



CLIENT CASE STUDY: HINES ASSISTED LIVING

THE POWER OF SOCIAL EYES MARKETING

It's no secret that businesses can experience periods of decline. The important part of this process is how a business plans to dig themselves out of this slump. For many business owners, the most difficult part is figuring out where to start and who to ask for help.

This happened to the senior care company, Hines Assisted Living. They were experiencing downward sloping success and needed to gameplan how to turn this around. That is when they found Social Eyes Marketing.

HINES BEFORE SOCIAL EYES MARKETING

"A few years ago, we were in a quandary. We had two assisted living businesses that were doing okay, but should have been doing better and we wanted to sell them. To get top dollar, we had to get our sales up. We were doing everything we were supposed to. We had a web page and we even tried out print ads, brochures, etc., but nothing improved sales.

HINES CHOSE SOCIAL EYES MARKETING

We needed a guide, a web-guru, a sherpa to take us to the top of the mountain. That is when we hired Social Eyes.

HOW SOCIAL EYES MARKETING HELPED HINES

Social Eyes put together a campaign for the first facility, Apple Valley Assisted Living, which was older and had newer competition. They did a total review of what we were doing and did a revamp from the ground up, starting with brochures and then redoing our website and setting up an online marketing campaign. In only a year, Social Eyes completely turned our success around.

We utilized Social Eyes to increase census for our other two facilities in a neighboring community, Streamside and Foxtail Assisted Living. Again, Social Eyes reviewed, revamped, and relaunched our marketing with the same improved results. Within a year we were able to sell these facilities for the desired price."

REAL CLIENT RESULTS

“*The results were astounding. Within weeks of Social Eyes’ campaign for our Apple Valley facility, we noticed the difference in increased traffic and sales. Within a year we were able to sell the businesses for what we wanted.*

We have continued to use Social Eyes Marketing for our new facilities, which are thriving despite the pandemic and political atmosphere. We reached 100% occupancy within months of using Social Eyes.” – Hines Assisted Living



Streamside



SOCIAL EYES MARKETING IS HERE FOR YOU!

If your business has been experiencing a decrease in traffic and sales, Social Eyes Marketing is here to turn that around! Our talented team can help get your business back on track to meet your sales goals and beat out competition!

GET YOUR FREE HALF-HOUR CONSULTATION

CALL TODAY
208.955.6679