

maximize your senior living marketing

Effective digital strategies for lead
generation in today's market



contents

3 Introduction

4 It All Starts With Your Data

**5 The Heart of Your Marketing:
Branding and Creative**

7 Make the Journey Personal...

8 ...and Make It Great

9 Is Your Website Working as Hard as It Can?

12 Taking Search and Social to the Next Level

14 Conclusion

introduction

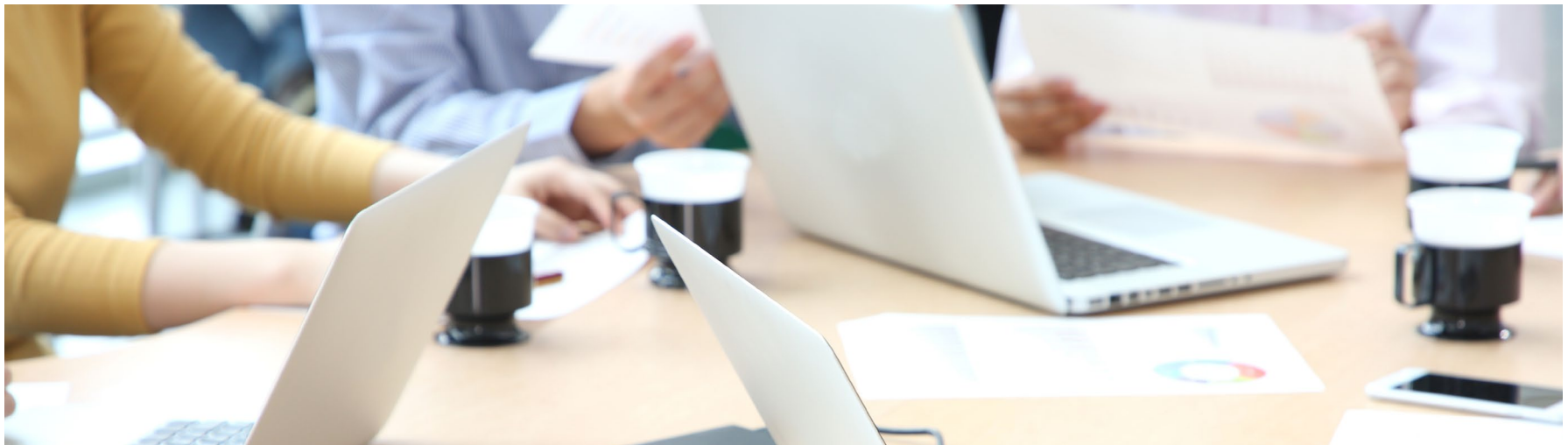
Generating higher-quality leads in today's market requires smarter, innovative marketing.

Keeping up in the increasingly competitive senior living market means being smart, creative, efficient and innovative. Today's software solutions can provide you with powerful tools for standing out from the crowd, generating high-quality leads, and growing revenue regardless of overall market conditions.

Why should you adapt to the digital transformation trends taking place in the senior living industry? Because they work. By adding more innovative technologies to traditional property management marketing strategies, you can face pressing marketing challenges such as:

- Generating demand at the right time
- Efficient budgeting and spending
- Staying on top of emerging digital opportunities
- Creating unique community brands that stand out
- Growing and protecting your community's reputation

In the following pages, you'll discover a comprehensive range of marketing insights and strategies that are more than relevant to staying competitive in today's senior living industry — they're essential.



it all starts with your data

In most industries (and often in real life), making decisions without data is just guesswork. But community managers who collect and analyze vital information, then use it to develop data-driven marketing strategies, are those who can survive and thrive during any market conditions.

Solutions that include a dashboard providing real-time data are extremely valuable in helping owners and operators to understand exactly how their communities are performing — and the more innovative platforms (some of them powered by artificial intelligence) can assist with:

- Benchmarking
- Budget optimization
- Predictive analytics / forecasting
- Marketing automation
- And more

For example, owners and operators have often employed Internet Listing Services (ILS) to maintain an online presence so search engines can find their communities. But many ILS options are costly and/or require long-term agreements, which lock you into paying a hefty fee every month.

Newer solutions only charge when needed and result in a direct lead — unlike a lead from an ILS, which comes indirectly. They can also maximize your budget automatically when/where needed, based on exposure.

