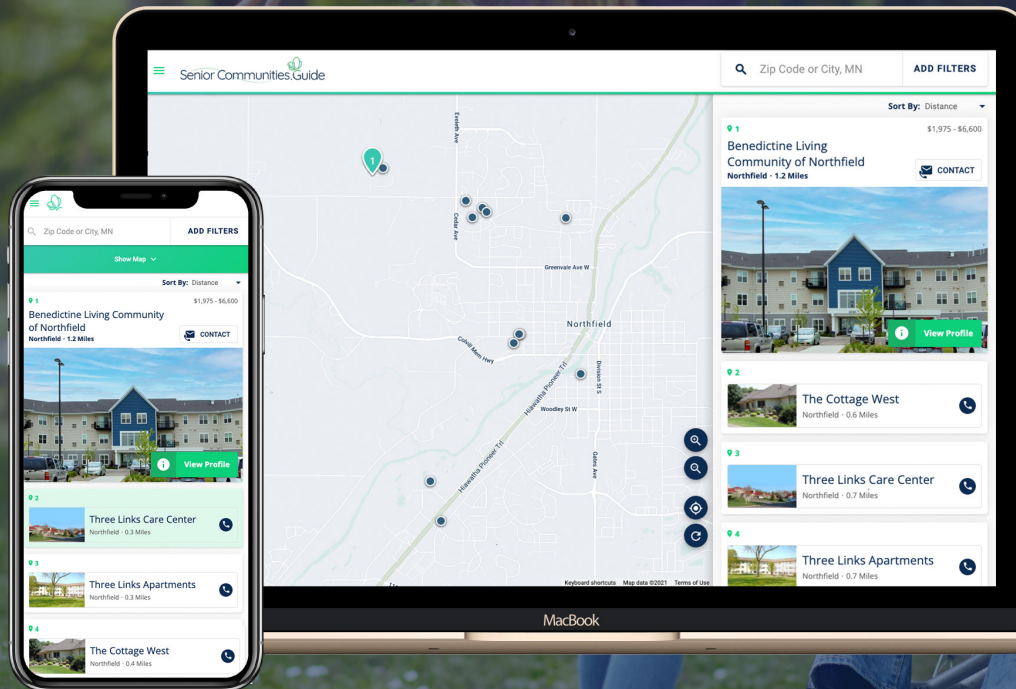


Senior Communities.Guide

Success Story



2021 Success Story - Benedictine Living Community Northfield

Benedictine Living Community of Northfield was built in late 2019 and had 48 independent living, 24 assisted living and 25 memory care rooms originally. The Northfield location is just one of many senior communities in the Benedictine franchise.

The marketing team came to Senior Communities Guide for help with getting new residents and overall awareness of their community. See how we increased their residents from 20 to 100 in less than 6 months reaching their goal.



Our Process

We started by upgrading the profile page on our website application to show a video (created by SCG), photos, website links, floor plans, 3D tours, contact information, and anything else important for potential residents and their families to help make their decision.

This helps people see themselves living in the community. We make it easy to contact the community representative with just a click via email or phone.

Benedictine Living Community of Northfield
2030 North Avenue, Northfield, MN 55057

Contact Community

Benedictine Living Community of Northfield
2030 North Avenue
Northfield, MN 55057

Kernal Buhler
Sales and Outreach Specialist

[Email](#) [Phone](#)

Price

\$1,975 - \$6,600 +

Payments Accepted: Private Pay

Our Community

Northfield's newest Senior Community. Opened in 2019 with 98 apartments for Independent Living (49), Assisted Living (24) and Memory Care (25). 13 floor plans: 1 Bedroom, 1 Bedroom plus Den and 2 Bedroom units. In room washer/dryers. On-site restaurant-style dining. Fitness room, hair salon, library, chapel. Shuttle service. Monthly lease with 30-day notice.

Community Links

Website
www.benedictineliving.org/northfield-mn/

Community Amenities

- Activity Room/Card Room
- Beauty Salon/Barber Shop
- Cafe/Deli
- Chapel
- Event & Activity Programming
- Fitness Center
- Guest Suite
- Library
- Outdoor Patio
- Pendant/Call System
- Public Dining Room
- Restaurant Dining
- Secure Building
- Transportation
- Underground Parking

Housing and Care

- Assisted Living
- Enhanced Care
- Home Care
- Independent Living
- Memory Care
- Residential Care Homes
- Respite Care & Short Term Stay

Suite Amenities

- Housekeeping
- In-Unit Washer/Dryer
- Meal Plan
- Roll-in Showers
- Utilities Included
- Wi-Fi Access

Benedictine Living Community of Northfield
Division - Independent Living, One Bedroom, 960 Sq Ft

