



SENIOR LIVING MARKETING

Strategies for Each Purchase Journey



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Introduction

Every senior living search is unique. From the individuals involved in the search process, the range of care levels, to the reason a senior is making a move. Senior living marketers have to consider a variety of factors when marketing to this audience.

As a marketing and technology provider for senior living communities, Conversion Logix works with hundreds of clients to provide senior living advertising and lead generation software. Our team of digital marketing experts has spent over a decade honing in on the channels, audiences, and marketing creative that deliver leads, tours, and move-ins for senior communities. We've leveraged these insights to provide a framework for segmenting, targeting, and positioning prospects in the senior living market.

For the purpose of this guide, we've broken out the market into three segments:

Short Move-In Timeline



Flexible Move-In Timeline



Long Move-In Timeline



While the seniors and family members in these segments share similar characteristics, they have distinct buying behaviors. Learn how to increase leads, tours, and move-ins by tailoring your marketing strategy to convert each buyer persona.



SHORT MOVE-IN TIMELINE



Characteristics of Short Move-In Timeline Buyers



Catalyst for Change

Families have a pressing need to find care for a senior. A potential catalyst could be an injury like a broken hip or a memory loss incident that leads the family to believe they can no longer provide care.

Key Decision Maker

The adult child is usually the decision-maker in this scenario. The senior can be an influencer when immediate care is needed, however, they aren't able to make a care decision on their own.

Levels of Care

This buyer is most often searching for rehabilitation facilities, assisted living care, or memory care.

What is Important to This Buyer

- **Clarity of services.** These buyers have an immediate need for a specific care level and want to know if your community offers it.
- **Speed to respond.** Their short move-in timeline means your team's ability to respond in a timely manner is critical to bringing this lead into your pipeline before they move on to a competitor.
- **Availability.** This buyer has an immediate need for care, thus availability is a key factor in their decision. They will likely inquire about availability early on and be less likely to wait for a spot to open up at a community. They may also be willing to make more compromises in other areas (such as floor plans or amenities) in the interest of moving a senior while there is still availability at a community.

Short Move-In Timeline Marketing Approach



Targeting

- Ensure adult children are in the target audience. The best route to reach this audience will vary based on generation. For example, Generation X tends to use Facebook heavily. Generation Y is much more fluent with Instagram.
- Target prospects with known search histories for senior care (high-intent prospects) through Google, Display, YouTube, and Facebook advertising.
- Target your local market as this audience may be seeking nearby care options over out-of-state options.

Lead Generation Strategy

- Add a self-scheduling option to your website to make it convenient for adult children to schedule tours. Offer flexible touring options like virtual tours in case their scenario makes traveling with a senior challenging.
- Use income qualification tools to make it quick and easy for prospects to prequalify themselves. This has the added benefit of pre-qualifying these leads for your onsite team.

Speed to Lead

Leverage Live Chat to provide 24/7 responses to prospect questions to ensure you don't miss out on opportunities when leads are on tight timelines. Remember, adult children are working and may need to connect with you outside of normal business hours.



FLEXIBLE MOVE-IN TIMELINE



Characteristics of Flexible Move-In Timeline Buyers



Catalyst for Change

- Loved ones seeing signs that they should start considering senior care or deciding that a current care situation is no longer working out.
- These buyers want to improve the current situation for their loved one, either to provide more skilled care, a better social life, more attention, or all of the above.

Key Decision Maker

- This is often the family member of a senior helping them find a care option to improve the senior's lifestyle and access to dedicated and trained caregivers.
- Since these buyers are flexible about their move-in date, they either have care in place or the senior is capable of being a part of the decision-making process and all the decision-makers want to take their time to find the right fit.

Levels of Care

This audience is typically looking for assisted living care or memory care but they are earlier in the journey.

