

INSIDE THE NEW AGE OF LEAD CONVERSION



CONVERSION LOGIX®

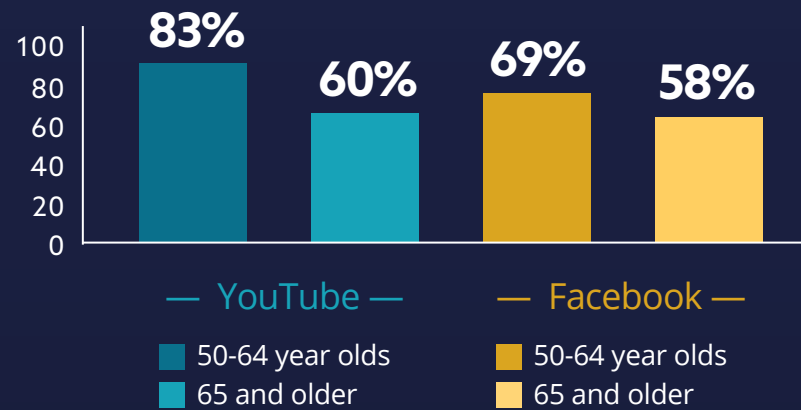


SENIOR HOUSING NEWS



Inside the New Age of Lead Conversion

Most used social channels for seniors and their adult children



Source: Pew Research Center

Operators today have access to more information than ever before about where their prospects are digitally.

Information from Pew Research Center shows YouTube and Facebook are the most used social channels for seniors and their adult children, with 83% of 50-64 year olds and 60% who are 65 and older watching YouTube. Meanwhile, 69% of 50-64 year olds and 58% of those 65+ are using Facebook.

When you know where your prospects are, you know more about how to get them in the building. One California hospice provider did just that, growing their occupancy from 73% to 92% in just 90 days. Their path to those numbers? Meeting prospects where they are — digitally.

“We’ve got to make things convenient for seniors, especially when they’re looking for a new community,” says Jennifer Lovely, Executive Vice President of Sales at Conversion Logix. “We need to ensure that they have a clear vision of what our communities offer, allowing our clients to put their best foot forward from the start.”

Welcome to the new age of lead conversion. In this eBook, you will learn:

- What defines the new age of lead conversion
- The Dos and Don’ts of marketing automation
- The three steps to increase move-ins



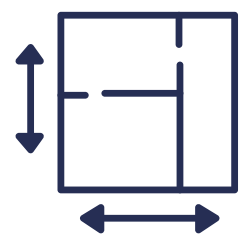
The new age of lead conversion

Allison Singer has seen the shift in buyer habits herself. Since she entered the industry in 1998, sales prospects have changed from needing to maintain folders of information and advertising in social worker handbooks to being more aware of what they want in their next phases of life.

"You have to make sure that the product you're providing fits what they want," says Singler, Executive Vice President of Marketing at Edison Equity Residential. "In the past, they relied heavily on a salesperson, marketing director or customer service manager to guide them through the process. Now, they've done much of the due diligence themselves. You, as a senior living community, need to be more knowledgeable about who you are and what your niche is to provide the right experience that meets their expectations."

Senior living consumers want information more quickly than ever which has led the industry to become more transparent, particularly in pricing. Brent Rodriguez, Vice President of Sales and Marketing at WellQuest Living, has seen more luxury brands disclosing their rates on their website compared to prior years.

WHERE ARE YOUR PROSPECTS ON YOUR WEBSITE?
FLOOR PLANS, FLOOR PLANS, FLOOR PLANS



When WellQuest reviews website traffic, the floor plans, gallery and the contact pages continue to win the most clicks.

As such, lead-driving technology tools, like those from Conversion Logix, have become essential for communities.

"Operators need to ensure they are engaging prospects at every step of the process, whether it's during the campaign or conversion phase, and sometimes it can be a long process because several family members are involved," Lovely says.

THREE LEAD GENERATION STRATEGIES THAT OPERATORS LOVE

Lead generation requires thinking outside the box. Three strategies that Jen Lovely has seen drive quality leads:



Events. Senior living prospects are trying to get a feel of what your community has to offer and who they will be living with once they move in. Events are a good way to showcase both.



Soft conversion materials. Another good way to urge prospects to provide you with their information is to give them an incentive to do so. Launch promotional offers that let them redeem items or discounts. Give them downloadable brochures, or even newsletters, on topics that matter to them. These tell them that you're not just about the sale — you care about what's important to them.



Video tours. While some prospects are not yet ready to book a tour and talk to a sales counselor, that doesn't mean they don't want to see your community. Allow them a peek at your amenities and give them a video tour. These can be very effective in letting them decide that yours is a community they can see themselves — or their parents — moving into and may speed up their decision to book an actual conversation with your sales team.

“We have to remember there are multiple conversion points that help move prospects through the pipeline and ultimately lead to their conversion,” says Lovely.

And with so many prospects conducting their own Google searches, having the right SEM and SEO vendor like Conversion Logix becomes even more important for ads to be smart and effective.



The Dos and Don'ts of marketing automation

Do: Let prospects connect with a real person

Don't: Force prospects to speak with a robot

Conversion Logix offers a live chat option for prospects to ensure they are speaking with a real person during the process.