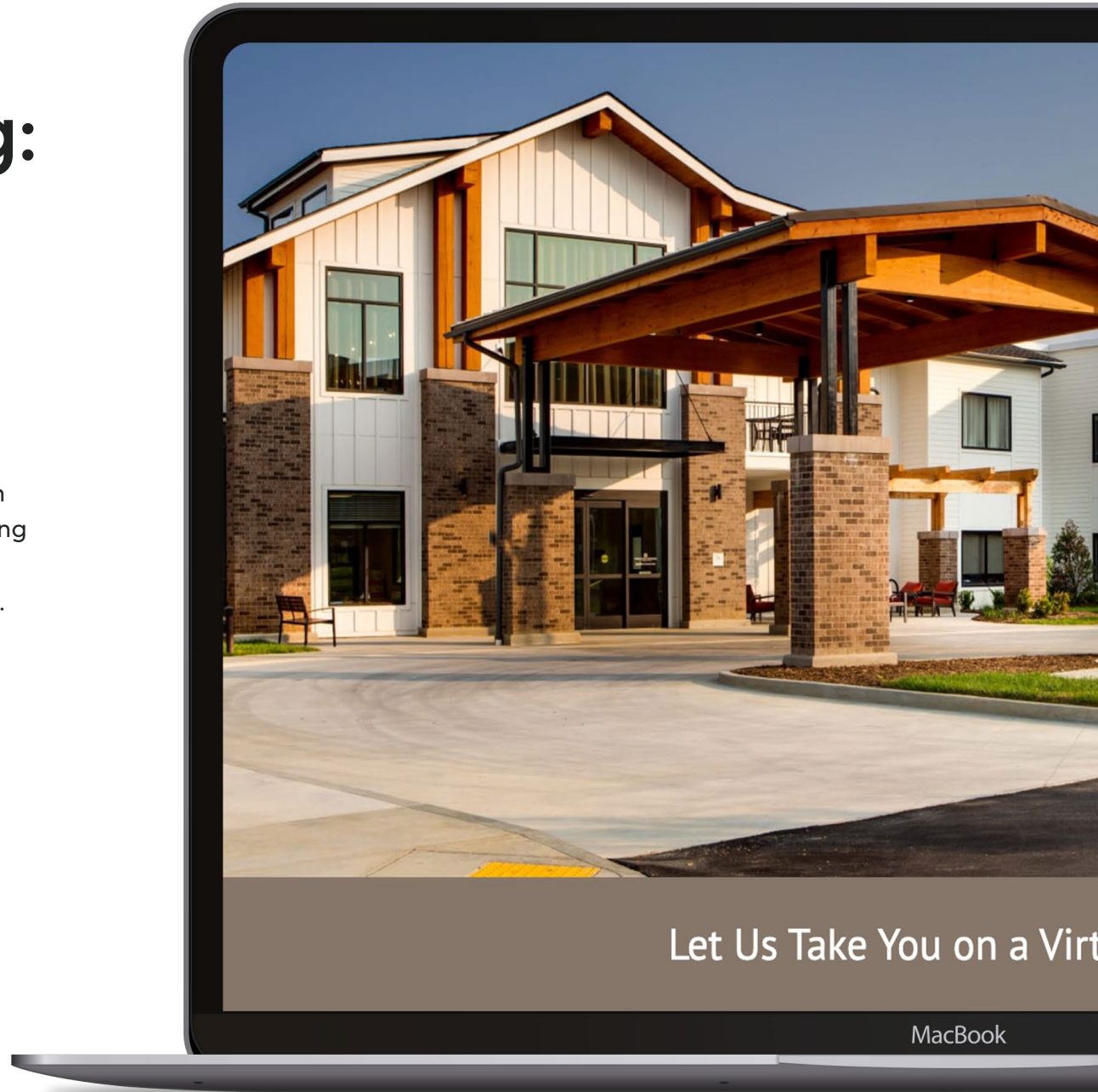
The bottom line? You need visibility into the effectiveness of your marketing strategies in order to make the important decisions that will determine your ultimate success. By using data effectively, you can build your brand, establish your website and online presence, and develop a full marketing campaign with touchpoints throughout the decision-making journey for prospective residents and families.



the heart of your marketing: branding and creative

At the heart of all of your marketing efforts is your community's brand. Good or bad, it's what prospective residents and families think of when they hear your name. Developing and maintaining a strong, positive and memorable brand is absolutely crucial to your strategies and tactics.

