



CONVERSION
LOGIX®

The Do's and Don'ts of Marketing Automation

Today's Speakers:



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EVP of Sales &
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*Edison Equity
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CONVERSION LOGIX[®]

Conversion Logix is a full service marketing technology company.

Our Mission:

To enable today's marketers, managers, and business owners to profitably generate leads, appointments, and sales.



CONVERSION LOGIX®



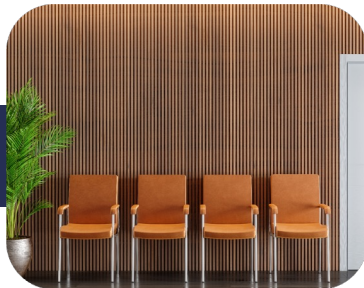
What is Marketing Automation?

The process of using technology to manage repetitive tasks or scale tasks that cannot be feasibly done manually.

Industry Challenges



**It's Difficult
to Forecast**



**Leads Fall
Through the
Cracks**



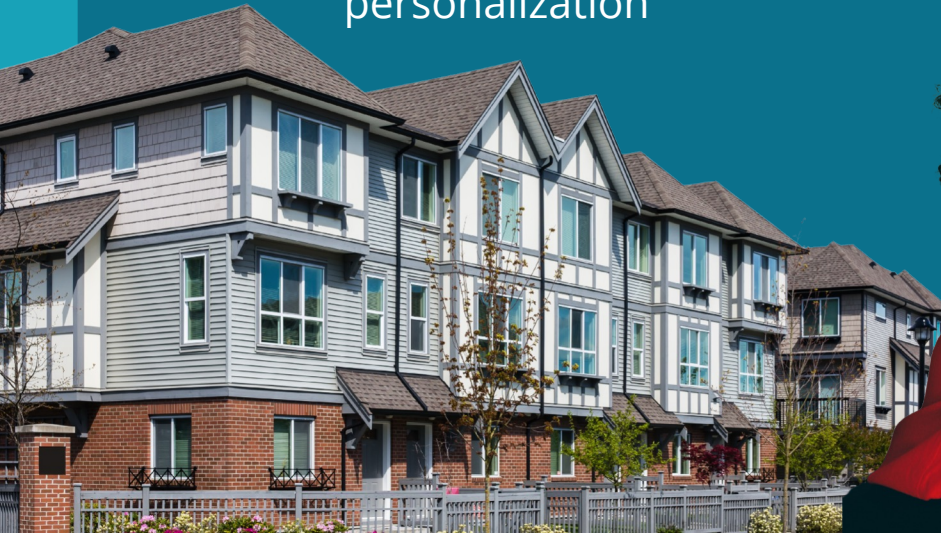
**Long Sales
Cycle**



**Budgeting
and Staffing
Constraints**

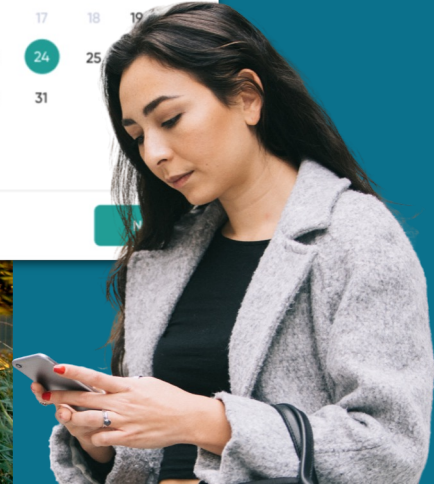
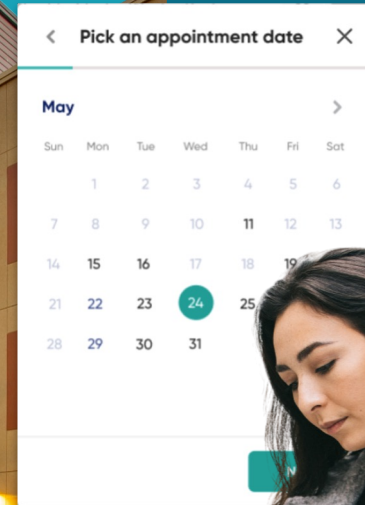
How Automation Can Help Senior Living

1. Increase rate & quality of lead capture
2. Prepare leads for interaction with a salesperson
3. Discern lead quality faster
4. Increase engagement by scaling personalization



How Automation Can Help Senior Living

- 5. Nurture leads through a long sales cycle
- 6. Rebook cancellations and retain lost leads
- 7. Increase resident retention with a post-purchase survey





Where Marketers Should Add Automation



Advertising



Lead Generation & Reception



Lead Nurturing



Reporting & Analytics



Do's and Don'ts



Provide Multiple Automated Engagement Points

CHAT NOW!

The screenshot shows a live chat window on the left and a date picker on the right. The chat window has a header 'Live Chat' and a message from 'John' asking 'How may I assist you today?'. The user 'You' has responded 'Are there any 2-bed units available?'. The chat window also shows 'John is typing...' and a text input field with the placeholder 'Type something...'. The date picker is titled 'Pick an appointment date' and shows a calendar for May. The date '24' is highlighted in green. A 'Next' button is at the bottom right of the date picker.

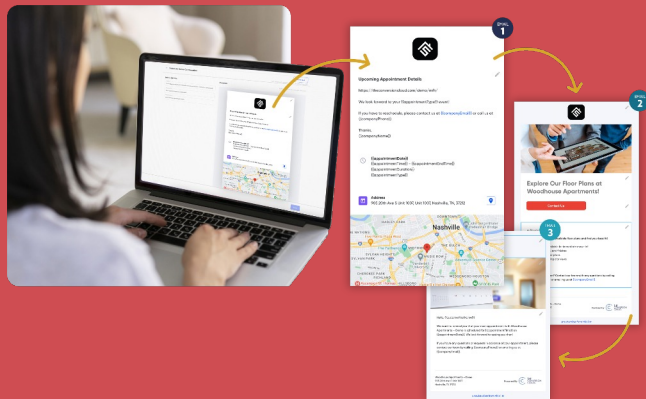


Force Prospects to Talk to a Salesperson Too Early





Send the Right Message at the Right Time



Bombard Prospects





Give the Option to Connect With a Real Person



Force Prospects to Speak With a Robot

How may I
help you?...





Personalize



Has Already Toured

Six Month Move-In Timeline

Prefers Small Events



Be Generic or Irrelevant





**Leverage AI in
Tandem With a
Professional**



**Enable AI Without
Oversight**





Check Out Our Guide to Learn More!

This comprehensive guide covers everything from setting up your website for success and capturing lead data to leveraging automated lead nurturing and much more.

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