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 Whittington Consulting

STATE OF SENIOR CARE SALES AND MARKETING



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INTRODUCTION

The world of senior care marketing and sales is changing at a rapid pace. Today's senior care consumers have greater access to information across a wider variety of channels. Online platforms and social channels once primarily used by younger audiences have since been adopted by both seniors and their adult-child caregivers.

With a shifting buyer landscape and a plethora of new tactics and tools available, where should senior care sales and marketing professionals spend their time and energy? And, how do your marketing and sales activities stack up to other communities?

To give some context to these pressing questions, we surveyed senior care sales and marketing professionals from the Senior Care Executive Marketing & Sales Summit (SMASH) as well as executives in strategic sales and marketing functions from across the Senior Care continuum.

We asked for anonymous answers to a variety of questions around their communities and their marketing and sales activities. In this study, we'll share the results of the survey as well as insights on how to develop a 2018 strategic plan that can help you and your organization surpass the competition and close more sales.

A special thank you to the SMASH Industry Survey Committee. Their thoughts and insight were invaluable in the development of this study.

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AUDIENCE

AUDIENCE

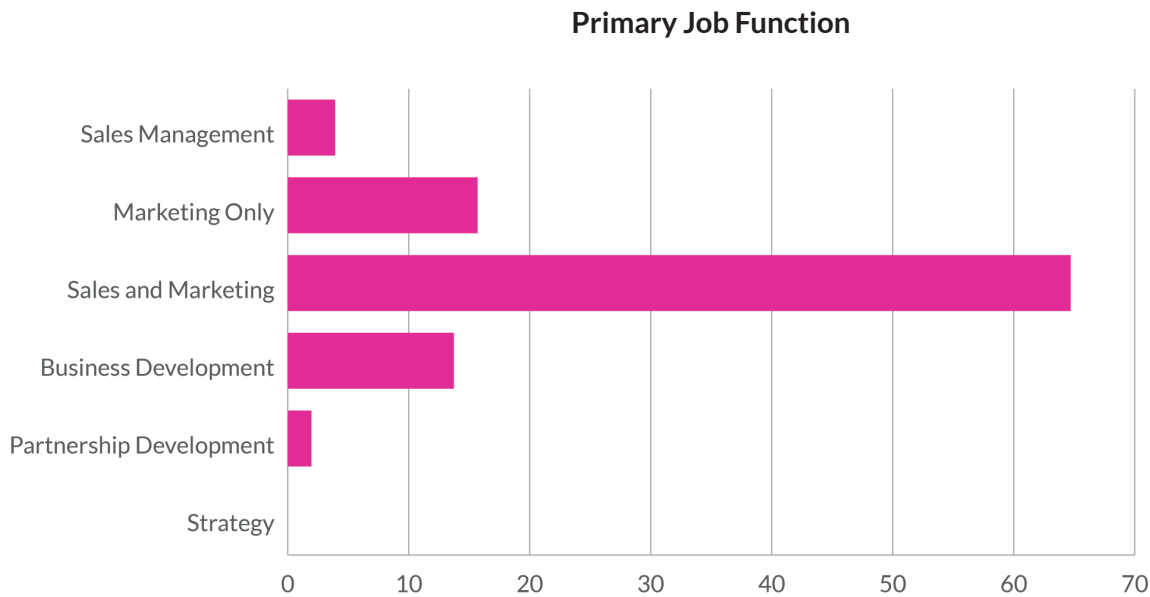
WHO WE SURVEYED

We surveyed senior care marketing and sales professionals who attended the SMASH conference (either this year or in prior years) as well as a broader segment of senior care sales and marketers who span all segments of senior care—from senior housing to post-acute care providers. They represent a variety of different size communities and organizations.

3.1 Staff Trends

PRIMARY JOB FUNCTION

When given the choice of sales, marketing, or both as a primary job role, **64% of respondents said they spend their time in both sales and marketing.** While only 15% of respondents said their job function was in marketing only and 4% identified as having a sales management position.



Many senior living organizations and communities have smaller teams where a single role may be handling varied responsibilities.

Often, the Marketing Director is not only responsible for developing strategy, budgeting and marketing activities; but also to generate leads. They are tasked with keeping their sales team motivated and on track to hit revenue goals; even pinch-hitting to help individual team members or communities with tours and follow up when necessary.

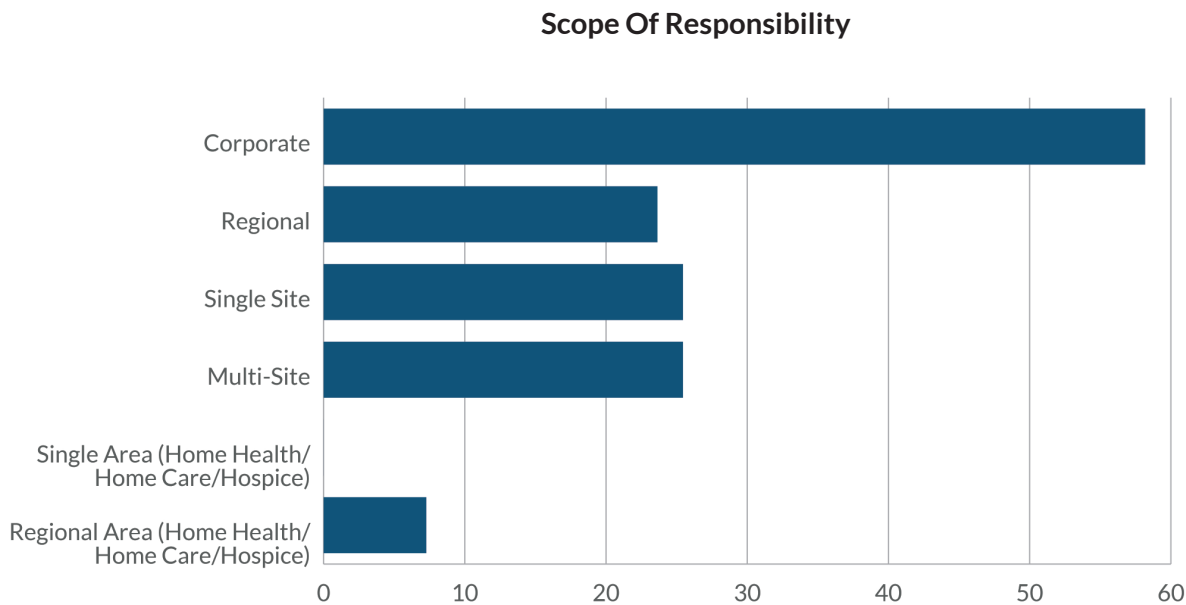
In some organizations that were surveyed, the sales and marketing functions were separate. But, given today's need for more and better data to evaluate care, KPI's and ROI, we find that sales and marketing teams are working in tandem to meet goals. *We think this makes a lot of sense. Marketing and sales should join forces to better serve customers.*

Marketers should be working with sales to generate leads, understand the sales funnel and to share individual buyer behavior data collected across digital platforms. They should also be working in partnership with sales managers and sales team members to understand what content is needed to support the sales process. Marketing can then create those assets to help the sales team achieve their goals.

Likewise, sales should be sharing with marketing the messages that resonate with prospects in the sales process. Those insights can help shape marketing campaigns so they closely align with what buyers are actually looking for, depending on where they are in their buying process. Aligning sales and marketing functions can significantly increase revenue and cut the cost of acquiring leads and closing sales.

