



KINDRED HEALTHCARE

Revitalizes Lead Generation Through Event Marketing

CHALLENGE

- Sluggish referral source process for in-person clinical liaison alone
- Difficulty generating highly-qualified leads
- Struggling to improve overall visitor counts and fill-rates
- Lack of meaningful content across multi-media channels

SOLUTION

Host grand opening events at each new location to educate physicians, case managers and other referral sources, as well as end-users and their caregivers about the value of post-acute care

APPROACH

- Determine event objectives and measurable goals
- Plan and execute consecutive, day-long events individually targeting professionals and consumers
- Request and collect intelligence about lead sources
- Attract visitors and convert them to highly-qualified leads
- Create lead nurturing content that positions the brand as a thought leader within the industry to establish trust and credibility
- Develop a conversion strategy to close new customers

OUTCOMES

+190

YOY NEW REFERRAL SOURCES

+420%

YOY ORGANIC SEARCH TRAFFIC

4.2x

YOY VISITOR TOURS

3x

YOY QUALIFIED LEADS CAPTURED

+2.5%

AVG. CLOSE RATIO PER EVENT

30:1

AVG. ROI PER EVENT