



ZERBE RETIREMENT COMMUNITY

Facebook ad campaign drives over **10,000** views to Zerbe's new and improved website, resulting in a **50%** increase in cottage sales.

OVERVIEW

Zerbe Retirement Community is a family-owned business that has been serving the senior community since 1958 with a wide range of retirement living options, from independent residential to skilled nursing care. Their tradition of family involvement is infused in everything they do, a hallmark that has set them apart from the beginning. The staff and residents form a rare, close-knit community that acts like one big, extended family.

In Lancaster County, there are a lot of retirement communities competing for business. Since competition is so robust, a retirement community needs to have strong fundamentals in place to set them apart. Zerbe's legacy of compassion and family values is a great differentiator, but their marketing also must relay this message.

Choosing a retirement community is usually a family-made decision, so Zerbe wanted to speak to the next generation. In order to reach their audience and stand out in the industry, Zerbe needed an updated website that reflected a modern look and feel, as well as a strong social media presence on Facebook. They reached out to EZMarketing to help with affordable and effective solutions for their website updates and social media campaigns.



SOLUTION

Zerbe understood that building a strong online presence meant updating their website first. The Zerbe team shared their vision for their caring, close-knit community, and we were able to creatively convey this message throughout the site. Their improved design has all the elements of a great website: it looks professional, it's responsively designed, it is impactful for their target audience, and it reflects their unique voice and values.

Once the website was updated, the next task was driving links and traffic to it by increasing Zerbe's social media presence on Facebook. We developed audience profiles and planned Facebook marketing and ad campaigns. In 2018, we ran 10 different types of Facebook ads promoting various events and services including: cottage sales, personal care, skilled nursing, their 60th anniversary celebration, and general exposure ads. These campaigns generated great results that drove valuable traffic back to the Zerbe website.



RESULTS

Within six months of Zerbe's Facebook ad campaign launch, they saw a huge increase in website traffic from Facebook. As of December 2018, 42% of Zerbe's website traffic is generated from Facebook. Even better, because their ads were highly relevant, these results came at a very low cost per click. Throughout the year, Zerbe earned over 10,000 landing page views at a CPC of only \$0.25 (the average for Facebook is about \$1.74).

Due to the success and high conversion rates from their Facebook ads, we helped Zerbe to increase their cottage sales by 50% in 2018 versus the previous year. They're looking forward to a strong 2019, including implementing more marketing techniques like a quarterly newsletter.