JOB RESPONSIBILITY

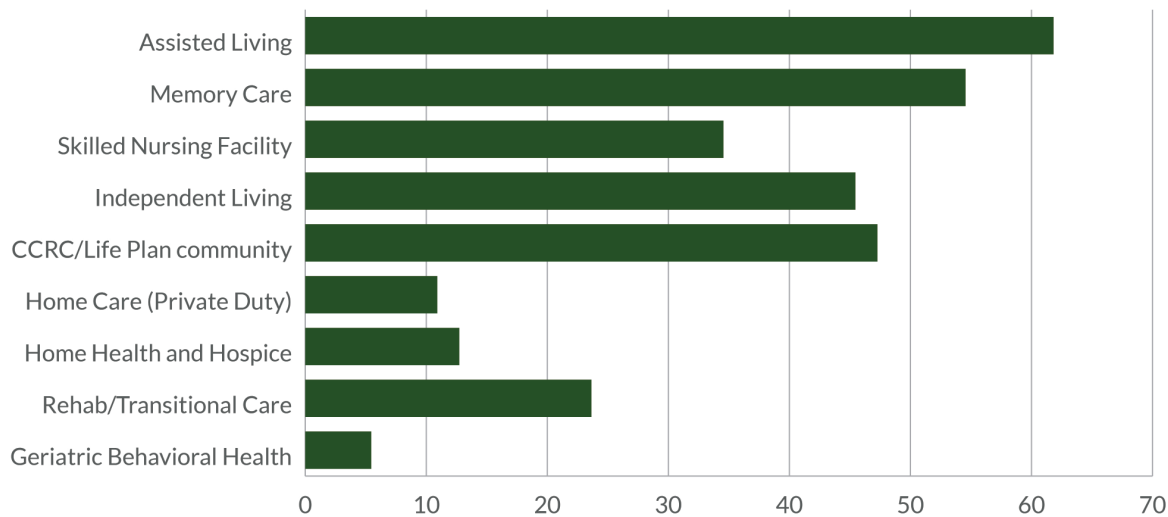
Nearly 60% of the senior care marketers surveyed identified as having corporate responsibility. The remaining respondents directed marketing in an even mix of for-profit and not-for-profit multi-site, regional, and single-site scope of responsibility.



3.2 Industries and Regions

The majority of those surveyed were in the senior housing industry, which includes: assisted living, memory care, independent living and CCRC/Life plan communities. Most providers surveyed had a mix of seniors housing and post acute; however, this study also covers responses from marketers in only post-acute and only home care. The industries represented within post-acute and home care include: skilled nursing, rehab/transitional care, geriatric behavioral, home care and home health. (Chart on next page.)

Your Organization's Primary Business Line(s)



The majority of respondents have communities and organizations in suburban and urban areas. Only about 25% of those surveyed represent rural areas.

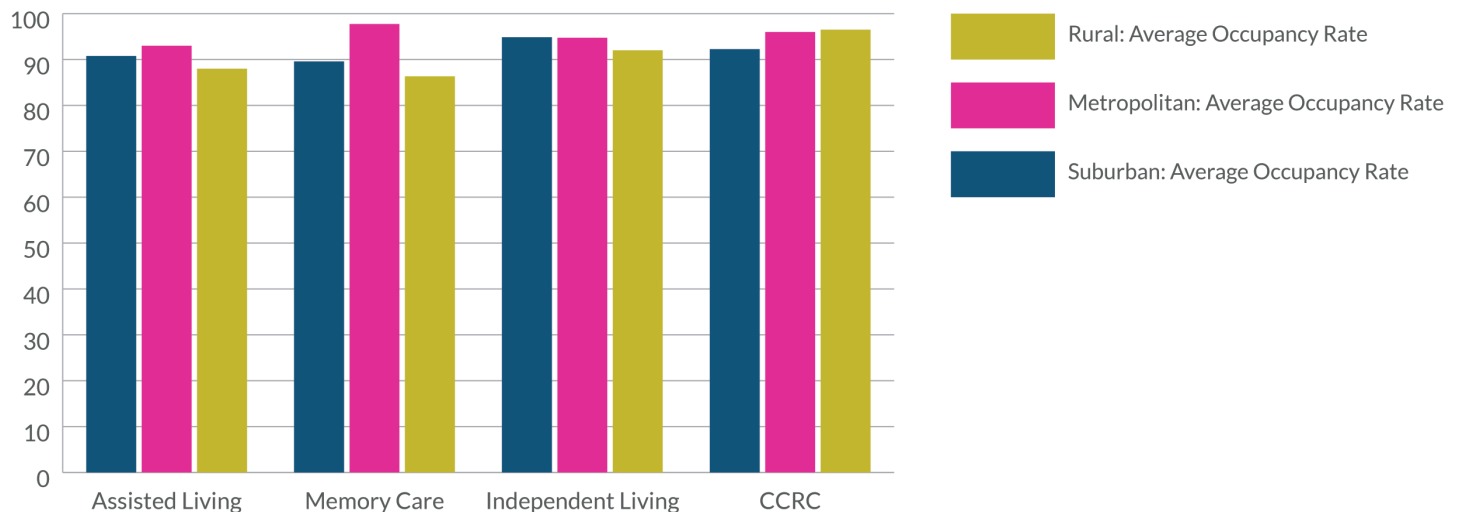
3.3 Community Trends

SENIOR HOUSING OCCUPANCY RATES FOR JULY 2017

Based on recent [National Investment Center \(NIC\) Data](#), “The occupancy rate for senior housing properties in the first quarter of 2017 averaged 89.3%.” That represents a 0.6 percentage point decline from previous year levels. “The occupancy rates for independent living properties and assisted living properties averaged 90.9% and 87.2%, respectively, during the first quarter of 2017.”

Breaking down our survey respondents by suburban, metropolitan and rural areas we see that rural areas had the lowest occupancy rates in assisted living, memory care and independent living. Metropolitan senior housing occupancy rates on the other hand had higher occupancy rates across the board, especially in memory care.

Your Average Occupancy Rate





AVERAGE DAILY VALUE OF A RESIDENT

The average daily value of a resident—according to our senior housing respondents—spanned from \$30 to \$425, with a median average daily value of \$165.

AVERAGE DAILY VALUE OF AN ADMISSION

The average daily value of an admission, according to our post-acute/home care respondents, ranged from \$30-\$500 with a median daily value of \$200.

AVERAGE INCENTIVES AND DISCOUNTS

Almost 70% of those surveyed said they don't offer any type of discount in their organizations and communities. Those who did respond that they had a discount, offer an average discount of 5% off. With the right positioning and marketing/sales processes, potential residents will be more likely to understand the value of your community. And, when that's the case, discounts become less necessary.

As for incentives, 51% of respondents said they didn't offer any type of incentive. Respondents who did offer an incentive were mostly in suburban areas and had an average incentive of \$1,556.43.



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MARKETING

MARKETING

4.1 Budget

MONTHLY MARKETING BUDGET

The range for monthly marketing budgets for all senior care marketers varied greatly. Senior care marketers in senior housing suburban communities had the highest average monthly marketing budget of \$22,650, while respondents in post acute and home care had a much lower average marketing budget of \$1,000 a month.

As you can see, the responses here varied dramatically. This may be because some respondents are marketing for a single community, while others are responsible for multi-community organizations.

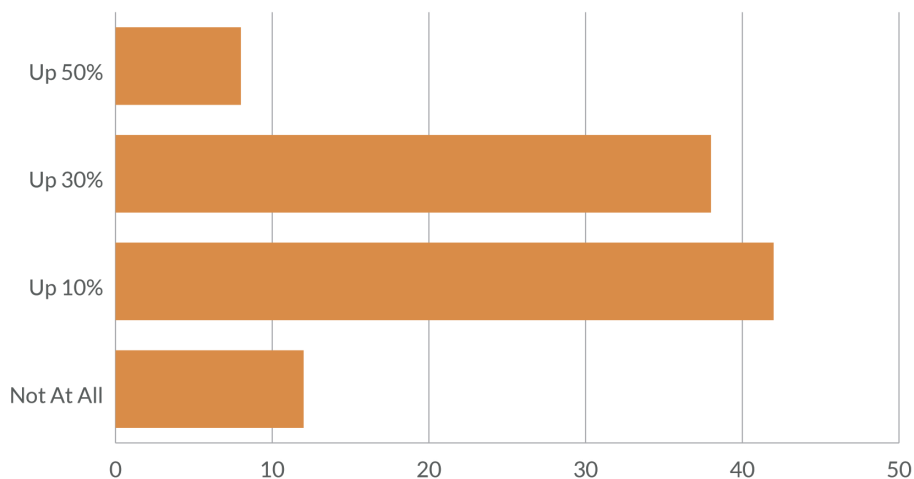
Average Monthly Marketing Budget

Business Line	Monthly Marketing Budget
Senior Housing Suburban	\$4,072
Senior Housing Metropolitan	\$4,888
Senior Housing Rural	\$1,549
Post-Acute/Home Care	\$1,000

DIGITAL MARKETING SPEND IN 2018

88% of senior care professionals plan to increase their digital marketing spend this year. 42% of senior care marketers surveyed said they would be raising their digital marketing budget next year by 10%. 38% said they'd increase by 30%. 12% said not at all, while 8% said they would raise their digital marketing budget by 50%.

