



## **CASE STUDY**

Integrated Marketing Campaign  
for Independent Living





Pre-Opening  
Campaign Yields  
40 Deposits and  
380 Hot Leads

#### Site Location:

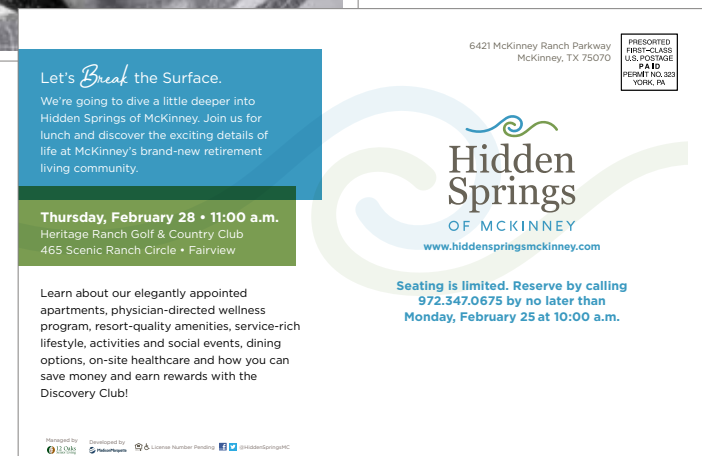
6421 McKinney Ranch Parkway  
McKinney, TX 75070

#### Project Characteristics:

Located in McKinney, Texas, Hidden Springs is a brand-new, all-inclusive luxury retirement community. In addition to Independent Living apartments, Hidden Springs also offers in-house healthcare, Assisted Living and Memory Care.

#### Challenge:

Hidden Springs is the first rental retirement community with a care continuum and amenities to come to market. SageAge was chosen to establish the brand, develop pre-fill marketing plans and lead generation tactics and develop the website.





## Solutions:

Developed a multipronged integrated marketing approach:

**Sales Trailer & Collateral Development:** SageAge provided signage and collaterals for the on-site sales trailer, including 3D floor plans, as renderings were not available.

**Print Advertising Campaign:** Developed print ads to introduce community to the market. Also ran ads in *Dallas Morning News* to attract buyers from areas beyond the McKinney market.

**Direct Mail:** Developed direct mail campaign to promote special events introducing community to the prospects. Communicated the luxury of the community through events held at country clubs and high-end restaurants.

**Depositor Rewards Program:** SageAge developed the Discovery Club, a rewards program for early depositors.

**Website:** SageAge developed the website to capture leads and promote sales.

**Digital Tactics:** SageAge developed a robust PPC campaign, social media presence on Facebook, Twitter, YouTube, Instagram; geofencing campaign and email campaign.

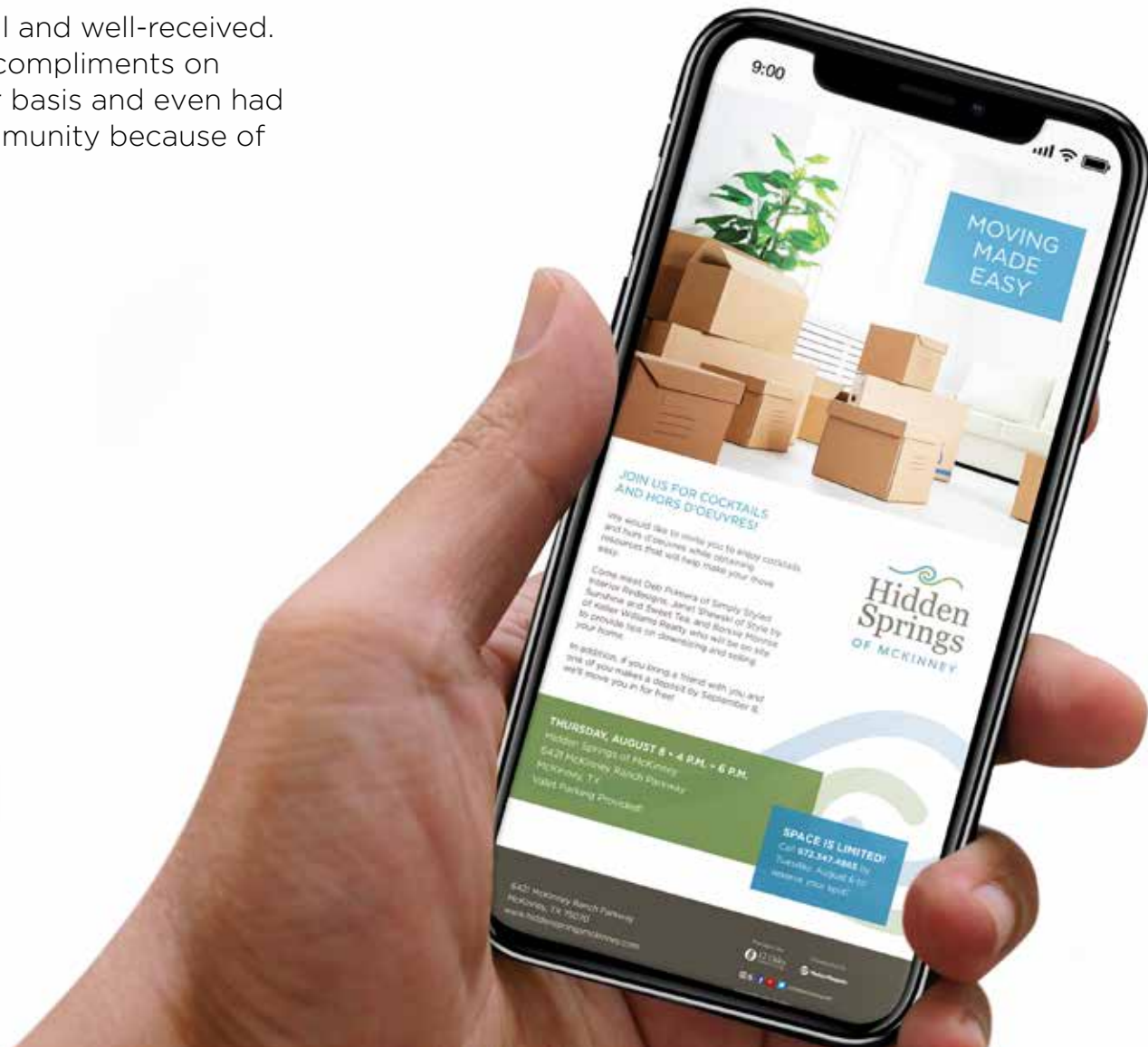
**Buyer Retention:** Because of delays with construction, SageAge developed buyer retention programs to keep depositors engaged and informed. Events have brought depositors together, establishing bonds between future neighbors.



## Outcomes:

Hidden Springs received over 40 depositors and a list of over 380 hot leads during this campaign.

All tactics were successful and well-received. Hidden Springs receives compliments on their website on a regular basis and even had a buyer choose their community because of the website.





**Contact SageAge Today!**

**Phone: 816.349.0464**

**Email: [Info@SageAgeStrategies.com](mailto:Info@SageAgeStrategies.com)**

**[SageAgeStrategies.com](http://SageAgeStrategies.com)**