



CONVERSION
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Money Matters

Budget Strategies to
Maximize Your Digital
Marketing



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Conversion Logix is a full service marketing technology company.

Our Mission:

To enable today's marketers, managers, and business owners to profitably generate leads, tours, and move-ins.

Table of Contents

Evaluating Your Current Marketing Budget



Marketing Channels to Invest In



Tailoring Your Marketing Mix to Occupancy



Maximizing Campaign Performance Within Your Budget



Optimizing Tour-to-Lease Conversion Rates



Evaluating Your Current Marketing Budget



What is your budget planning process?

Ask Yourself These Questions

1. What will **occupancy rates** look like in the coming year?
2. What kind of **market** conditions will we be facing?
3. How does our property **compare to others** in the market?
4. What do our **traffic levels** look like?
5. What are our **conversion rates**?



A man with a beard and dark hair, wearing a dark shirt, is pointing at a computer monitor with a pen. The monitor displays a line graph with a blue line. In the foreground, another person's arm and hand are visible, also pointing at the screen. The background is slightly blurred, showing other people in an office setting.

Analyze Traffic Sources

Use marketing partner reports, CRM Data, or Google Analytics to determine the channels that contribute to leasing.

1. Look at website **visitor volume by channel**
2. Measure **post-view** traffic
3. Assess **website engagement** by channel
4. Study lead and tour **conversion rates** by source



Marketing Channels to Invest In



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What channels should senior living marketers invest in?

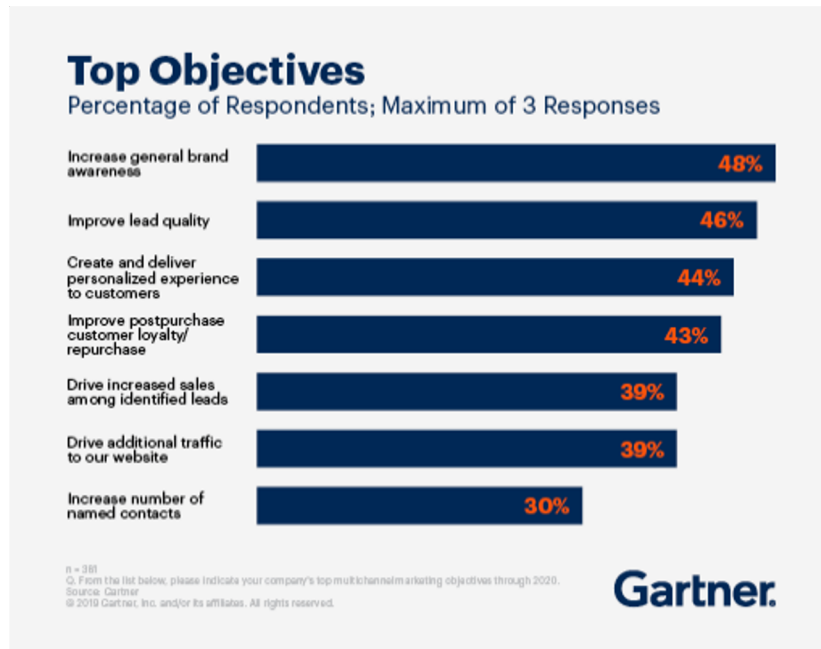
Top Priorities of Multichannel Marketing Initiatives

Integrated campaigns reaching consumers across **four or more digital channels outperform single or dual-channel campaigns by 300%** (Gartner).

Gartner survey reveals marketer's top multichannel marketing objectives.

Top three focuses:

1. Brand Awareness
2. Lead Quality
3. Personalized Experiences



Time Spent on Digital Video

33% of all online activity is spent consuming video content.

US adults spent 2:13 per day with digital video in 2020 (up from 1:46 in 2019) , an **increase of 27 mins/day** and a 25% increase YoY.



Source: eMarketer

Video App Trends

Among video streaming apps, **YouTube had the highest average monthly hours spent per user.**

TikTok has **over two billion app downloads** and was the #1 most downloaded app from 2019-2021.

Adults searching for their parents' care are starting to watch TikTok. **14% of 50-64 year olds** watch video on the platform.

Sources:
eMarketer
Hootsuite



Tailoring Your Marketing Mix to Occupancy



Pull Marketing Strategies

HIGH-INTENT



- Responding to demand
- Capturing traffic from prospects actively seeking out a community
- Search Marketing, Virtual Tours, Live Chat, Email Marketing, Retargeting

VS.

Push Marketing Strategies

- Creating demand
- Reaching prospects earlier in the search process or before a community is built
- Building awareness of your community
- Display Banners, Facebook, Instagram, YouTube, Connected TV



BRAND AWARENESS



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How does your budget planning differ between lease ups and stabilized properties?