Digital Marketing Spend 2018 Budget Increases



It's no surprise to see that senior care marketers plan to increase their digital marketing spend in 2018. But, what is somewhat surprising is just how significant the increases in digital marketing spend will be. Over 40% of respondents plan to increase digital marketing spend by 30% or more in 2018.

And, it shows just how dramatically the industry is shifting away from traditional media and focusing spend on digital. We find that more communities are investing in outsourced partners as well as dedicating funds to online paid advertising, like Facebook ads and Google AdWords.

In our experience, many marketers find setting an annual marketing budgeting to be a real challenge. Marketers, therefore, have a tendency to oversimplify their budget. They apply a blanket increase across all channels. We recommend taking a more targeted approach. Ideally, your organization's marketing platforms and CRM are in sync and can tie revenue back to marketing activities. By evaluating the ROI of each marketing campaign and channel, marketers can allocate funds to what's working and scale back on what's not.

If your organization does not have a synced system or you want to get started gathering helpful data, you can begin by determining what marketing activities actually generated customers. We recommend assigning a lead source to new leads as they're added to your CRM—such as "website," "Facebook Ad," or "Personal Referral." Then, once those leads close, you will start to learn how leads are generated and how much revenue to credit to each lead source.

To take it one step further, we recommend a review of each lead's timeline once they become a customer. What marketing activities did they respond to and what sales initiatives moved the customer forward? Understanding this data and how you can repeat those activities going forward should serve as the building blocks of any strategic marketing plan. Start your 2018 budgeting process by setting specific marketing goals. Then, work backwards to determine the investments and activities needed to reach those goals.

DIGITAL ADVERTISING

If lead generation is a priority (and it should be), we recommend allocating a portion of your budget to digital advertising. At the very least, you should allocate enough funds to test ads. Specific channels that can be highly targeted include Facebook, Google Ads, Twitter, and Pinterest. Geo-targeting can be particularly helpful in senior care because you're able to serve advertisements specifically to prospects in your area.

As part of your advertising budget, consider testing remarketing ads. These ads allow you to market to website visitors who didn't take an action on your website as they navigate to other sites, like Facebook or news sites. Platforms like Perfect Audience make it easy to set up these ads that remind visitors of your community or service. We've found them to be highly effective and relatively low cost.

Spending on digital advertising in 2017 increased an estimated 15.9% according to AdWeek. That increase in spending comes as no surprise. Most marketing experts are putting a greater focus on targeted digital advertising, viewed as one of the best tools to quickly generate qualified leads.

WEBSITE

As you're setting your budget, take an honest look at the state of your website. Your website is the first impression your potential customers will have of your community. Not only does it pay to have your best face forward on your website, but having a well-designed site can help your company generate more leads.

Your website should be designed around lead conversion. So what does that mean? Is your website (your best salesperson) quickly and easily getting your user to the information they need or is it giving visitors little reason to stay on your site? Your website should:

- 1. Contain the content your visitors are searching for:** Meet your potential customers where they are in the buying process by providing specific helpful information on your website. The more authentic and transparent the content on your site, the better. Show what life is really like at your community and what sets you apart.
- 2. Convert your website visitors to leads:** Provide visitors with downloadable, helpful content like eBooks or guides to help them as they navigate their research process. In exchange for helpful information, the visitor exchanges their email address via a form. Your sales team can then work on closing that lead into a customer.
- 3. Offer obvious next steps:** Show clear next steps that stand out. Your CTA's, or calls-to-action, should be a contrasting color with action-oriented language that fits within the context of the page.

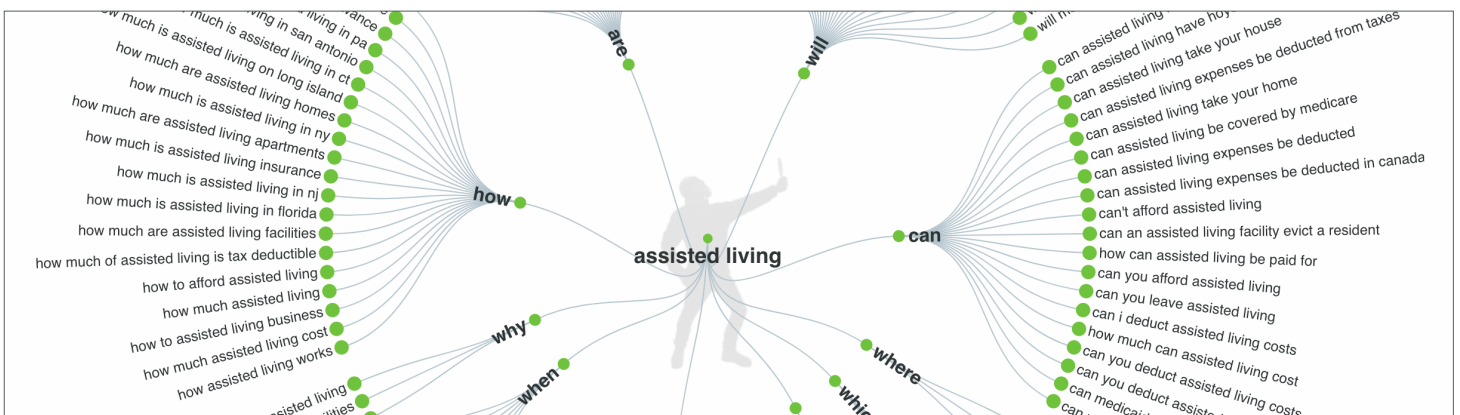
4.2 Challenges

The majority of senior care marketers today note lead generation as their top challenge overall. *Almost 50% of our survey respondents identified lead generation as a top challenge.*

With so many different ways to generate leads it can be difficult to determine the best approach for your community. We recommend starting with your ideal potential residents. What is important to them? What questions are they asking your sales representatives? By taking this approach you can determine what content and resources will resonate with your ideal buyers.

For example, a community's website might have a blog article that helps adult children decide how to choose the right community for their family member. This article might link to another article that helps them learn which questions to ask when vetting a community. Imagine those articles also offer a downloadable eBook guide to choosing a senior care community that's right for them or their loved one. In order to access the lengthy guide, the visitor enters their email address.

When senior care marketers take the time to provide helpful content, it helps your team build authority and trust on a subject. In turn, your visitors are willing to provide their information for access to information that can help them in their decision-making process. A great tool for creating blog posts that matter to your customers is answerthepublic.com which gives you the most asked questions around a particular subject, such as "Assisted Living or Senior Care."



In order to make this marketing system work as intended, we highly recommend implementing a marketing automation tool, like HubSpot (which also has a great [blog title generator](#)—free of charge). These platforms not only help with executing the tasks needed to generate leads, they also provide insights on what activities are effective and which are not. Marketing automation subscriptions can range in price from a few hundred dollars to several thousand dollars per month depending on the features required and the complexity of the tool.

A marketing automation tool allows marketers to quickly deploy blog posts, and promote them via email, social media and other tactics to drive visitors to their website. Marketing automation tools also give a way to store a lead's information once they complete a form on your website. Marketers can then use automation tools to automate manual email follow ups and nurture a lead to a customer.

The second most reported challenge from senior care marketers is leveraging social media as an effective marketing tool. We find marketers across all industries struggling with this challenge. As social media usage increases, so does the “noise” on social media.

