024 – Continued momentum and engagement through major and mini mailer approach.

Major Mailer : Now Is The Time 11/30/2024
Proactive Senior Directed Mailer

A COMMUNITY CREATED BY
THE CHARACTERS WITHIN

Cambridge is a community where you can meet people who share your interests and hobbies while setting your own agenda. We handle the services and amenities so you can focus on the things you enjoy!

PERKS OF SENIOR LIVING

- RESTAURANT MEALS
- HOUSEKEEPING SERVICES
- DRIVING SERVICES
- MAINTENANCE SUPPORT
- A CALENDAR OF EVENTS
- SENSE OF COMMUNITY
- PURPOSEFUL LIVING
- SUPPORT STAFF

Call for more information, or stop by for a tour today!

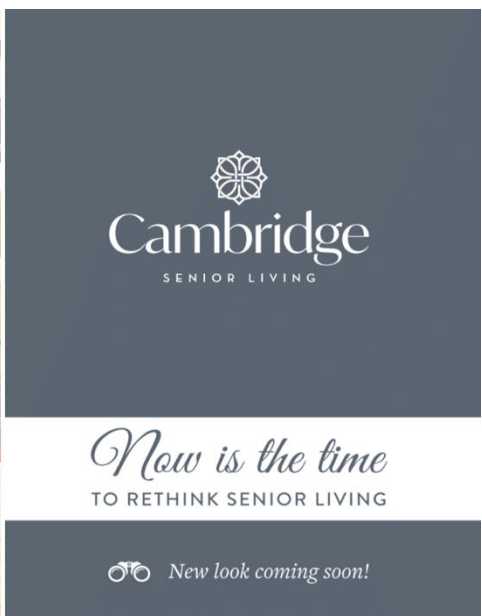

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INDEPENDENT LIVING


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Now is the time
TO RE THINK SENIOR LIVING

 New look coming soon!

Mini Mailer : Holiday Tree Lighting 11/18/2024
Senior & Adult Child CRM Directed Mailer

Join Us

You're invited to our holiday tree lighting event! Enjoy seasonal treats, hot beverages, beautiful lights, and our welcoming community as we kick off the holiday season.

Event will be held at
Cambridge Senior Living
2900 S Jefferson Avenue, Springfield, MO 65807

Event Begins **5:00 pm** | Tree Lighting **6:00 pm**



Kindly RSVP by calling
(417) 744-5656

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Mini Mailer : 41 Days of Holiday Cheer 11/27/2024
Senior & Adult Child CRM Directed Mailer

Fill your holiday season with more friends, more fun, less worry and stress, and a host of events and celebrations.

Join us for
41 DAYS OF HOLIDAY CHEER

 Scan for a sneak peek

What are you waiting for? Call Today!
(417) 744-5656

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TheCambridgeSeniorLiving.com

Surprise visits welcome!
Find us online

TheCambridgeSeniorLiving.com




Major Mailer : Winter Is Here 12/20/2024
Adult Child Directed Mailer

SAY GOODBYE TO WINTER BLUES

Senior living can eliminate the burdens and isolation the winter months can bring. Now is a great time to consider senior living for yourself or a loved one.

PERKS OF SENIOR LIVING

- RESTAURANT MEALS
- HOUSEKEEPING SERVICES
- DRIVING SERVICES
- MAINTENANCE SUPPORT
- A CALENDAR OF EVENTS
- SENSE OF COMMUNITY
- PURPOSEFUL LIVING
- SUPPORT STAFF



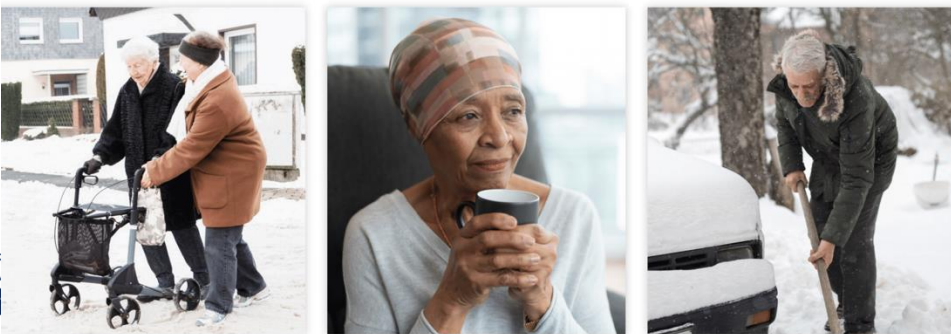
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WINTER IS HERE



IS YOUR LOVED ONE PREPARED?

QR to Landing Page and Cheer Guide:
<https://www.arrowseiorliving.com/41-days-of-cheer/>

QR to Senior Living Source Article:
<https://seniorlivingsource.com/blog/loneliness-and-the-importance-of-socialization/>

Campaign Title | Cambridge Senior Living – Accelerated Lead Generation and Tour Conversion: Direct Mail

Results and Impact:

By utilizing direct mail in a focused and strategic way, Arrow Senior Living achieved its initial goal of raising brand awareness and introducing both the Arrow Senior Living name and the newly managed Cambridge Senior Living community to the Springfield area. The campaign resulted in a significant increase in inquiries, tour bookings, and a greater presence in the local senior living market.

- **Lead Generation:** The campaign resulted in a marked increase in qualified leads, with a strong response from the target demographic.
- **Brand Recognition:** Through consistent messaging, Arrow successfully positioned itself as a trusted leader in senior living management, and Cambridge Senior Living gained newfound visibility.
- **Community Engagement:** The direct mail campaign also fostered stronger connections with the local community, many of whom had previously been unaware of the services offered by Cambridge Senior Living.
- **Inspiring Campaigns:** Based on its success, this direct mail strategy has been utilized at sister communities (The Gardens at Arkanshire) with similar lead generation results and conversions to tour, deposit, and move-in.

08/01/2024 – 08/31/2024			New Inquiries		Activities		Deposit		Move In	
Category	Lead Source	Community	#	%	Email Ins	Initial Tours	#	Conv. Rate %	#	Conv. Rate %
Direct Mail			1	2%	0	0	0	0%	0	0%

12/01/2024 – 12/31/2024			New Inquiries		Activities		Deposit		Move In	
Category	Lead Source	Community	#	%	Email Ins	Initial Tours	#	Conv. Rate %	#	Conv. Rate %
Direct Mail			4	8%	0	2	1	25%	1	25%

Looking Ahead:

The success of the direct mail campaign for Cambridge Senior Living marks just the beginning of Arrow Senior Living’s marketing efforts in the Springfield area. With future campaigns planned and a growing reputation for excellence, Arrow is poised to continue making a positive impact on the lives of seniors and their families, offering a variety of senior living options that are rooted in care, quality, and community. Through innovation in marketing strategies and an unwavering commitment to exceptional service, Arrow Senior Living continues to lead the way in enhancing the lives of seniors nationwide.