In an increasingly crowded senior living market, your community/PMC brand is what helps you stand out from the competition. By analyzing relevant data, online comments and reviews, in-person resident interactions, and a variety of other sources, you can identify what's unique about your community and focus your branding around it.



Brand-Building Basics

1. **Trust the numbers.** Survey your residents and their families (give them an incentive to fill it out!) and find out what they love about your community.
2. **Read the reviews.** Online reviews and social media posts can reflect what people really think about your community.
3. **Talk with senior residents and families.** An engaged community feels valued and will tell you how they feel. Once you know more about them, you can identify target personas.
4. **Know the competition.** Research the other communities in your area and find out what people like/dislike about them.
5. **Focus on your uniqueness.** If your community is loved for its lakeside location and easy access to outdoor activities, then build on that. Make sure you emphasize active living and nature's beauty throughout all of your marketing!
6. **Make your brand shine.** In all communications, use attractive, responsive and immersive design with friendly, engaging (and to-the-point) copy. It helps to gather a library of relevant imagery that you can add to continuously.

Once you have your brand established, controlling your messaging is key — especially throughout your online marketing efforts. A third-party ILS channel, for example, might change your information or wording without your permission. Be sure to monitor every aspect of your online presence.

You might even consider a software solution that helps you design your own signage and marketing materials using pre-designed templates. This kind of self-service technology can support your brand by helping you maintain consistency — and even save you money with efficiency.



make the journey personal...

On their way from prospect to resident, seniors and their families will see dozens of websites, open dozens of emails, read (or skim) dozens of brochures, and in general take in a lot of information.

A tried-and-true marketing strategy for capturing attention is personalization. And today's technologies enable you to personalize nearly every touchpoint in new and exciting ways.

You can serve up communications that are more engaging because they're tailored to the interests and preferences of prospective residents and their families, captured by your call center. If a prospect for Independent or Assisted Living has communicated their interest in a dog-friendly community, you could send them an email with information (perhaps linking to a custom video) about your community's pet-friendly policies and nearby dog park. Or if a senior prospect has been an avid gardener, they and their family may be looking for options like an on-site resident garden or greenhouse.

Other special services and amenities like an on-site beauty salon or barbershop may be important options for prospective residents who need extra personal assistance or routine social interaction.

Showing your interest in their interests creates a very positive experience — one that they'll remember and think about during their decision-making process.