Savvy marketers are finding several ways to leverage social media:

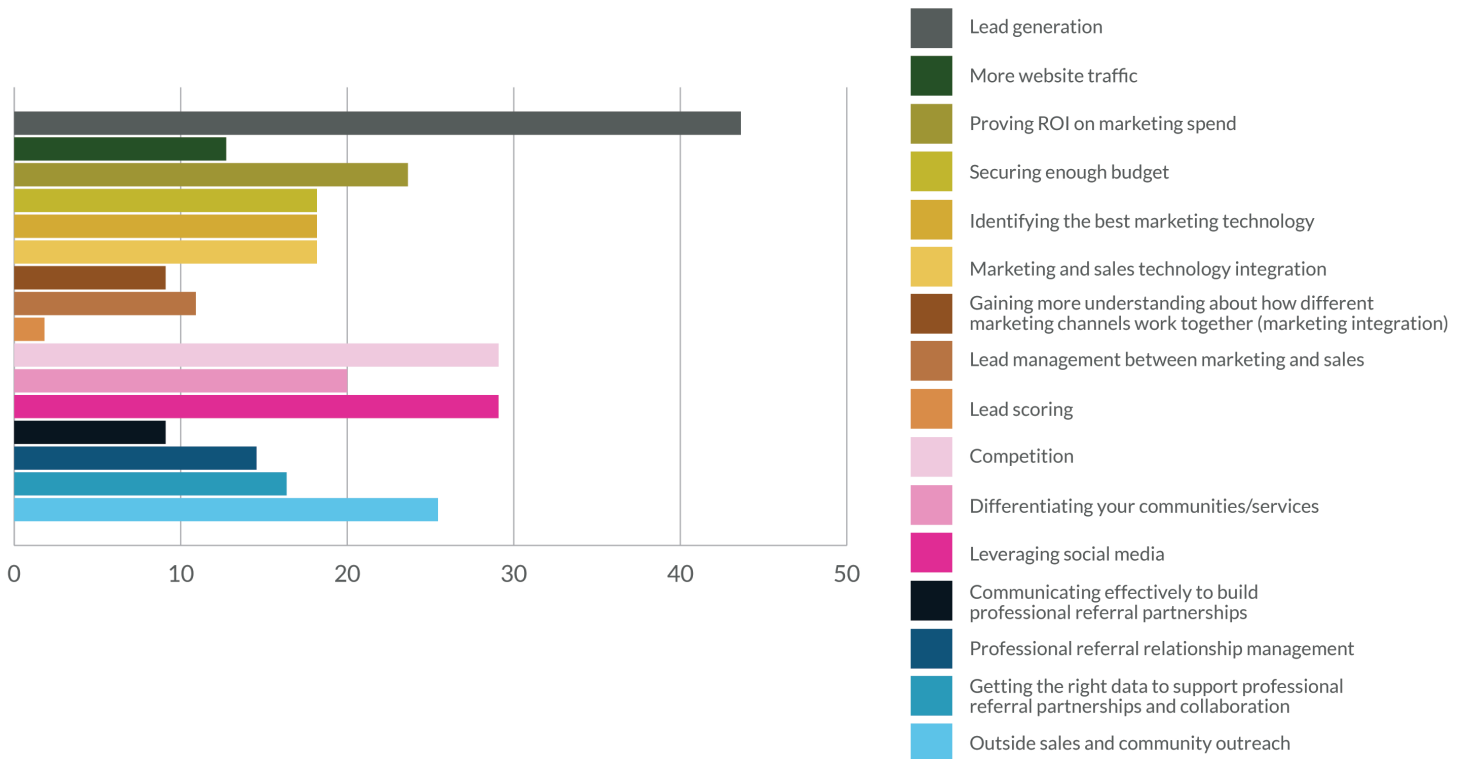
1. To build their brand by sharing rich multimedia content like photos and video. This is a huge opportunity for senior care marketers to be transparent. By showing the realities of life at your community, you build a sense of trust with buyers.
2. To get in front of their target audience with highly customized advertising. Facebook audience filters allow you to refine your ads to only display for people who match your ideal buyer personas. Serving the right message to the right audience has never been easier or more effective.
3. To mitigate damage caused by negative feedback. Negative feedback with any business is inevitable. How you handle that negative feedback is what's most important.
4. To engage with buyers where they are. More buyers are turning for social media for answers. Chat tools like Facebook Messenger allow you to engage directly with prospects.

Facebook Messenger is on the rise as a way for buyers to quickly get answers from communities. Some marketers are shying away from Facebook Messenger as it means just one more thing to maintain. But, fear not. Marketing technology companies are developing chatbots to answer common questions and help buyers by serving the right information. And, they're easier to setup and deploy than you might think.

Competition is a top challenge for both senior housing and post-acute. Again, according to recent [National Investment Center \(NIC\) Data](#), “The seniors housing annual inventory growth rate in the first quarter of 2017 was 3.4%, up 0.2 percentage point from the prior quarter and its fastest pace since at least 2006. It was another active quarter for inventory growth, with nearly 4,800 units added to seniors housing stock.” With that level of new communities being built, it's no surprise that competition is a major concern for senior care marketing and sales professionals.

In addition to these concerns, senior care marketers also wrote that they were challenged with: long sales cycles, overcoming less than stellar locations, getting sales teams to follow best practices, converting entry fee leads, management’s understanding of marketing needs, effectively differentiating their properties from competitors, as well as becoming creative with a la carte packages, and meeting customers’ specific needs.

Top Marketing Challenges



4.3 Lead Generation

AVERAGE MONTHLY LEADS

All senior care marketers surveyed said they had 5 to 180 average leads per month. When we break this down by business line we see that senior housing marketers in suburban areas had the highest average monthly leads of 66.75 while senior housing communities in rural areas had the lowest average number of monthly leads at 28.33.

Business Line	Average Monthly Leads
Senior Housing Suburban	66.8
Senior Housing Metropolitan	37.0
Senior Housing Rural	28.3
Post-Acute/Home Care	29.3

POPULAR & MOST EFFECTIVE LEAD GENERATION SOURCES

The majority of senior care marketers, about 80% of those surveyed, prioritize using the website as a way to generate leads; however, only 50% view website traffic as an effective way to generate leads. This could partly be due to a lack of training in SEO, inbound marketing tactics, or an outdated website design. Paid referral sources are another a popular lead source for marketers, but only 22% identify them as effective lead sources.

While marketers note their website as their top lead generating tool, we still see companies mistake their website for a glorified brochure. Senior care marketers would be wise to focus on the website as a lead generation tool by building it with an eye to better answer and serve customer needs no matter where they are in their search for communities and services.

WEBSITE TRAFFIC SOURCES

Your website should have traffic coming in from a variety of sources. Here are some common top traffic sources and a few tips for increasing traffic and leads from each source.

Organic—Traffic from search engines: Publish helpful blog content regularly and audit your website for Search Engine Optimization.

