

# DRIVING TRAFFIC

## The Guide to Successful Senior Living Marketing

### DRIVE TRAFFIC

*Looking to increase traffic to your website?*

Typically used channels include:

Local newspapers • Billboards • Television • Radio

These marketing channels will increase traffic and create brand awareness but the downside to consider is that while this will create quantity, it may not generate the quality of traffic you are hoping for.

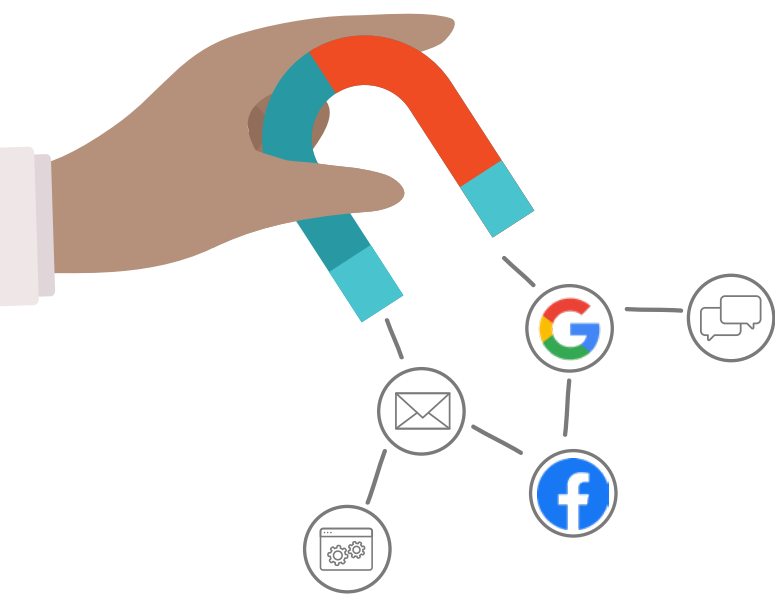
Why? Because the prospect has not shown any interest or intent and you have very little demographic information (info is often limited to geography).

When should you use these channels? When you are creating awareness or have a very specific CTA such as:

- New openings/ pre-leasing.
- Repositioning – new ownership/management/refurb.
- Events – open houses, social and educational events.



**PRO TIP:** Use a dedicated call tracking number to measure the number of calls generated and/ or use a QR code to drive conversions on a landing page.



**PRO TIP:** Phone number must be an optional field on forms. If it is required, your conversions will decrease by over 25%.

### CONVERT MARKETING QUALIFIED LEADS

*Looking to capture early stage leads to fill your prospect pipeline?*

Typically used channels include:

- Generic direct mail campaigns – age, income and zip code (use call tracking/ QR codes to measure results).
- Website content offers – downloadable brochures and guides/ e-books (include CTA to download content in every blog).
- Facebook paid campaigns using look-alike audience parameters.
- Chat.
- Off-site events (restaurant events with speakers) and virtual online events.

These marketing channels will convert more anonymous traffic into MQLs. The downside is that these leads require nurturing and time – do not give them to the sales team until they are ready. This is where marketing automation is most effective.

The best way to generate these early stage conversions is to leverage content and drive them to a landing page/ form with limited required fields.

Remember, these prospects have shown an interest by visiting your website, attending an event or engaging with your social channels but they have not shown any intent to connect with the sales team. These leads need to be nurtured so you do not scare them off!

### CATCH MORE SALES WITH QUALIFIED LEADS

*Looking to drive high intent, targeted leads that are ready for a sales interaction?*

Typically used channels include:

- Google Adwords/ PPC.
- Targeted direct mail with look-alike demographics.
- Website CTAs, banners and pop-ups leading to a landing page.
- IP matching.
- Retargeting ads.
- Surveys/quizzes (Roobrik/ Aging Choices).

These channels generate the highest quality leads and they are much more expensive because there is a lot of competition for these coveted leads. Each SQL lead may cost over \$750 per conversion (MQLs convert for around \$135).

These leads have indicated a high intent and need for senior living and have greater urgency than MQLs. The strategy here is to get them to make a commitment for a face-to-face or voice-to-voice interaction with the sales team. CTAs should be:

- Click to call now.
- Schedule a tour.
- RSVP today.
- Learn more (special offer).



**PRO TIP:** Work with an agency that understands bidding strategy and can manage keyword optimization so you get what you pay for.

Let Senior Living SMART help you create the right strategy for every marketing channel. Schedule your free 30 minute consultation today to find out how we can help you win! 888-620-9832 | SeniorLivingSmart.com