

10 BEST DIGITAL TIPS FOR SENIOR LIVING MARKETING

1. **Mobile, mobile, mobile.**

Communities need a responsive website – or at least a mobile site. And don't forget mobile search. On average, the communities we work with see approximately **17% to 20%** their overall site traffic coming from a mobile device.

2. **Your community website will become (actually, it already has become) an extension of your physical community.**

A smart man once said, "Your website isn't a thing, it's a place."

3. **Everything will be shared on the Web.**

And those who are searching for senior living will develop a point of view on a community well before they ever set foot in the door. They'll find this information from referrals, from social connections online, by reading online reviews and from perusing a community's website. According to [*Zero Moment of Truth*](#), the average consumer uses 10.4 sources before buying.

4. **The sales experience will continue to be transformed.**

- Prospects and adult children will expect more information to be shared on your community website. It's important your community doesn't lose the interest of prospects at this crucial stage. Sales counselors may need to start communicating and selling online. If you haven't already seen this, take a look at what some are calling the "[*consumer reports for senior living*](#)."
- Technology will be more prevalent in sales centers. Prospects and their adult children will expect better technology to showcase the community. If a community doesn't have it, prospects might infer that the care isn't very good.

5. **Adult children aren't going to wait around.**

- They'll expect exceptional customer service offline and online.
- They'll expect text or email reminders.
- They'll expect a community to contact them within minutes of calling and/or submitting an information request.

6. **Personalization in advertising will be key for the user.**

Think Pinterest – the content you want, delivered or gathered and categorized in the way you want it.

7. **Communities will rely on the sophistication of big data to make their advertising decisions.**

Media will be planned by someone who is part media-minded, part analytical, part strategic and thoroughly technology-oriented.

8. Communities will need to be physically built or renovated to consider digital technology needs.

For example, charging stations for electronic devices, wireless access, touchscreen kiosks, payment by smartphones for services. Boomers will be working longer – some well into their 80s – communities will need to consider this and offer solutions.

9. Dynamic content is key.

Start a blog, get a team of contributors from your community on board and set a goal to update it weekly. You can do it!

10. Digital will become infused into every marketing tactic you execute.

Companies need to tie offline events to online engagement to measure the impact of these cross-channel campaigns. Being relevant to your customer in every context improves your brand awareness, and engagement will ultimately lead to more inquiries and sales. Prospects will no longer have only offline or only online experiences; they'll have integrated brand experiences.