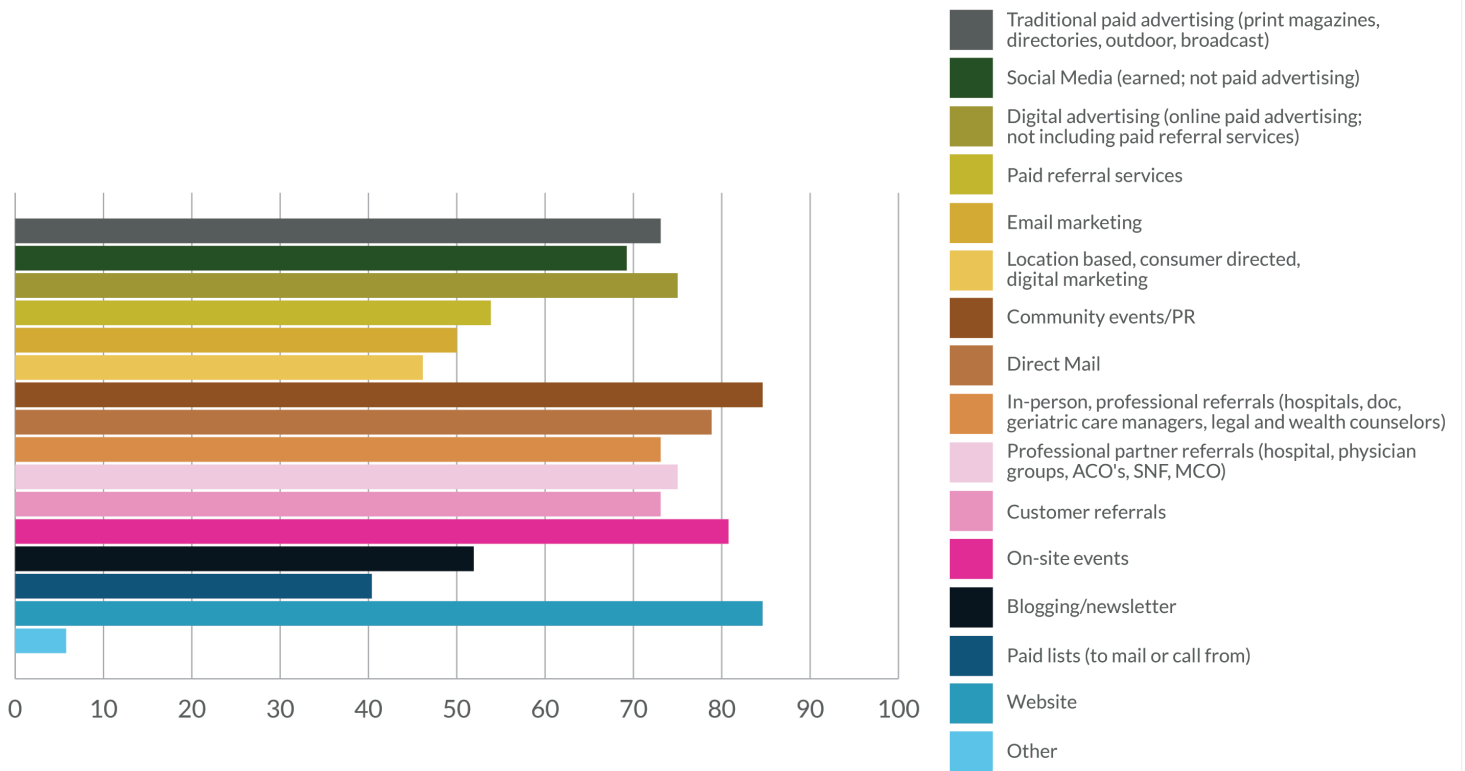
Referral—Traffic from other websites, like *Caring.com*: Make sure your community's description and benefits are clearly messaged. Solicit positive reviews from residents and their families.

Email—Traffic generated from email campaigns: Send email campaigns that can be shared with others. Implement a referral campaign strategy to get people to share emails with friends.

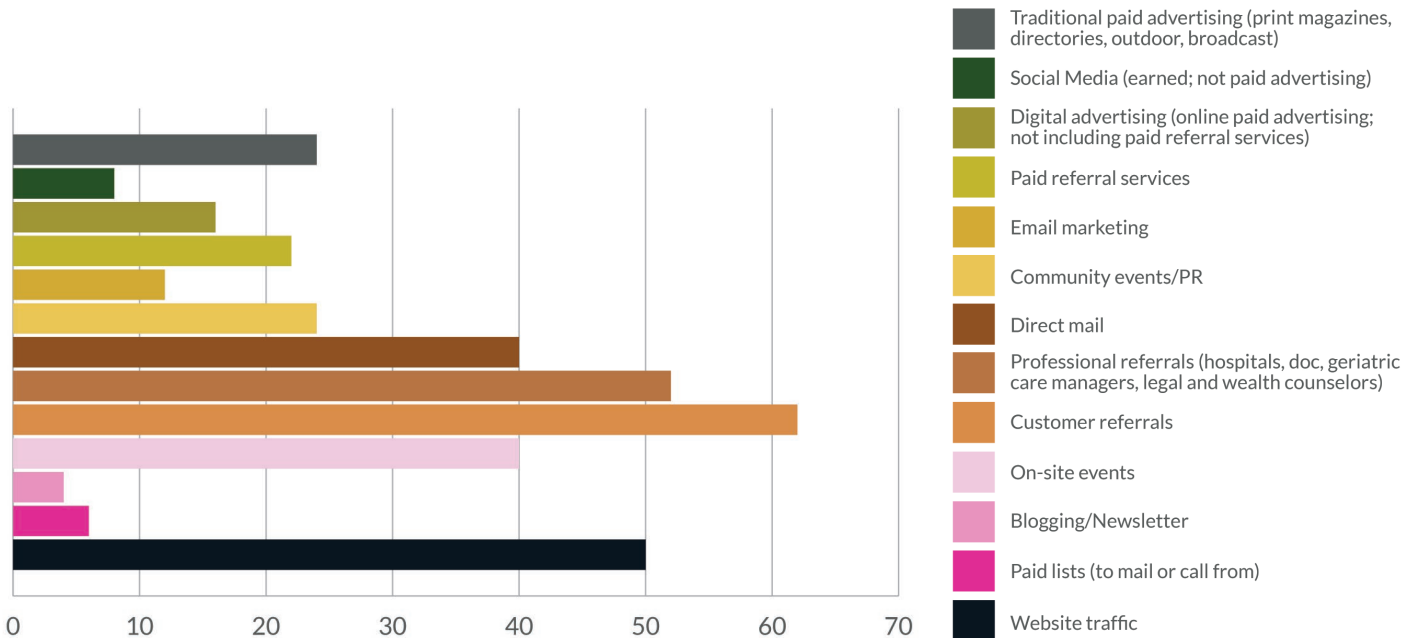
Paid—Traffic from paid advertising efforts like Facebook ads or Google AdWords: Run highly targeted Facebook and AdWords ads to get in front of your target audience.

Customer referrals are viewed as the most effective source of lead generation overall for senior care marketers. While word-of-mouth is one way to accomplish this, senior care marketers shouldn't overlook the power of social media and email to promote customer referral programs.

Top Sources for Lead Generation

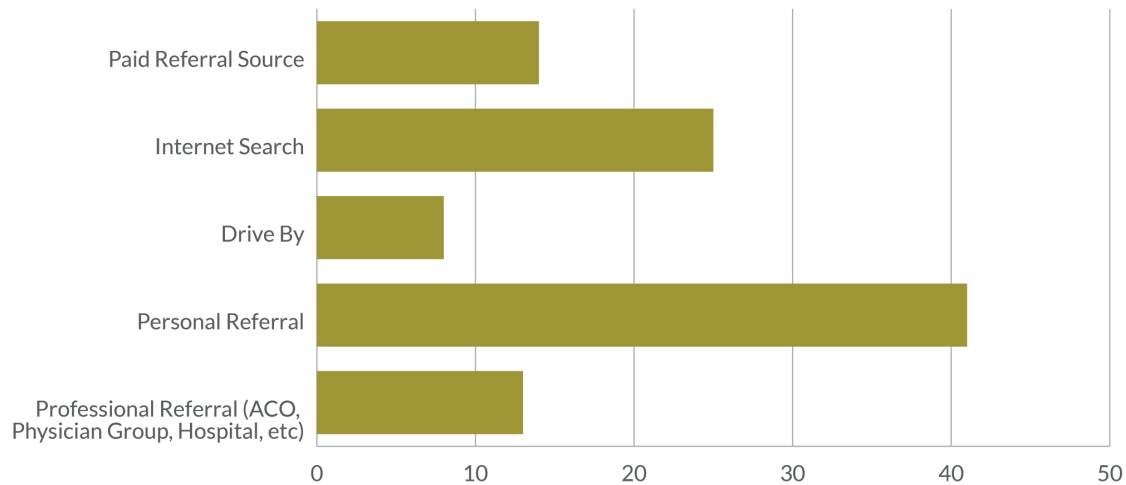


Most Effective Client Acquisition or Occupancy Generators



Most senior care marketers surveyed responded that referrals was one of the most effective ways to generate leases, client acquisition, admissions and occupancy generators. About 41% of senior care marketers indicated that personal referrals were the most common. Drive-by referrals were the least common with only 8% of respondents selecting it as a popular referral source.

Most Common Referral Sources



IMPROVE YOUR PERSONAL REFERRAL STRATEGY

Don't just rely on a postcard campaign for soliciting referrals. Digital referral campaigns can be highly effective as well. Periodically solicit feedback from your residents via email. We recommend using a [Net Promoter Score method](#). Ask your residents and their families how likely they would be to recommend your community. If they respond positively, give them the option to leave a review and an easy way for them to refer your community to a friend.