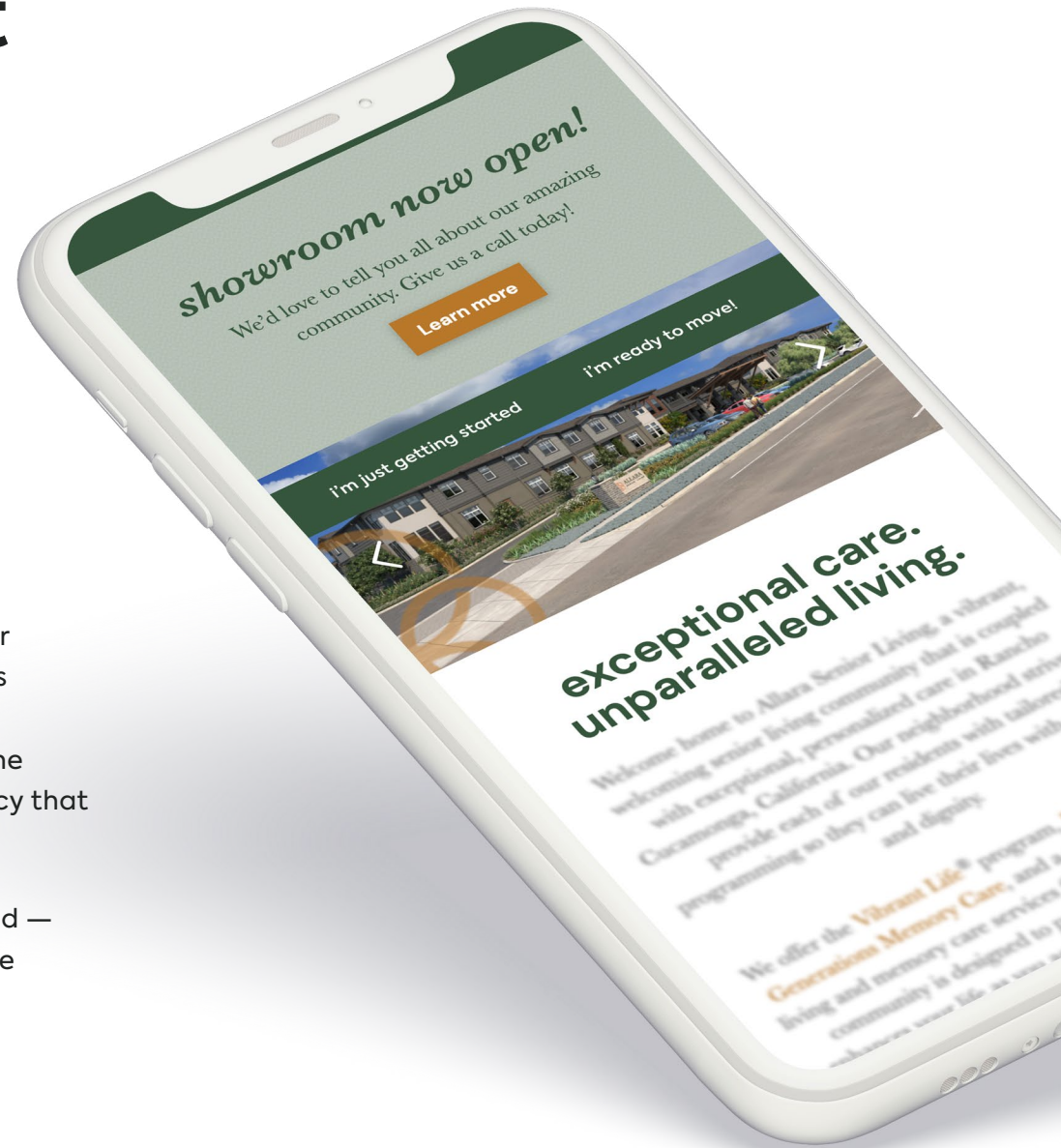
...and make it great

High-quality content makes the digital leasing experience better and easier. Every element of your community's marketing should reflect your unique senior living experience in the best possible way.

From beautiful photos to engaging copy to attractive design, each of these aspects is critical to both catching your prospects' eyes and maintaining your brand — whether they are online (website, social media pages, banner ads, etc.) or offline (collateral materials, direct mail, etc.).

As many community managers are adapting to a contactless or virtual leasing experience, additional content marketing efforts now include self-guided tours or virtual walkthroughs, dynamic (customizable) landing pages and community-building via online portals. All of these offerings provide convenience and efficiency that save time both for senior resident families and for operators.

By using the right content — when properly created and curated — today's senior living communities can build a strong, memorable brand that attracts new prospects.



is your website working as hard as it can?

There aren't many senior living communities in existence today without a website. It's the first place that prospective residents and families find you and quite possibly the first place they try to connect with you.

What can be done to make your website stand out from the rest? We discussed overall website content in the previous section, but there are still plenty of actions you can take to ensure that your website is performing up to its potential:



Web Chatbot: Implement a chatbot so you can respond to prospective residents and families 24/7, ensuring that all messaging reflects the community effectively without compromising customer service or missing leads.



Calls-to-action: Instead of “visit us,” provide links to email, social media, phone/FaceTime, etc., as well as strategically placed contact forms.



Community-building: Provide links within your website or to social media accounts where prospective residents and their families can see your community's latest activities.



Digital Maps: Upload floorplans, community maps, and other helpful visuals.





Virtual tours: Make it easier for prospective senior living residents and their families to see what you have to offer — from wherever they are. Some solutions offer “virtual staging” so users can design the space with furniture.



Videos: Use your photographs to create slideshow-style videos to showcase your communities, amenities and units.



New content: Update your site regularly, especially your blog and community pages.



SEO optimization: Use built-in content to help with your page ranking.

