

CASE STUDY: Green Hill

CHALLENGE

This 130-year-old nonprofit senior living facility faced an onslaught of new competitors, including such giants as Marriott.

SOLUTION

Based on our qualitative market research, we positioned Green Hill as offering: **“New Styles of Senior Living with a ‘Care for Life’ Guarantee.”** We then launched an integrated marketing campaign directed at seniors and at the children of seniors promoting Green Hill’s new catered living at Barker Hall, a feeder to assisted living. The campaign spanned print, Public Relations, direct mail, the Internet, a search engine optimization program and included an educational workbook and PowerPoint presentation, **How to Choose a Senior Residence**, for seminars in surrounding towns attended by younger seniors.

RESULTS

Our Search Engine Optimization strategy led to an 800% increase in the number of visitors to Green Hill’s website. Within less than two months, Barker Hall was more than 50% sold.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



Green Hill



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