What is Important to This Buyer

- **Finding the right fit.** These prospects will spend more time researching the right fit for their family member and move more slowly through the customer journey.
- **Care level and socialization.** The staff care level will be important to the adult child, while the social environment and the activities will matter to the senior.
- **Community features.** This buyer may care more about the floorplan options, amenities available, and the unique advantages of the community since they will spend more time in the consideration phase and compare their options.

Flexible Move-In Timeline Marketing Approach



Build Awareness & Trust

- Leverage digital advertising to reach prospects searching for care and promote the amenities, activities, and services that make your community stand out from the rest.
- Provide content on your website that educates prospects earlier in the buying journey. For example, if you are providing memory care services, develop blog or product page content around how families can support their loved ones in this scenario and share the importance and value of professional memory care services. Include stories of how your community has helped seniors live fulfilling lives in this scenario and tips for families trying to determine the most appropriate level of care.

Lead Generation Strategy

- Engage these prospects with events, limited-time offers, and entice them to tour. Gate these actions on your website to collect lead information so your community can identify leads earlier in the search process.
- When creating events or unique tours, think about the audience. Create experiences that will appeal to both the senior and their family. Consider gifting the family a meal from your chef or a bottle of wine to go along with their tour. [Read this case study](#) to learn how a community promoted “Taco Tuesday” and “Wine Down Wednesday” tours on their website to attract leads.
- Plan educational events geared towards helping seniors and their families navigate senior care. For example, host a workshop about family financial planning for senior care or about helping a senior prevent memory loss through diet and activity.

Flexible Move-In Timeline Marketing Approach



Lead Generation Strategy

- Promote social events at the community that are open to prospective residents. Invite prospective residents to attend a musical performance or a dinner event. This lead generation strategy has the added benefit of establishing a social connection between a future resident and the community, increasing the likelihood of the lead choosing to move in.

Lead Nurturing Strategy

- Launch display and social retargeting ad campaigns to remind prospects to come back to your community a few months after their first website visit.
- Store lead engagements with your website and digital marketing campaigns. Capture the pages a prospect visits, live chat conversions they have, text communication with the community, and emails opened. Give sales access to digital marketing engagement history so they can have better conversations with prospects.
- Have the sales team deliver personalized outreach and regular follow-up emails.



LONG MOVE-IN TIMELINE



Characteristics of Long Move-In Timeline Buyers



Catalyst for Change

- The most common factor influencing seniors looking for their own care is loneliness. Seniors that choose to live in an active adult or independent living community are often searching for a community that connects them with like-minded peers.
- Budgeting for the future can also trigger this buyer to consider care. As seniors plan their retirement they realize how important planning for senior living is to their long-term financial future.

Key Decision Maker

- Seniors in the market for independent living or long-term care that advances as they age.
- Their families may be included in the process but the senior is in the driver's seat.

Levels of Care

Seniors looking for their own care are typically searching for senior housing, independent living, or continuous care communities.

What is Important to This Buyer

- **Social connections.** They are looking for a sense of community and new experiences to improve their current and future lifestyle.
- **Planning for the future.** This buyer is often moving out of choice or in preparation for financial or medical changes as they age.
- **Active lifestyle.** Seniors looking for their own care value social engagements, independence, activities, the ability to pursue their interests, and convenience.

Long Move-In Timeline Marketing Approach



Building Brand Awareness

- Focus on brand building and nurturing to sell a senior community to this buyer. They will use online channels to research options and look for testimonials and compelling amenities.
- In addition to your local and regional market, consider a wider national audience to reach prospects who may be willing to move to your community. For example, snowbirds planning retirement in Florida and Arizona.
- Launch brand awareness campaigns through video ads across YouTube, Facebook, and ConnectedTV to sell an aspirational lifestyle.
- Use messaging that will resonate with seniors planning for their future. Promote life experiences and the community's social life in campaigns
- Showcase actively engaged residents through social media posts featuring the community's amenities (views, pool, activities, dining).