"We have to take care of these people at this very important time in their life as they're making this big decision," Rodriguez says. "It creates trust issues when we're not transparent, especially when they believe they're speaking to a person but are actually interacting with an AI bot."

Do: Send messages at the right time

Don't: Bombard prospects

Operators can utilize lead nurturing to help keep in touch with prospects and optimize sales teams' time to the fullest.

“ Send lead-nurturing emails, text messages and white papers related to an event a prospect attends. You want prospects to feel heard and know that you're focusing on what matters to them. ”

JEN LOVELY, EXECUTIVE VICE PRESIDENT OF SALES, CONVERSION LOGIX

"Setting up cadences is key — if someone downloads a senior living brochure, you should follow up within a couple of weeks by presenting them with something else that's engaging," says Lovely. "Having those drip campaigns in place is very important."

Do: Utilize events for messaging

Don't: Be generic

"If someone attends an event, that's their conversion point. Send lead-nurturing emails, text messages and white papers related to that event," Lovely says. "You want prospects to feel heard and know that you're focusing on what matters to them."



The new age of lead conversion, in three steps

It's not news to anyone that today's senior living prospects are changing. Along with being more proactive in the way they approach senior housing, they are more tech savvy than ever before, and are only becoming more so with the incoming baby boomers.

They also want information more quickly and in easy to digest ways, such as videos. The easier it is for a prospect to find the information they are looking for, the happier they will be. Here are three easy steps operators can take to drive lead conversion:

1. Capture a prospect's initial interest
2. Turn traffic into qualified leads
3. Generate leads with attribution

⚡ Capture a prospect's initial interest

What catches your prospect's attention online?

One approach WellQuest takes to that question: in-depth virtual tours, where prospects can guide themselves through the community at their own pace.

WellQuest loves that approach, Rodriguez says, and is now working to improve it. They are adding more interactive video capabilities: when a guest reaches the dining area of the tour, for instance, they can click one button that summons a video of the community's chef introducing himself.

"I see it as a dual threat, like on a football field where you have both a wide receiver and a running back," Rodriguez says. "With SEO and PPC (pay per click), you want to be able to capture people through different strategies."

Another approach to that question: social media advertising. Again, take a look at the YouTube and Facebook habits of seniors and especially their adult children, via Pew Research Center, listed on page 1. Among respondents aged 50-64, 83% watch YouTube and 69% use Facebook.

Most used social channels for seniors and their adult children

46%

Edison Equity Residential sees a **46% engagement rate** with their Facebook ads.

Edison Equity Residential is paying attention. They utilize both Facebook and YouTube ad campaigns; the Facebook ads, in particular, are performing well, Singler says, with a 46% engagement rate. Their YouTube campaign is performing well too, with 15,381 sessions in the first 90 days prior to this interview.

A lot of interest can be generated through the chat functionalities on a website as well. For Edison Equity Residential, 34% of conversion models come from live chat conversations. Once that initial interest is captured, Singler added there is a good

chance prospects will be visiting multiple times in order to wrap their heads around what they're seeing.

"We have all this great data that we're using to drive leads," says Singler. "We have to be mindful that we are utilizing this data effectively and working smarter with it, ensuring that we're following up, engaging, and hitting all the touchpoints necessary to demonstrate that we're the right fit for them."



Turn traffic into qualified leads

With the initial prospect captured, it's time to turn that interest into a lead. Rodriguez leverages a survey for interested individuals. If the first four questions are answered, there's a strong chance the prospect will complete the survey, providing the sales teams with powerful, personal insights that wouldn't usually be captured through a standard website interaction.

Edison Equity Realty is starting entirely from scratch with new developments and niche marketing for more active seniors. In those instances, Singler's team digs into every lead to see how they heard about the community. The hardest part, she says, is getting the right fit for the community, which involves asking a lot of questions.

"I've really focused on asking the right questions and figuring out how to build value for customers of different ages by meeting them where they are," she says.

Cost analysis tools can be a great benefit for qualifying leads entirely through the prospects' efforts. By walking them through a pricing calculator, it can show how senior living can truly fit within their budget as well.

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ALLISON SINGER
EXECUTIVE VICE PRESIDENT OF MARKETING
EDISON EQUITY RESIDENTIAL



Generate leads with attribution

Conversion Logix's suite of tools enables senior housing operators to easily track the attribution of leads and make shifts in real time if a campaign isn't panning out.

Singler says she looks into where leads are coming from on a weekly basis to see what is bringing leads to the system, and evaluates where to move dollars every month.

"Between weekly and monthly reporting from Conversion Logix, and what I run in our system, occupancy will eventually tell the story," Singler says. "That's how we'll adjust what we need."

The suite of tools also allows teams to save time, energy and money when needed.

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ALLISON SINGER

EXECUTIVE VICE PRESIDENT OF MARKETING, EDISON EQUITY RESIDENTIAL

Going inside the numbers to bring seniors inside your buildings



The new age of lead conversion is here. That's good news for seniors — and great news for operators.

"It's a huge deal to be able to look at attribution on a daily basis. You don't want to overthink it, but you can catch any issues early and make up for lost time and revenue," Lovely says. "The back end of The Conversion Cloud® software is so intuitive that you can't break it. You can go in, create an offer, module or conversion tool within 30 seconds, and set it live."

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