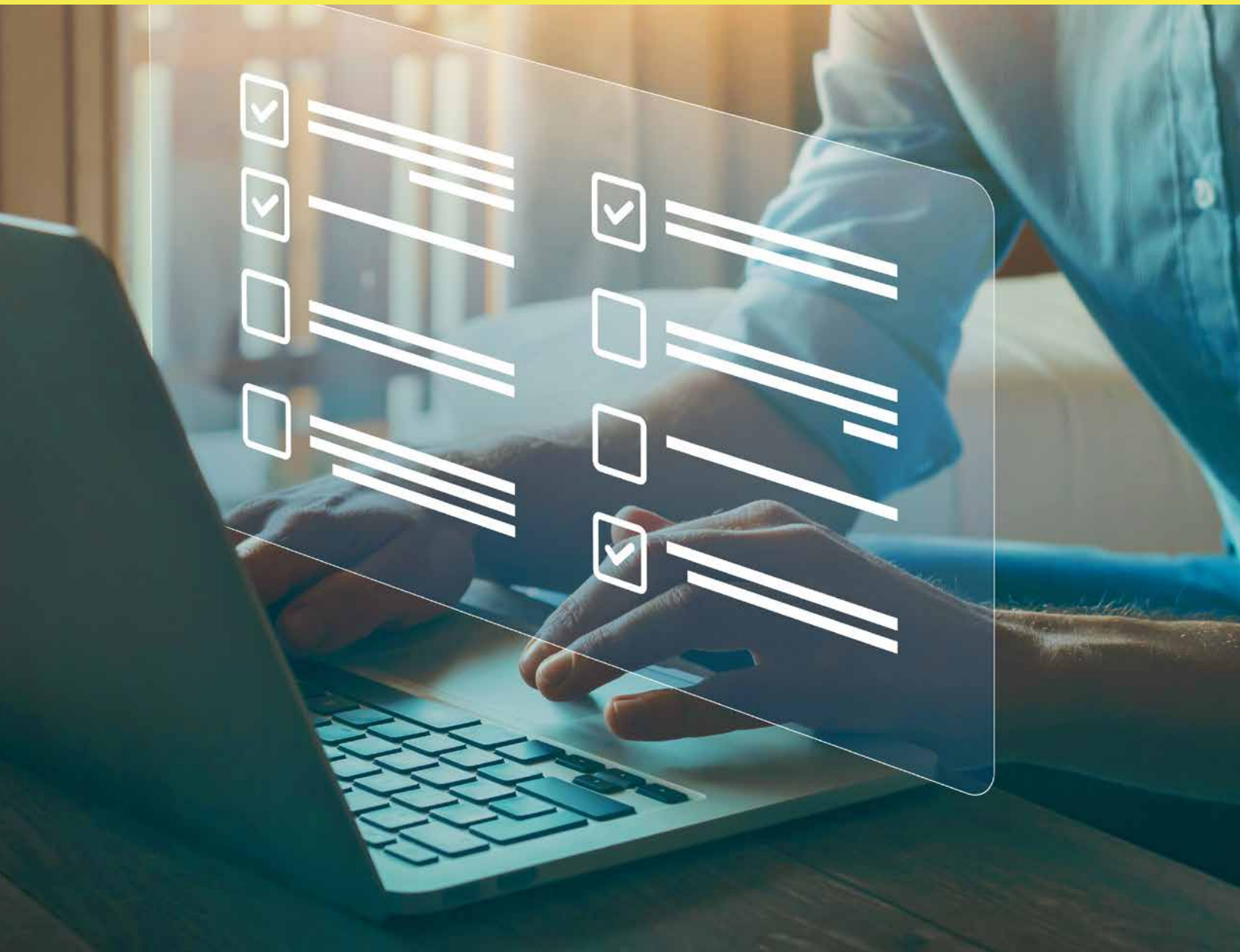


Web Form Design and Strategy for Capturing Senior Living Leads: A Case Study



Step up your lead generation efforts with an enhanced web form strategy and design.

The current state of digital marketing in senior living reveals that a simple redesign can help increase submission rates, and proper follow-up prevents lost leads.

Goals:

- ✓ Develop an efficient web form
- ✓ Improve community's response

Results:

- ✓ Boost submissions and lead generation
- ✓ Begin creating trusted relationships

The Challenge

Visitors who land on your site are often facing circumstances that require difficult decisions.

A loved one who can no longer live safely alone. A spouse struggling with daily tasks. Or a parent being discharged from the hospital who can't return home.

They need information, reassurance and answers.

You might have thought your web form was only a method to capture email addresses, but for an older adult or their family, it could be a lifeline.