Long Move-In Timeline Marketing Approach



Lead Generation Strategy

- Gate registration on your website to in-person or virtual events catered to seniors. For example, financial retirement planning, wine tasting, or paint night. Introduce seniors to others in the community to promote social living.
- Have seniors volunteer at your community. This empowers the senior, encourages them to build relationships, and gives a sense of belonging and fulfillment.
- Promote an email newsletter that either educates or entertains seniors. This keeps your community top of mind during the research process.

Lead Nurturing Strategy

- Send monthly emails to seniors promoting upcoming events, a profile of a senior in the community, or highlight new developments in the community.
- Create display and social ad retargeting campaigns with long lookback windows to market to website visitors long after their initial visit.



THREE-STEP APPROACH TO DIGITAL MARKETING

Three-Step Approach to Digital Marketing

When developing a marketing plan to reach each of the three buyer personas in this guide, consider how you will deliver comprehensive campaigns to reach your target market at each stage of their journey.

Most marketers use a funnel framework to design campaigns. While the funnel framework is an effective device for understanding a prospect's path to move-in, it misses a critical part of the marketing process: using data and insights to improve campaigns.

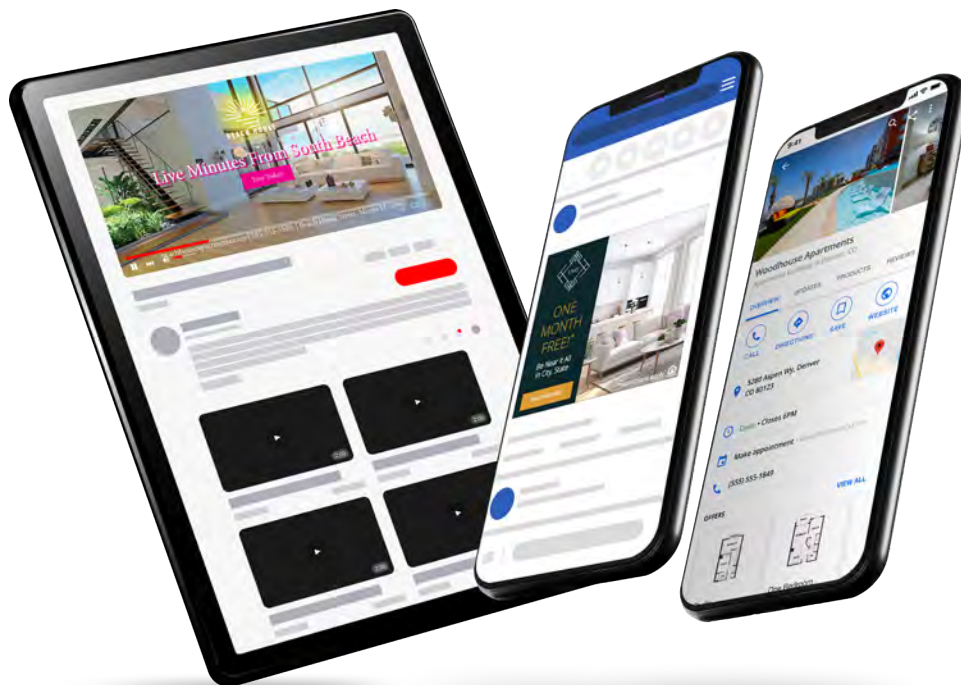
At Conversion Logix, we use a flywheel framework we call the **Capture, Connect, and Convert** approach. We design campaigns with data collection and personalization in mind from the very beginning to set your team up for scalable marketing results. Learn how to apply this framework to your campaigns using the strategies outlined below.



Capture

Goal: Grab attention, communicate a message, build awareness, and increase website traffic.

