



Marketing to the Modern Senior **Checklist**

The ongoing pandemic has impacted all of our lives, including future residents and their families. Act now to provide timely updates to seniors, build trust, and keep your community top-of-mind. Here are some tips to help your sales and marketing teams nurture leads by appealing to the needs of the modern senior.

The Stay Home Era + The People Side of Marketing

Empathy and compassion go the extra mile. The impacts of the current health crisis have disproportionately impacted seniors and their families. Future residents searching for senior living are focused on essentials. Quality of life, safety, and social engagement your community provides are increasingly important. We know you pivoted to accommodate their changing needs. Share how you communicated these changes. Include infection prevention precautions, and vaccination roll out plans, on the community's website to make your communications more empathetic.

- Frequency and schedule for common area sanitation.
- Social distancing guidelines for shared spaces.
- Personal protective equipment requirements and training for staff members.
- Your community's approach and ability to quarantine community members experiencing COVID-19, common cold, or flu-like symptoms.
- Provide information that helps your residents and their families, instead of selling or pushing a rapid move-in. By connecting with a need, you're making sure your community is a trusted and helpful resource.
- Remember, "Clear is kind." If your community has policy changes related to COVID-19, or vaccines, or something as simple as mail, communicate this clearly with residents and their families to avoid unwanted surprises and keep everyone informed.
- Take a walk in your residents' and staff members' shoes. Identify any pain points that would make their jobs or lives difficult. Consider how you can make their lives easier, simpler, and safer. Then, take action.



Marketing to the Modern Senior **Checklist**

Reputation and Social Media

Social media usage is up. It makes us feel like we're together, even if we aren't. More than that, it's a great channel to connect with seniors, their loved ones, and your staff. Consider these steps to communicate about COVID-19 vaccinations in your community.

- Post good news from your community. Did Suzie, a 92-year-old community member, recently receive the vaccine? We could all use more positive news these days, so share these bright messages.
- How are your residents feeling about the vaccines? Share their perspectives and personal stories.
- While vaccines don't mean that the pandemic "turned off" overnight, they can facilitate an eventual move to our post-pandemic world. In the meantime, share creative ideas to keep residents and their families connected including: coordinating video calls or recordings, writing letters, or creating a virtual book club by sharing audio book downloads that residents and their family members can listen to and then discuss.
- As always, respond to reviews, both negative and positive, quickly. Check out our blog for [review response templates](#) and best practices.
- Listen and adapt your practices where reviews point out weak links, or great new ideas you may not have considered.

Resident Incentives

Are your competitors offering steep discounts, or other concessions? Ack — what pressure! Consider adding new or amplifying current quality of life amenities. You can showcase these in digital ads and on your website to appeal to seniors and their families.

- Free device, like a Google Nest Hub, to stream video calls with move-in.
- Sanitized, reservable spaces to video call family members and loved ones.
- For independent living communities consider offering online virtual cooking classes, and if possible include families into the mix. This would allow your residents and their families to share activities safely.
- The ongoing health crisis has made overall wellness a high-priority. Offer access to virtual fitness classes either via streaming device. Or, if possible, safely outdoors such as balcony yoga.
- Webinars on topics of interest where seniors can engage to ask questions, and with so many virtual events you may not need to organize the webinar but connect seniors with nearby universities, or companies who are taking on this kind of engagement effort.



Marketing to the Modern Senior **Checklist**

Digital Advertising

What a year. Here is a dash of good news: online search levels have nearly resumed where they were before COVID-19. Keeping up your digital advertising spend will help turn high-intent searchers into renters, and carry us into the next normal. Digital advertising can be used to build awareness of measures you've put in place to make sure prospects know your property accommodates the new normal.

- Update your keywords to include applicable resident amenities like video calls, and technology assistance for residents.
- Update your keywords to include safety and hygiene precautions.
- List remarketing with current prospects and their families, it is a great way to update interested residents on recently added amenities – contactless technology additions and updated COVID-19 safety measures— to remind them of the continued value of your community.

Marketing Data and Analytics

It's time to dig into your pandemic-driven-data and unpack what changes seem to be here to stay. Take a look at website traffic, ad performance, and work with your marketing partner at G5 to understand the best ways to respond through your marketing channels. Here are a few questions to ask in order to dig deeper into your marketing data and analytics.

- Has the intent of inbound inquiries from marketing sources changed?
- Are website visitors accessing your COVID-19 related information, and policy changes?
- Are residents asking questions that need added to your COVID-19 FAQs?
- Which channels are driving the highest number of inquiries?

For more great insights on digital marketing, [subscribe to the G5 blog](#).