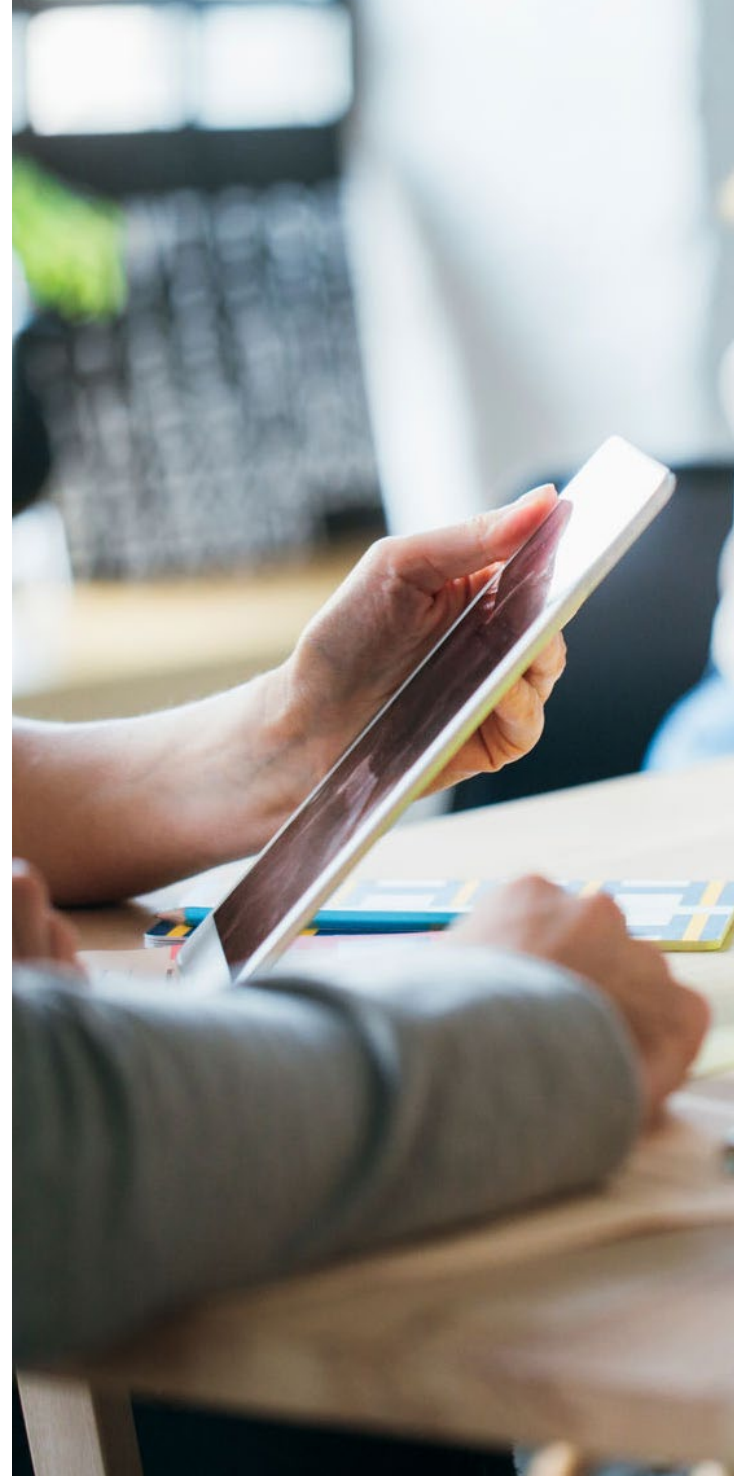


Upload speed: Make sure your pages load quickly to keep visitors on your website longer.



Page architecture: Every page needs to be designed so it’s easy to navigate and intuitive for the user.

Your website should represent the community and local area both accurately and attractively. In addition, it should provide a customized experience that uses creative elements (patterns, fonts, color schemes) that match your brand, your community and your local area. A consistent user experience eliminates false expectations, allows users to immerse themselves in their potential new home before ever visiting, and increases qualified leads.



The Key to a Healthy Online Reputation

Reputation management is more important than ever, becoming its own discipline within the marketing world in recent years. Owners and operators should recognize and employ a comprehensive strategy — one that seeks to grow your reputation through proactive resident engagement and protect your reputation through diligent monitoring and management:

- **Growing your community's reputation**

Because more engagement always leads to positive outcomes (such as increased loyalty and retention), property managers need to take the initiative in building relationships with senior residents and their families. By creating authentic connections, opportunities arise in which residents will want to share their experiences online via social media. And prospects searching for a new home will see these positive posts, which can greatly impact lease conversion.

Consider a solution that provides you with the tools to develop customized programs that include rewards, custom incentives and perks — all of which provide valuable, actionable information.

