



Competitive strategy and website redesign results in 42% increase in move-ins.

Challenge

MBK Senior Living needed an interactive digital marketing strategy that would improve lead generation and effectively compete with larger senior living communities.

Solution

G5 collaborated with MBK to develop a new cloud-based website and full suite of digital marketing solutions - websites, SEO, digital advertising, call tracking, reputation management, and reporting and analytics - to increase referrals and strengthen MBK's online presence.

Impact

With its redesigned websites and competitive digital marketing platform, MBK has shown year-after-year improvement on SERP. This continued success allows MBK to consistently and effectively reach its audience, drive engagement, and increase lead conversions.

Learn more at GetG5.com

25%

Year-Over-Year
Online Referral
Growth

50%

Increase in Internet-
Based Leads

315%

Increase in Online
Form Conversions
with only a 52%
increase in spend

MBK Senior Living, a subsidiary of Japanese business Mitsui & Co., manages 24 communities with more than 2,200 units of independent living, assisted living, and memory care.

“G5 went above and beyond to make the latest approaches and technologies available to us to help drive online referrals to our properties.”

- Robin Craig, Corporate Director of Marketing, MBK Senior Living

ABOUT G5

As the leader in real estate marketing optimization, G5 is a predictive marketing SaaS company that uses AI and other emerging technologies to help marketers amplify their impact. Through its Intelligent Marketing Cloud, G5 delivers unrivaled performance and scalability through predictive analytics, hyper-personalized customer experiences, and continuous spend optimization.