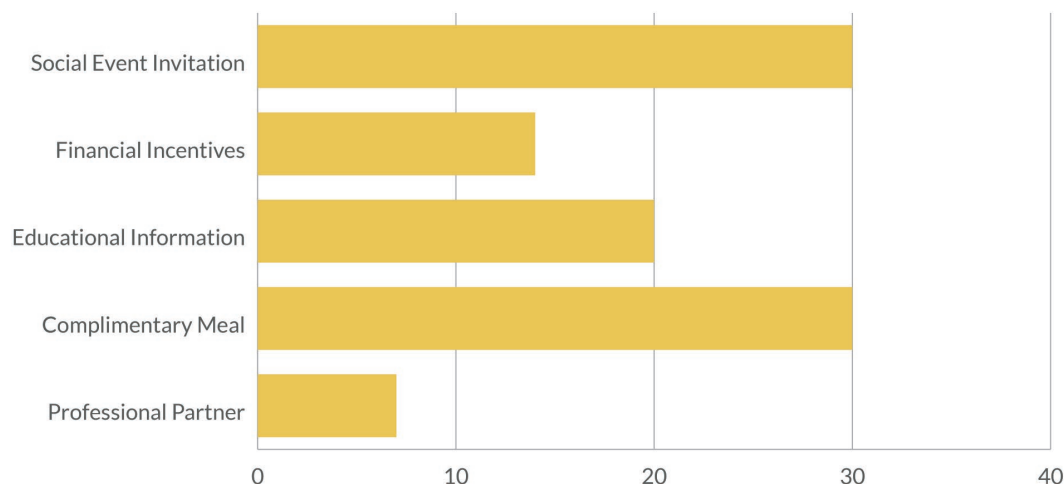
Also, target your residents and their families via Facebook ads soliciting referrals. With Facebook, you can set an ad audience of certain email addresses. Build an audience of your residents and any family members. Then advertise the option for them to refer your community to others. Perhaps give them an incentive to do so.

We find that the key to generating referrals is making the process as easy and enticing as possible.

MOST EFFECTIVE CALL TO ACTION FOR GENERATING NEW LEADS

The majority of senior care marketers said they were able to most effectively generate new leads using social event invitations and complimentary meals as offers.

Most Common Call to Action for Generating New Leads





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5.1 Sales Trends

AVERAGE COST PER LEAD/ LEASE

The average cost per lead for senior care marketers was \$431.

When compared to other industries, this cost is on the high side. For example, according to the [HubSpot 2017 Demand Generation Benchmark report](#), IT & Services leads cost \$369.88 on average while Nonprofit leads only cost \$43.36 on average. Healthcare and Medical industry leads came in at \$285.82 on average, which correlates closely with our survey respondents' feedback.

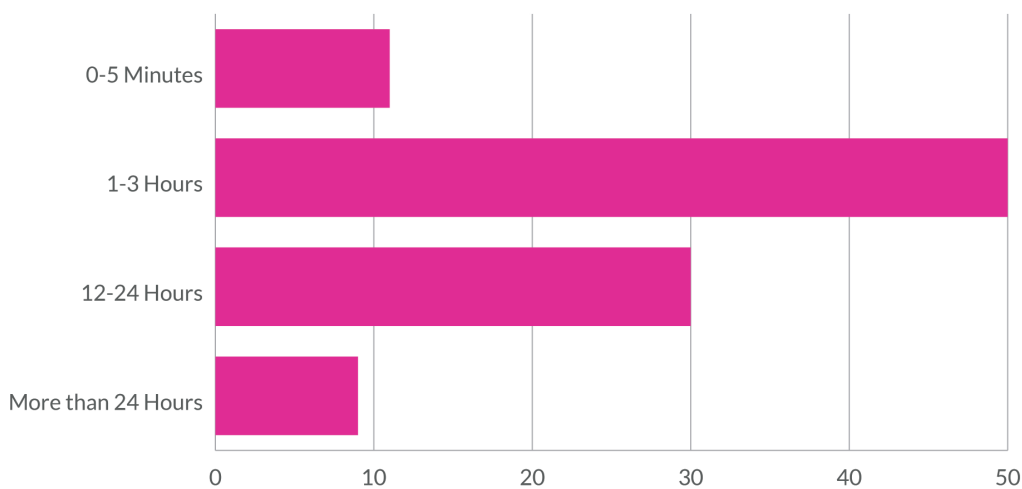
Similarly, the average cost per lease spanned from \$50-\$5,348. Interestingly, the median for average cost per lease was much higher at \$500.

5.2 Sales Cycle Insights

AVERAGE FOLLOW UP TIME

About half of senior care marketers wait about one to three hours to follow up with leads, while 39% take more than 12 hours to respond to leads.

Average Follow Up Time From Initial Lead to Prospect Contact



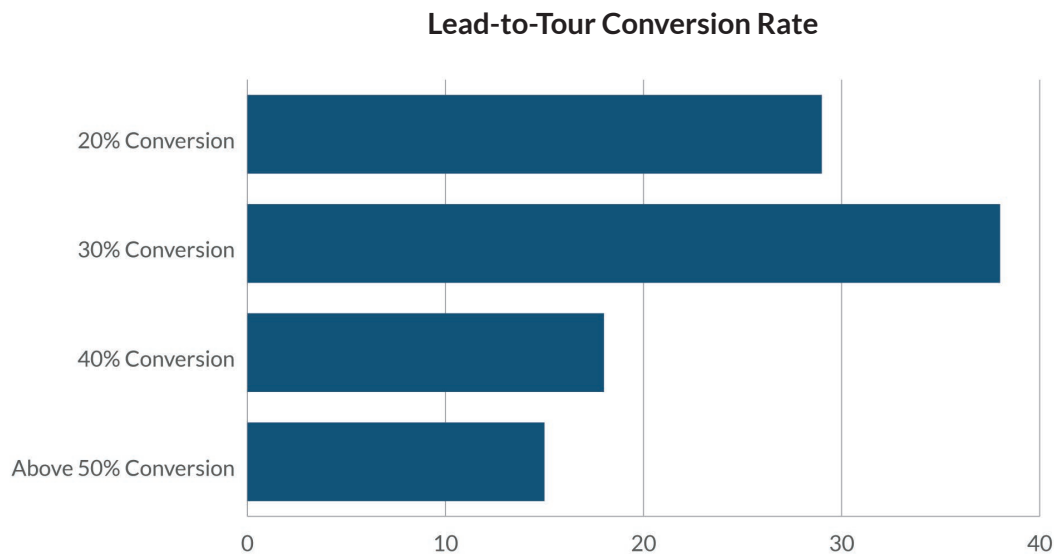
When it comes to inbound inquiries, speed matters. A survey by InsideSales.com found that companies that respond to inbound inquiries within 5 minutes, qualify 21 times the number of leads than sales reps that respond within 30 minutes. Additionally, the odds of getting in touch with a lead decreases by over 10 times in the first hour.

To ensure leads are followed up with as quickly as possible, sales reps must have the proper tools in place to get notified when a lead comes through the website, and then follow up with a direct, relevant message. Most marketing automation platforms will notify someone internally when a form is submitted on the website.

To shorten follow up time, each form should directly notify the sales rep that is expected to respond. Additionally, many CRMs or “sales enablement” platforms allow sales teams to share email templates that give reps the ability to send a well-written email response in just a few seconds.

LEAD-TO-TOUR CONVERSION RATE

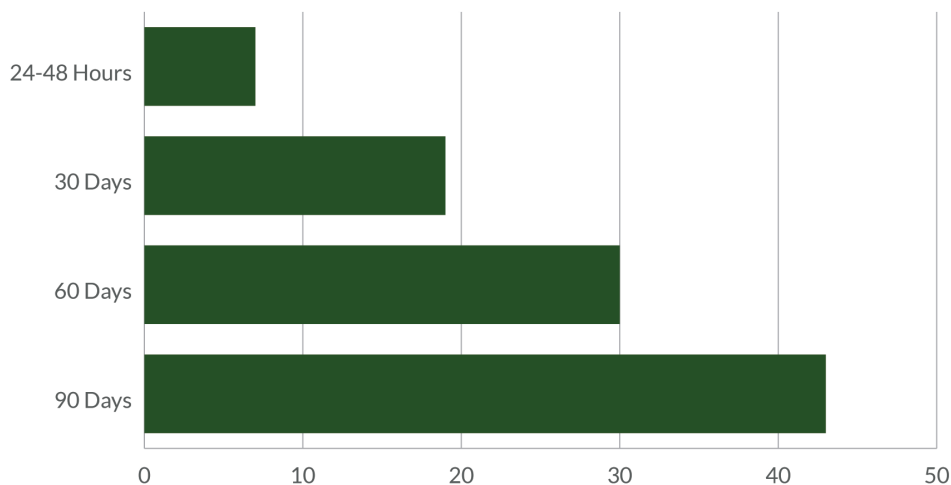
The majority of the senior care marketers we surveyed, about 38%, had a lead-to-tour conversion rate of about 30%. Only 15% of respondents had a conversion rate of over 50%.