- **Protecting your community's reputation**

This more traditional strategy can involve a great deal of monitoring legwork, researching what reviews and comments are being said about your communities on Google, Yelp and anywhere else you're being discussed. (Of course, there are software solutions that can assist with these tasks.) It's also helpful to know where your reviews and comments are coming from, so take a look at the implications of geolocated image posting.

Hearing the collective story of what your reviews mean is essential. Responding to positive reviews is always good — but responding to negative comments can be hazardous. Make sure to be apologetic, be honest, and offer to resolve any issues if possible.

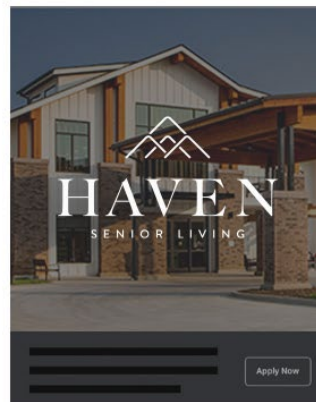


taking search and social to the next level

With the major shift to online marketing comes new perspectives — even on the relatively new strategies of search and social media.

The main goal of search is the same: the highest page ranking possible. But as search engine algorithms change, as they have over the past few years, marketers are discovering that it takes relevant, engaging, high-quality content and a strong, consistent reputation to find yourself on that first page of search results.

For its part, social media is more than just a way of connecting with friends — it's a place where senior living communities can engage with prospective residents and their families, showcase the community and its offerings, and continue to build brand and reputation.



Here are a few helpful insights that can benefit your search and social activities:

- Great content helps your marketing efforts, but also gets you recognized by Google — even more than ILS mentions. Google wants to provide searchers with the best possible answers to their questions, so they're digging deeper to ensure that their recommendations are top-quality.
- Conversational search is hot. Alexa, Siri and Google are all ready and waiting to answer your prospects and residents. Make sure that they're each providing accurate information to prospects, and that they're helpful to your residents!
- Find a solution that maximizes your SEO efforts. The right platform helps you build search engine equity, increasing organic search traffic from qualified visitors. In addition, it provides you with competitive analysis, customized keyword packages, technical on-site optimizations, and ongoing off-site campaigns.
- Don't forget to optimize your social media. To build a following and drive traffic, you need cohesive messaging, custom-designed social pages and consistent posting. Targeted paid ads can also provide brand exposure and new leads.
- Go beyond pay-per-click (PPC). A combination of paid search, remarketing, Gmail advertising and call tracking can immediately enhance your search engine presence and visibility.
- Optimize your mobile display ads. Be where your prospects are by pushing your ads across large networks of mobile apps and websites, and hyper-target with location-based marketing.



conclusion

Adapting to today's market conditions means adopting new online marketing strategies.

In the battle for site visits, clicks and “eyeballs,” senior living marketers are turning to innovative multifamily software solutions that create unique brands, generate leads, help control budgeting and even manage their reputation.

It takes great data and analytics, creative branding, quality content and optimization of everything from websites to search to social media to stay relevant and engaging.



Case Study Results: Haley Residential

One multifamily client, Haley Residential, earned over \$160,000 in additional revenue while simplifying and optimizing their marketing strategy. Their results represent the success trending across all multifamily property types using LeaseLabs® GoDirect Marketing:

229%

More
Appointments

12.1%

More Leases
Signed

4.19%

Increase In
Revenue Per Unit

139%

Increase In
Overall Traffic

30%

Reduction In
ILS Spend

Rely on LeaseLabs® by RealPage®

You'll find the solutions to help you implement these strategies with LeaseLabs Marketing. We're ready to partner with you, providing a consultative approach with solutions like:

- **Flex Demand Optimizer:** Demand-based marketing that uses targeted marketing, revenue management data, and predictive analytics
- **GoDirect Marketing:** A single strategy equipped with vital marketing products that power all of your digital marketing channels — including SEO, Social Media Optimization, the Search Marketer, GeoTargeter, Content Marketing, PropertyPhotos™ and more
- **PropertyPhotos & Content Services:** Solution for Digital Asset Management and eCommerce to procure high-quality content such as videos, photography, floorplans, Matterport tours and more
- **Web2Print:** A self-service marketing solution enabling properties to handle their own signage and marketing materials
- **Reputation Management:** A comprehensive solution to help monitor and improve your online reputation
- **Community Rewards™:** An innovative platform from Modern Message for effective resident engagement and loyalty programs



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