



Case Study: Exceeding Pre-Opening Move-In Goals for Avalina Senior Living

Client

Avalina Senior Living

Industry

Senior Living Communities, Assisted Living Communities, Independent Living Communities, and Memory Care Communities

Objective

Generate a minimum of 10 move-ins, with a target of 12, in the 12-month period prior to Avalina's opening. Each move-in was budgeted at a maximum acquisition cost of \$5,000, with an overall budget of \$60,000.

Challenges

Avalina Senior Living, scheduled to open in December 2024, needed to secure resident interest and occupancy without traditional lead sources like lead aggregators or field marketer referrals. Avalina partnered with We Are Paid Search to create a digital-only Growth Plan capable of achieving occupancy goals within a set budget and timeframe.

Solution

We Are Paid Search implemented a two-pronged Google Ads strategy to balance high-intent lead capture with cost-effective reach, utilizing both a Search Campaign and a Smart Campaign to generate leads and drive move-ins.

Strategy Details

1. Search Campaign

- **Targeting:** Focused on Broward County, targeting intent-driven keywords for assisted living, independent living, and memory care.
- **Objective:** Capture users actively searching for senior living options with a strong intent to convert.
- **Execution:** Ads directed to Avalina's "Download Brochure" page, where users completed a lead form to access more information. These leads were followed up

with a personalized consultation call by Avalina's sales team.
<https://avalinasrliving.com/download/>

2. Smart Campaign

- **Objective:** Extend reach and drive calls directly to Avalina's main website by leveraging Google's Partner and Display Networks.
- **Budgeting:** The Smart Campaign was allocated half the daily budget of the Search Campaign, optimizing costs and increasing lead flow through multiple channels.
- **Performance:** With a lower cost-per-click (CPC) than the Search Campaign, the Smart Campaign efficiently supplemented Avalina's lead generation.
<https://avalinasrliving.com/>

Results

The dual-campaign approach surpassed Avalina's initial goals in record time, achieving:

- **Move-Ins Generated:** 13 move-ins in just nine months, exceeding the 12-month target.
- **Budget Efficiency:** Spent \$45,000 of the \$60,000 budget, achieving an average cost-per-move-in of \$3,461.54—well below the \$5,000 per move-in goal, resulting in a 30% cost reduction.
- **Monthly Lead Growth:** Consistently increased leads month-over-month, peaking with 97 leads in May 2024.

Conclusion

We Are Paid Search's strategic approach allowed Avalina Senior Living to successfully build occupancy before opening, generating move-ins under budget at a highly efficient cost-per-acquisition. By combining targeted search intent with cost-efficient network reach, this campaign exemplifies how a carefully designed digital strategy can help senior living communities achieve ambitious pre-opening goals without traditional lead channels.