TOTAL LENGTH OF SALES CYCLE

43% of those surveyed said their average time of sales cycle from initial inquiry to closing was about 90 days long. 7% of those who responded said the length of time from initial inquiry to closing/admission was on average between 24-48 hours. This makes sense for post-acute professionals.

Average Time of Your Sales Cycle From Initial Inquiry to Closing/Admissions



Sales cycles vary greatly from business to business, even within the same industry. However, as a general rule, shorter sales cycles benefit businesses because sales reps are able to meet with more people in the same time frame. Additionally, most prospects prefer a shorter sales cycle. Ultimately, the key is the goal of a salesperson should be to minimize the cycle time as much as possible without sacrificing on the rapport with the prospect.

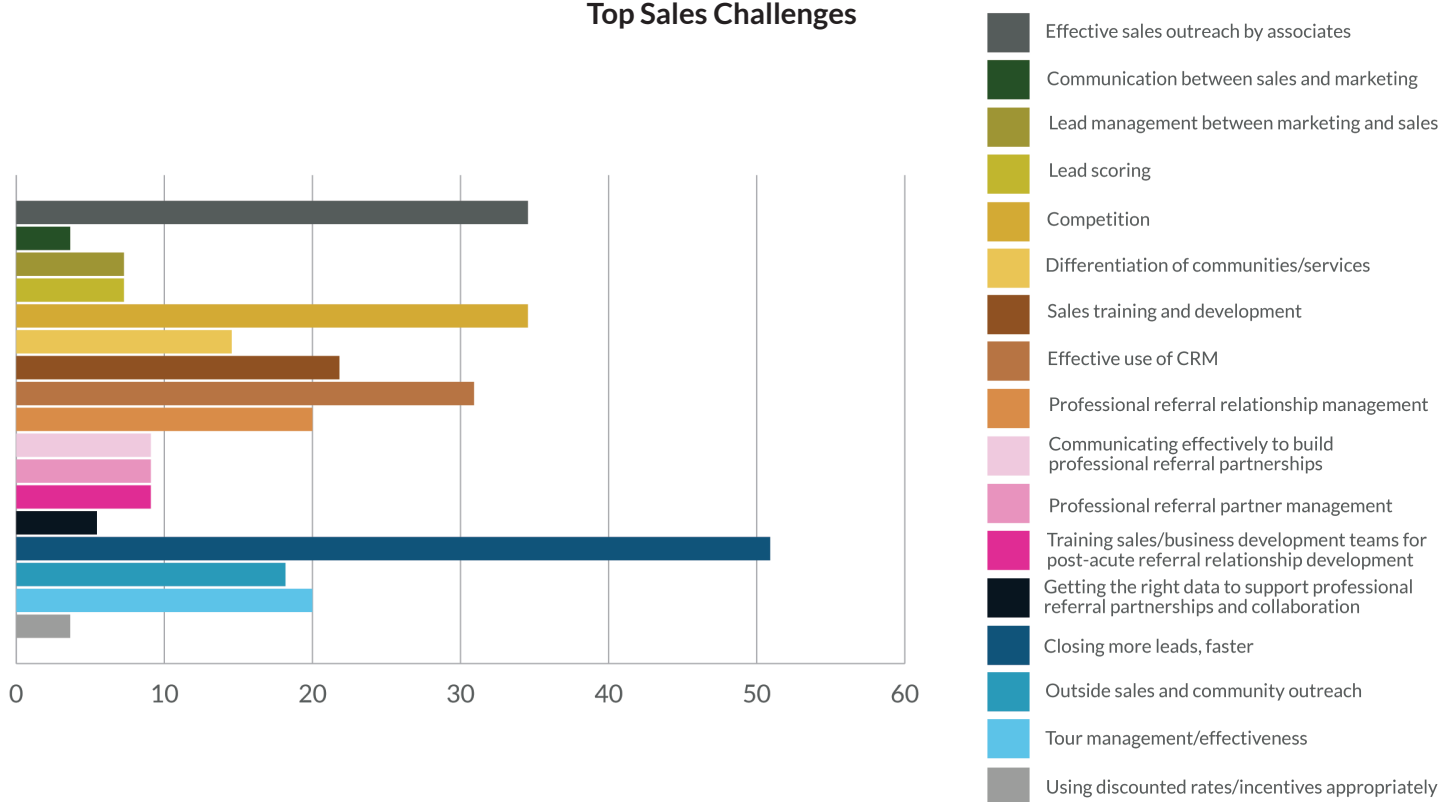
As a general rule, companies that rely on outbound sales methods (like cold calling prospects) tend to have a longer sales cycle length than inbound methods. This is because the prospects are much less likely to be sales ready than if the prospect indicated interest via the website or even from a phone call. If you are hoping to shorten your sales cycle, make sure your inbound channels are set up properly and your sales reps are well-equipped to handle inbound inquiries effectively through training and effective communication about marketing and lead generation efforts.

5.3 Top Sales Challenges

The top sales challenges for marketers matched up closely with the top marketing challenges covered earlier in the survey. Following suit with the top marketing challenge (lead generation), senior care marketers identified their top sales challenge as closing more leads, faster. After closing leads, the most common sales challenges identified among respondents were effective sales outreach and competing in the senior care market.

In addition to these concerns, senior care marketers also indicated that they were challenged with: effective use of CRM, sales training and development, professional referral relationship management, tour management/ effectiveness, outside sales and communications, and differentiation of communities/services.

Top Sales Challenges





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WEBSITE & TECHNOLOGY

WEBSITE AND TECHNOLOGY

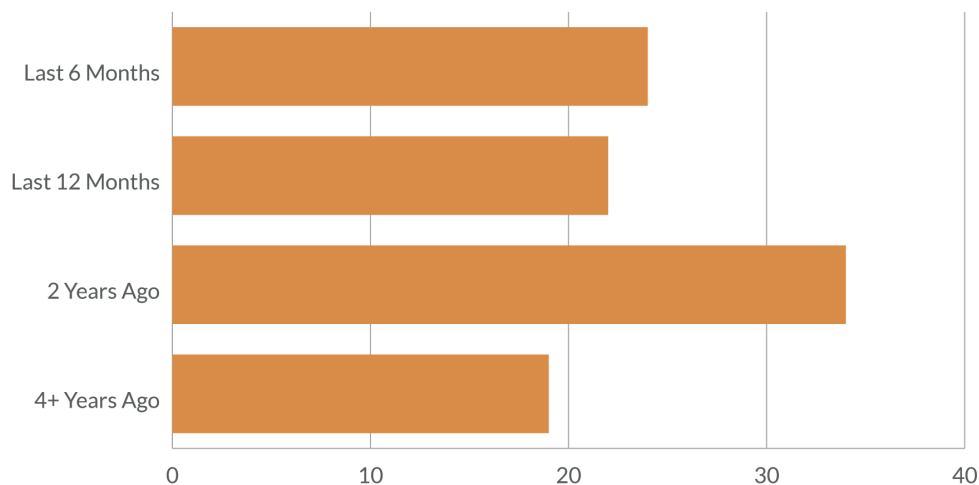
6.1 Website Design

The majority of survey respondents (34%) indicated that it had been about 2 years since their last website redesign while 19% said it had been 4+ years. Interestingly, 42% of respondents said their last website redesign had occurred in the last year.