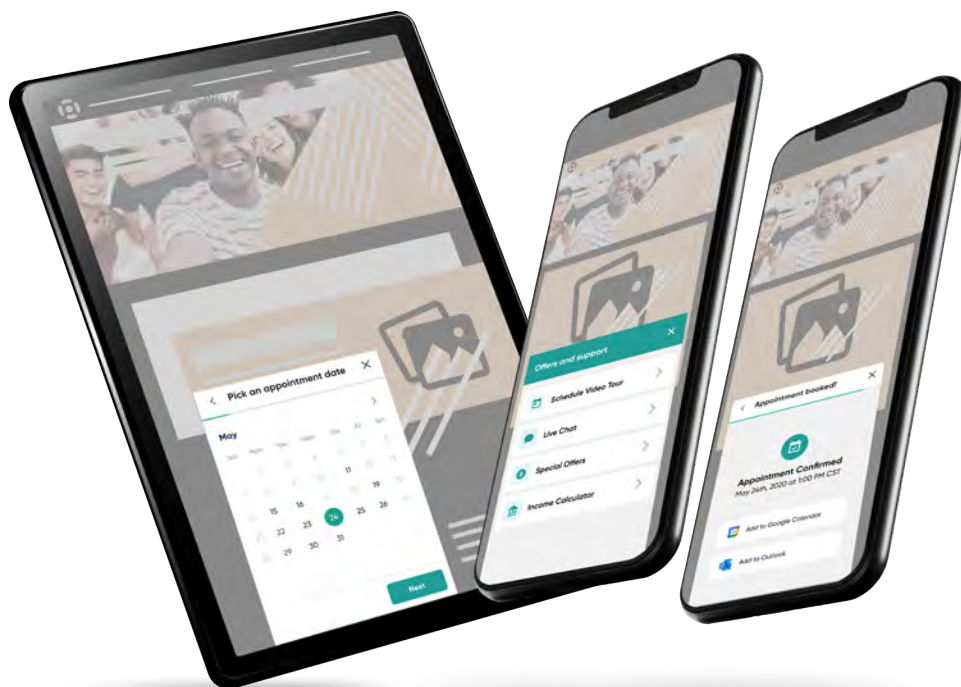
- To capture attention in a saturated media environment, use highly targeted advertising across your target market's most frequently used media channels.
- For senior living, the most effective media channels are: Google, Facebook, YouTube, and Display Advertising. These channels enable communities to target seniors and their families that have shown an interest in senior living services.
- Hone ad copy to highlight your community's unique selling points and care levels.
- Leverage video edited for ad formats to compel prospects to visit your website to learn more about your community.



Connect

Goal: Transform anonymous website visitors into leads and form deeper relationships with prospects.

- Engage website visitors with responsive customer service and compelling calls to action.
- Enable self-scheduling and virtual touring options. Gate any self-serve virtual tours to collect contact information.
- Promote limited-time offers and events as lead magnets.
- Add Live Chat to your website to address prospect questions and provide instant responses outside of your onsite team's typical business hours.



Convert

Goal: Convert leads into move-ins, analyze the marketing activities driving conversions, and improve future campaigns with data-driven insights.

- Nurture website visitors with social and display retargeting ads.
- Re-engage leads with email newsletters and targeted email blasts promoting curated offers and events.
- Invest in sophisticated and actionable reporting that gives insights into a prospect's journey and enables you to determine the most effective lead generation and advertising strategies.
- Analyze marketing reports on a monthly basis to optimize campaigns and repeat the marketing process with better results.





CONVERSION LOGIX®

Digital Marketing Solutions Made Simple

Conversion Logix®, LLC provides a comprehensive suite of marketing software and services that enable communities to capture, connect, and convert prospects throughout their leasing journey. We advise, plan, and execute digital marketing strategies to help you maximize your ROI. Our suite of software and services allow you to easily integrate with CRM applications and scale lead generation across multiple properties. Conversion Logix has been ranked on the Inc. 5000 and Austin Business Journal's Fast 50 Growing Companies and is a Premier Google Partner and Facebook Business Partner.

To learn more visit: srl.conversionlogix.com

