

The Commons in Lincoln

Campaign: Expansion Project



Overview

The Commons in Lincoln, Massachusetts, is a premier luxury senior living community renowned for its high demand and consistent full occupancy. In anticipation of a 28-unit expansion project—set to break ground in early 2025 and complete by 2026—The Commons sought to grow its waitlist. This project will introduce new independent living residences, including two-bedroom apartments, one-bedroom apartments and cottages, alongside additional parking spaces and upgraded amenities.

Objective

In preparation for the upcoming expansion, The Commons aimed to:

- Expand the waitlist with high-quality leads.
- Attract prospects ready to move within two to five years.
- Align marketing with expansion goals and reinforce brand recognition.

Strategic Approach

To attract high-value prospects, we:

- Optimized keywords to boost search visibility.
- Showcased The Commons' exceptional care, vibrant activities and personalized living experiences.
- Reinforced the community's reputation and leveraged its diverse culture, continued learning opportunities and community involvement.

Tactics

Our approach included:

- **Tailored Media:** Sponsorships with WGBH public radio and print ads in *Harvard Alumni Magazine*.
- **Direct Engagement:** On-campus tours and lunches, leading to invitations for the “Friendship and Foundations” virtual event series.
- **Virtual Event Series:** Interactive online events, such as “The Decision to Downsize,” “Imagine Your Space,” “Life Through Their Lens” and “Cocktails with The Commons.”

We also tracked engagement through email marketing to nurture leads and maintain interest.



Results

Resident Growth: Achieved new resident occupancy goals.

Waitlist Expansion: Doubled the size of the waitlist.

Database Growth: Reduced lost leads from 19% to 9%, achieving a 17% increase in database size.

Summary

Our targeted strategy effectively boosted The Commons' waitlist and database growth. With the expansion project underway, we will continue to work closely with The Commons to nurture the expanded waitlist and grow it to meet impending vacancies.

We will continue to engage prospects with regular updates on the expansion, personalized content and targeted campaigns, ensuring sustained interest and streamlined connections through automated touchpoints and community events.



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