Six reasons you might need to consider a redesign:

1. Your website is not responsive and does not provide the same experience across all devices
2. Your website looks old and outdated
3. Your website is hard to navigate and has a high bounce rate
4. Your website is difficult for team members to update content on the website
5. Your website is not aligned with your company's most recent goals or marketing strategy
6. Your website does not include forms that allow users to indicate interest in your community
7. Your website is not showing up effectively in search results

Length of Time Since Last Website Redesign



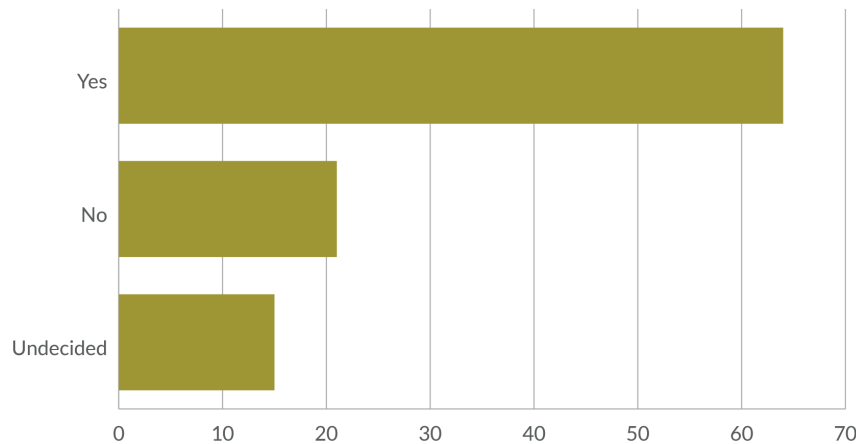
From our experience designing sites, an average website redesign costs roughly \$40,000, with some simpler sites starting at \$10,000.

6.2 CRM Systems and Automation Platforms

2018 TECHNOLOGY INVESTMENT

When respondents were asked if their business was planning to invest more heavily in marketing automation or CRM technology in 2018, 64% of respondents said “yes,” 21% of respondents said “no,” and 15% were undecided.

Plan to Invest Heavily in Marketing Automation/CRM Technology Next Year



TECHNOLOGIES USED: SENIOR HOUSING VS. POST-ACUTE

Among survey respondents, senior housing marketers are much better equipped with technologies that help them connect to potential new customers, log communications and field questions.

Surprisingly, most senior housing and post-acute/home care marketers have not adopted a live call center or inbound call-in capability. While most everyone has a phone number listed on the website, those phones are not always manned by someone at the community and callers may be left to leave a voicemail. A call center will allow potential customers to reach a representative immediately. With the complexities involved with such a considered decision, prospects need a lot of information. And, in today’s world, they expect access to that information right away. A live call center ensures that the call will be answered and can help with providing high-level information, setting up tours, and removing some of the legwork from the early stages of the sales process.

Senior housing when compared to post-acute/home care appears to use more web technologies for their marketing and sales tools. Notably, all senior housing respondents reported having an inquiry form on their website to help capture interest. The overwhelming majority of senior housing marketers, 90%, have adopted a CRM into their marketing/sales toolkit while only 68% use a marketing automation platform.

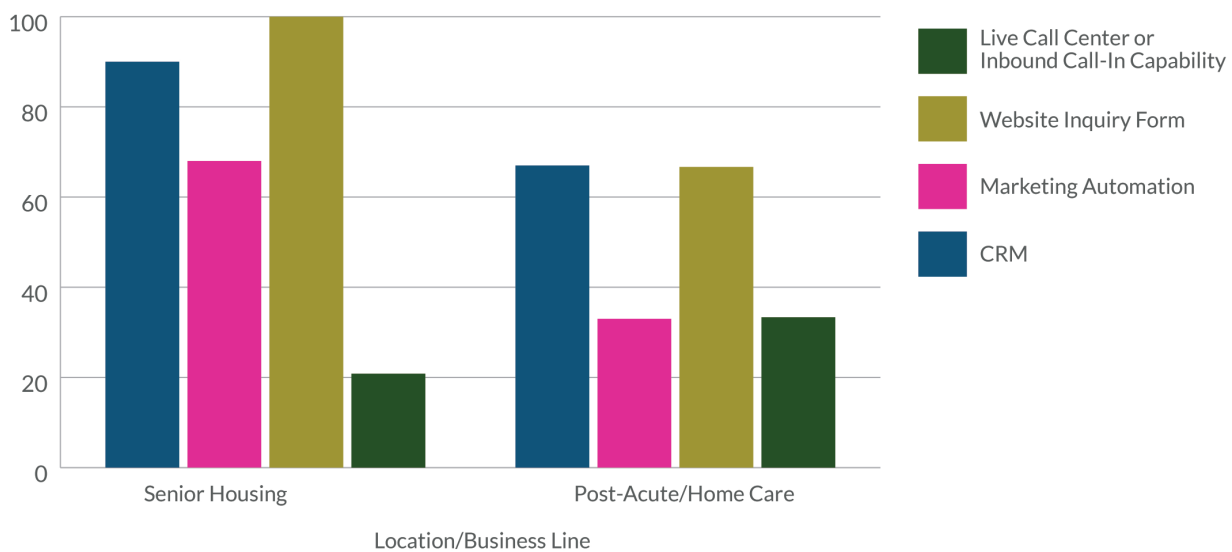
For successful sales and marketing alignment, using both a CRM and marketing automation is critical to understanding significant data points about KPI’s, ROI, persona and funnel lead development—all leading to better lead identification and higher velocity closing. For the most seamless setup, we recommend using a marketing automation platform that integrates with your CRM.

Post-acute/home care falls short of senior housing on technology implementation for everything except live call in centers. While only 33% of post-acute/home care respondents reported having a live call in center, 67% of post-acute respondents said they use a website inquiry form.

Post-acute/home care also appears to be further behind senior housing in their use of a CRM and marketing automation platform. Among these respondents, 67% said they use a CRM while only 33% said they use a marketing automation platform.

Ideally, all organizations should use both technologies but at a bare minimum, organizations should implement a CRM system. The benefits of implementing a CRM system include: more efficient communication with prospects, collecting and organizing prospect and customer information and communications, shortening the sales cycle, etc.

TECHNOLOGIES USED



While industry specific tools are prominent on the CRM side, marketing automation tools are still growing in use. For providers who use marketing automation, more are using non-industry specific products - although there are providers who've begun to adopt the use industry specific marketing automation tools as well. A list of examples of both are noted below:

CRMs: Act-On, ContinuumCRM, EnquireSolutions, MatrixCare, Microsoft Dynamics 365, Occupancy Advantage, PointClickCare, RealPage, Salesforce, Sherpa, SoftVu/SeniorVu, Yardi, You've Got Leads!

Marketing Automation: Constant Contact, Eloqua, G5, HubSpot, Mailchimp, Marketo, OccupancyAdvantage, Salesforce/Pardot, SilverPop/IBM, SoftVu/SeniorVu

CONCLUSION

Senior care marketers have a lot to consider as they plan for 2018. With more marketing channels and tactics at their disposal, where should senior care marketers spend their time and money?

We see upside in digital. We recommend focusing on your website as a lead generation tool to mitigate spend on referral services. Paid advertising should also play a role in your 2018 plans. We've found geo-targeted, highly personalized ads to be very effective in generating leads.

Once you generate a new lead, pair digital and traditional media to turn the lead into a customer. For example, you may combine an email nurturing strategy, with remarking ads, and a traditional print campaign. This type of integrated direct marketing is an effective way to reach prospects wherever they may be.

Take a hard look at how your marketing messaging aligns with your sales activities. Is the experience for the prospect seamless? Are they getting quick, helpful responses to inquiries? Do they feel supported rather than sold to? Marketing and sales alignment should play a critical role in driving new customers.

Lastly, consider technologies that can help you do more with less. Marketing automation platforms have become increasingly easy to implement and user-friendly. Imagine being able to schedule 5 email follow-ups that deliver over a 2-week period in just a few minutes. Or, imagine a prospect visits your website multiple times over the course of a week. Your automation platform could be configured to automatically send an email to this highly engaged person as well as notify you of their activity so you can give them a call. These are just a few use cases of how the right tool can help busy marketers and sales professionals do more and focus on activities that will drive revenue.

We hope you've found the information in this study helpful. Best wishes for a successful 2018!

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- Create a cohesive brand message for consumers, professional referrals, locally and nationally

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