Your community may be exceptional, but an anonymous website visitor may never make that discovery if your form asks for too much information, creates uncertainty for what will happen next, or your response is too slow or generic.

The challenge is designing a powerful lead generation tool that will efficiently connect your sales team with your prospects. Because if the opportunity is lost — you might not get a second chance.

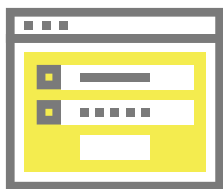


Click to watch the webinar!

FACT:

74%

of companies use some type of web form for lead generation.



49.7%

state their online forms are their highest converting lead generation tool. (via HubSpot)



The Solution

Will a great web form make a sale or close the deal? No. But it's the first step in building the relationships that can.

To achieve successful submission rates, it must be designed from the prospect's point of view.

The specific needs of those navigating the senior living journey may be different, but your form should help them confidently recognize they're headed in the right direction.

Don't give your visitors any reason to abandon your invitation to connect. They're searching for the right community, either for today or in the future. An effective contact form can be the first step in helping them choose yours.

ON AVERAGE:

3%

of your target audience is actively buying

40%

are getting ready to begin their buyer's journey

56%

aren't ready



The Results: Opportunities Missed

Prospects searching for senior living typically visit several community websites. Understanding what your competitors offer can help you stand out in the crowd.

Senior Living SMART conducted the research for you, visiting 100 websites and completing their forms to better comprehend the current industry standard. The following is a brief outline of what we discovered:

Information required

All forms collected names and email addresses. 59 communities required a telephone number but only 22 contacted their prospects via phone.

Automated email follow-up

66 communities had no automated email follow-up. Of the 34 who did, only 21 included a Call-to-Action (CTA) element in the email, such as click-to-call phone numbers.

Personal email follow-up

41 communities sent personal emails but 43 of the 66 communities that had no automated email follow-up also failed to send a timely personalized email.

Brochure follow-up

29 of the 100 communities sent a brochure or information sheet after a form was completed but 12 neglected to send a brochure even when one was specifically requested.



Are your web forms accelerating lead generation results? 10 point checklist!

- ☐ Is our web form as short, simple, and as clearly defined as possible?

Keep forms short and to the point. Make sure the user knows that they are submitting the right form.

- ☐ Does our web form only ask for the information we truly need?

People are resistant to reveal their information. Add a privacy message that their data will not be shared or sold.

- ☐ Does our form highlight the benefits of submitting?

Include the specific benefits of submitting the form in page titles, CTAs, and landing page copy

- ☐ Does our form use specific and value-driven CTAs?

Avoid vague CTAs like "submit" in favor of specific, value-driven phrases like "Download your free brochure and floorplans"

- ☐ Does our lead know what to expect after submitting the form?

Thank you pages are a great place to highlight the next steps to expect. Generic thank you messages ("thanks for submitting the form" or "someone will be with you shortly") leave the user confused and frustrated.

- ☐ Do our forms meet the lead where they are, without forcing them out of their comfort zone?

Not everyone is ready to move in. If the only options they have are to Request a Call or Schedule a Tour, you may lose out on valuable prospects who are still in the information-gathering stage.

- ☐ Are we automatically following up with each submission?

Using automated email is a great way to follow up with leads, stay top of mind, and reduce uncertainty. Follow up with every lead automatically to give them a preview of what's to come.

- ☐ Are we delivering on our promises?

If your form and follow-up says someone will be in touch within 24 hours, make sure that always happens.

- ☐ Is our web form accessible on all devices?

Test your form across devices and accessibility programs like screen-readers.

- ☐ Are we testing, tracking results, and making educated adjustments?

Test, track, and tweak comparing your previous webforms with your revised forms.



Digital marketing can be tricky. But creating an effective web form is simpler than you might think if you remember the basics:

- The more information you require from a prospect, the lower the conversion rates.
- Make it clear what will happen once the form is submitted.
- Take advantage of every response to communicate value.
- Follow up quickly, personally - and more than once.
- Strategically help move your visitors through your funnel.
- Show your prospects you care about their online experience.

DID YOU KNOW?

Requiring a phone number on your forms leads to high form abandonment in almost every situation. In one study, making the phone number optional, rather than required, decreased form abandonment from 39% to just 4%.

The important role your online web forms play is often overlooked or worse yet, an afterthought. While it may be a small marketing tool, the right design along with faster and more effective responses can make a big difference in taking the first step toward reaching qualified prospects — and ultimately your occupancy goals.



How Is Your Site Performing?

Sometimes the best approach involves taking a step back and allowing an objective third party with senior living industry experience to have a look under the hood.

[LEARN MORE](#)



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