Occupancy Level: Lease-Up



Invest in Display, Facebook, and YouTube advertising to build awareness



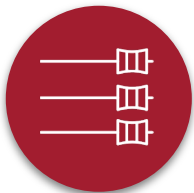
Rely on virtual leasing tools to connect with prospects and build an email list



Remarket to leads through each stage of the lease-up using email campaigns



Occupancy Level: Downward Trending



Deploy a mix of awareness and conversion strategies to drive and capture demand



Invest in service-focused paid search campaigns to quickly fill vacancies



Promote care specific messaging across Display, Social, and Search ads



Occupancy Level: Stabilized



Re-engage previous website visitors with Display and Social Retargeting ads



Invest in lead capture software to identify traffic and build your lead list



Send email campaigns to high-intent leads promoting events, offers, and tours



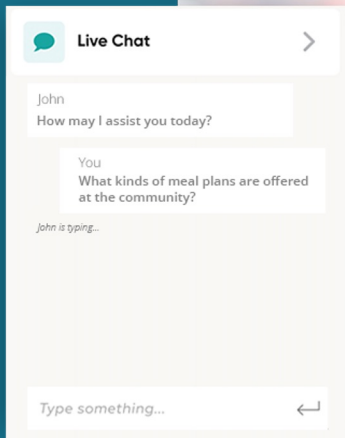


Maximizing Campaign Performance Within Your Budget



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How can marketers make their budgets go further?



8

Second
Response
Time



Answer Prospects & Generate Leads With Live Chat

47% of prospects visit your website outside the hours of 9am to 6pm.

Over 70% of conversations become leads and 20% schedule appointments.

Optimize Your Website For Conversions

LEAD GENERATION TECHNOLOGY MAXIMIZES BUDGETS

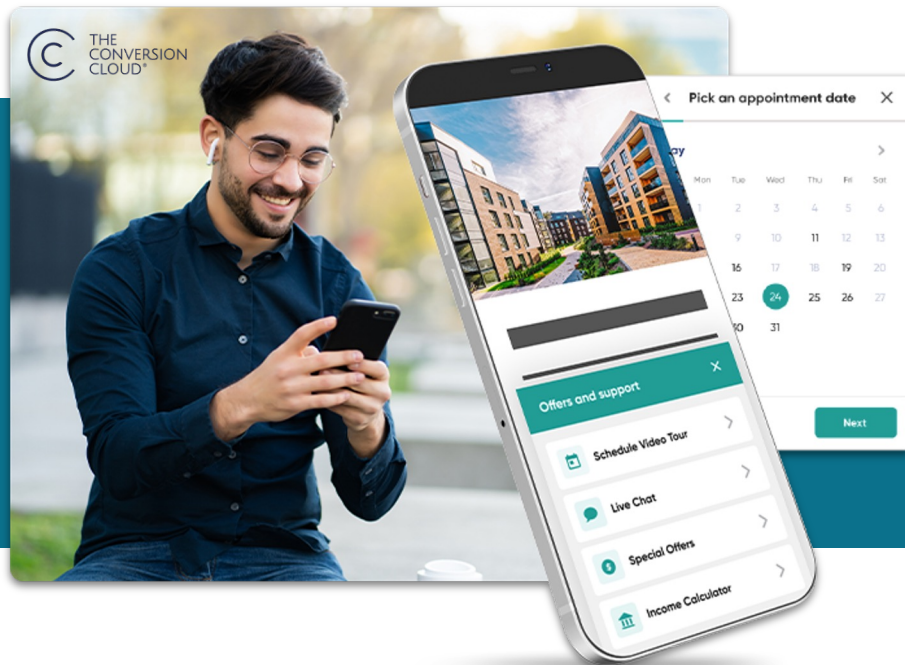
The Conversion Cloud® empowers marketing and sales teams to deliver better online experiences, generate qualified leads, and prove marketing ROI.

65%

Avg. Lead
Increase

Over
700K

Leads
Generated



Optimizing Tour-to-Lease Conversion Rates



What do you do when a community is missing conversion rate projections?

How to Increase Tour-to-Lease Rates



Increase Lead Volume

- Add more lead capture strategies to your site.
- Increase spend across top-performing channels.



Optimize for Quality

- Revisit targeting to see if we are reaching the right audience and
- Promote the messages that resonate with high quality leads.



Level-Up Follow-Up

- Send emails with offers and events.
- Create text opt-in opportunities to expedite prospect communication.



NEED MORE PERSONALIZED MARKETING RECOMMENDATIONS?

Schedule an appointment with us at srl.conversionlogix.com