Price

\$2,940 + per month

Floorplan Map

Division
960 Square Feet
\$2,940

3D Tours

Division Unit 337

Contact Community

Benedictine Living Community of Northfield
2030 North Avenue
Northfield MN

Visit Website

Kernal Buhler
Sales and Outreach Specialist

[Email](#) [Phone](#)

FLOOR PLANS

BEDROOM
13'-9" x 13'-7"

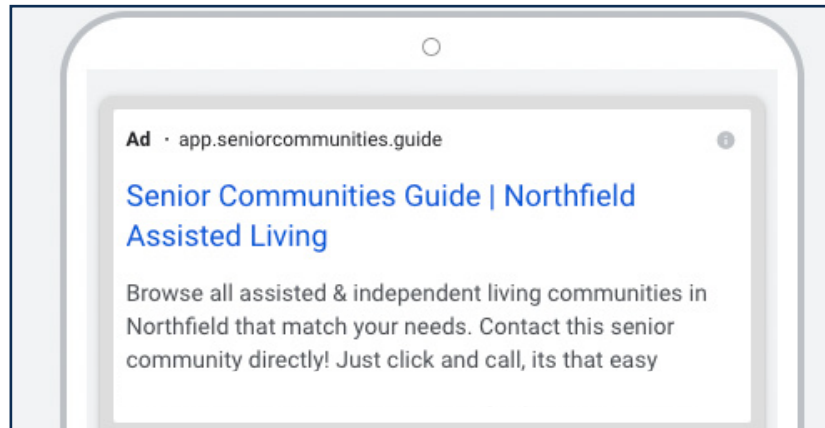
LIVING
16'-1" x 10'-0"

BALCONY OR DECK

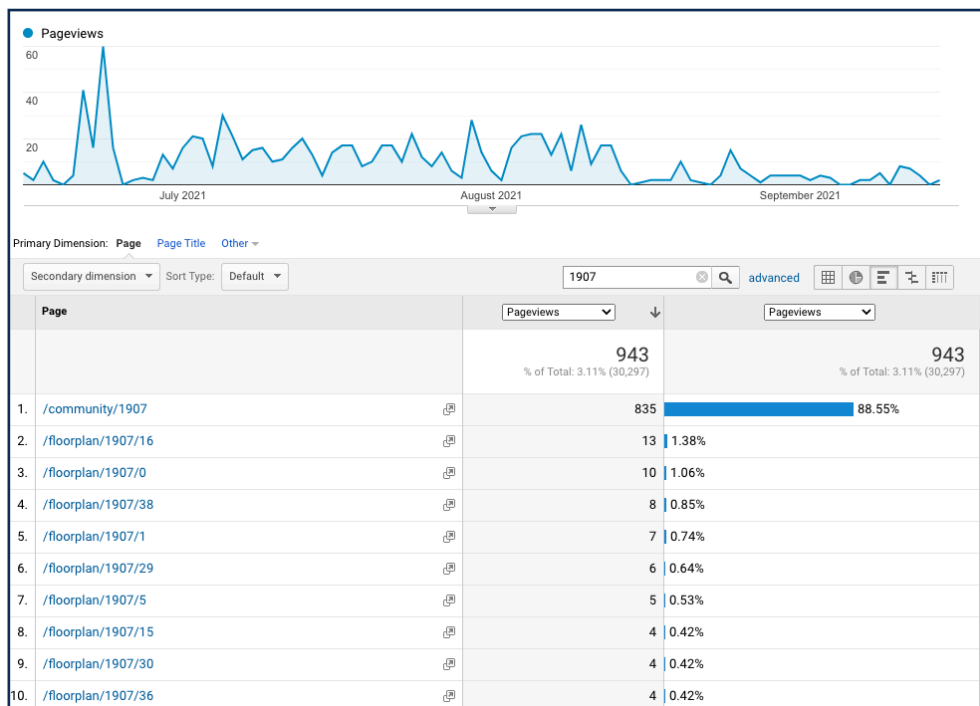


Our Process cont.

Next, we created Google Ads for their community profile page linking to our website. We set a daily budget and ran the ad continuously. When people search on Google for the specific community, they will be brought to the profile page on our website and see all information with direct contact links.



With Google Analytics, we saw a 200% page view increase after creating the ads and upgrading the profile page. More people were visiting the page and spending more time viewing the profile. With a paid partner profile, we take care of Google Ads to help increase your community awareness and potential leads.



Marketing Success

Benedictine of Northfield were grateful for their success and celebrated with a pizza party with all the staff and residents for reaching 100 residents. They are continuing to grow their community and we love to see marketing pay off!



Just a reminder, this doesn't replace your own marketing efforts. Senior Communities Guide strategically uses technology to find more resident referrals for you.

We are your partner.

Looking to partner with us? Contact us today to get started!

