

DIGITAL MARKETING TRENDS

in the Senior Living and Care Industry

The goal of this groundbreaking benchmark study is to provide information regarding the rising importance and successes of current outbound digital marketing practices across the industry.

We hope you find this research useful in formulating future marketing strategies.

In June 2016, Brooks Adams Research emailed a link for an online survey to ASHA and LeadingAge members who would likely have the most knowledge of their organization's digital marketing efforts.

The response produced:

255
RESPONSES

Results were gathered from not-for-profit and for-profit communities, multi-site and single-site organizations and providers offering Independent Living, Assisted Living, Memory Care, Nursing Care and Rehabilitation Services, Home Health Services, Adult Day Services, Hospice Services or something else.

WHAT IS DIGITAL MARKETING? ???
It's the promotion of products, services and brands via electronic media.



60% OF THE
RESPONDENTS



were marketing vice presidents, directors or managers. The remainder were corporate executives, administrators and executive directors, other professionals in the field of aging services and advertising/marketing consultants.

Digital marketing practices in the senior living industry and care industry are maturing. Organizations large and small increasingly employ tools that facilitate greater levels of personalization and connectivity.

Senior Living marketing has always focused on the consumer, and marketers are adopting new tools from Internet technology to make more meaningful connections.

Without a doubt, marketing practices in the industry are growing as they catch up with technical capability. Traditional methods of reaching consumers such as direct mail and public outreach events are still among the most effective, while cold calls, radio ads and community signage are among the least effective ways of marketing to seniors. The data from this study clearly shows that senior living and care organizations that engage in digital marketing are realizing rewards across a range of tactics and strategies.

Most of the respondents have a digital marketing strategy,

1 out of 2 would give their organization a grade of A or B for accomplishing their goals.

STRATEGY

HAVE A DIGITAL MARKETING STRATEGY

78%



LEAD GENERATION

76%



INCREASING BRAND AWARENESS

60%



TOP GOALS

DIGITAL MARKETING STRATEGY IS THE SAME OR BETTER THAN THEIR KEY COMPETITORS

67%



18% SAY IT IS MUCH BETTER

WOULD GIVE THEIR ORGANIZATION A GRADE OF A OR B FOR ACCOMPLISHING THEIR GOALS

52%



INDICATES ROOM FOR IMPROVEMENT

An increase in dollars allocated towards digital marketing in overall marketing budgets anticipated for 2017 points toward evidence that the effectiveness of digital marketing to achieve goals is growing.

BUDGETING AND FUTURE SPEND



IN 2016 **74%** ALLOCATED UP TO **\$25,000**, WITH MOST SPENDING **\$25,000** OR LESS.



GOOGLE ADWORDS AND SOCIAL MEDIA ADS HAD THE LARGEST PERCENTAGE OF OVERALL BUDGET IN 2016.

ONLY 4% OF RESPONDENTS ANTICIPATE SPENDING LESS ON DIGITAL MARKETING ACTIVITIES IN 2017.



WEBSITE

IT IS IMPOSSIBLE TO OVERSTATE THE IMPORTANCE OF A GREAT WEBSITE.

HAVE A WEBSITE AND FIND IT TO BE VERY EFFECTIVE:



HAVE A WEBSITE



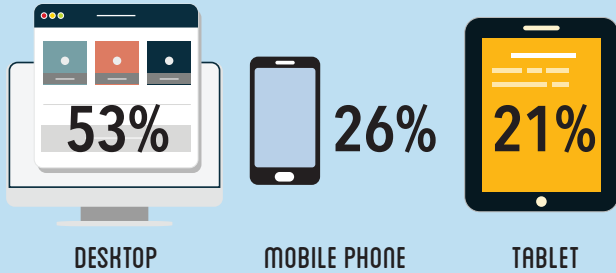
VERY EFFECTIVE



Senior living marketers are getting the best bang for their buck with their websites and search engine marketing (SEM).

ACCESS AND TRAFFIC

CONSUMER'S ACCESS COMMUNITY OR ORGANIZATION WEBSITES BY



50% SPEND
1 - 3 MINUTES
ON THE WEBSITE TYPICALLY VIEWING
1 - 3 PAGES
PER SESSION



ONLY 10% OF COMMUNITIES OR ORGANIZATIONS
HAVE A LIVE CHAT FEATURE ON THEIR WEBSITE

SOCIAL MEDIA

MANY CONSUMERS NOW
LOOK TO SOCIAL MEDIA
TO LEARN MORE ABOUT
A BRAND OR PRODUCT.

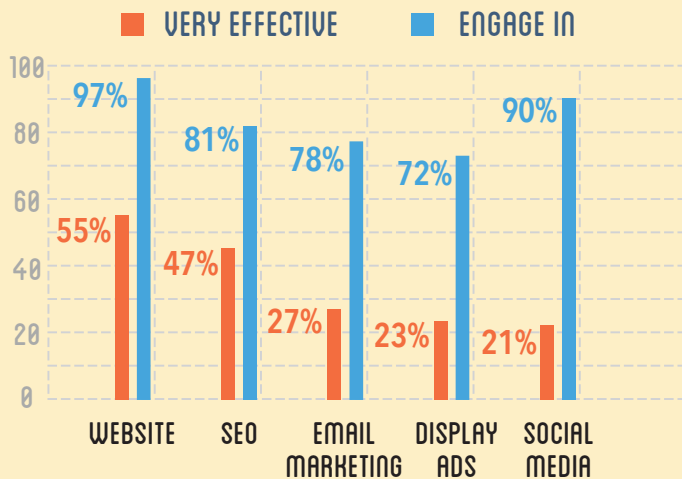


USE SOCIAL MEDIA BUT FEW
CONSIDER IT TO BE VERY EFFECTIVE

96% EFFECTIVE

FACEBOOK IS THE MOST EFFECTIVE SOCIAL
MEDIA PLATFORM, FOLLOWED BY

29% EFFECTIVE **22%** EFFECTIVE



More successful organizations are finding
ways to leverage the data for delivering
highly personalized advertising content
to specific target markets.

REPUTATION MANAGEMENT



In 2017, expect more communities to actively seek and encourage positive reviews, and many more will have processes in place to pro-actively post positive feedback on their websites and social media.

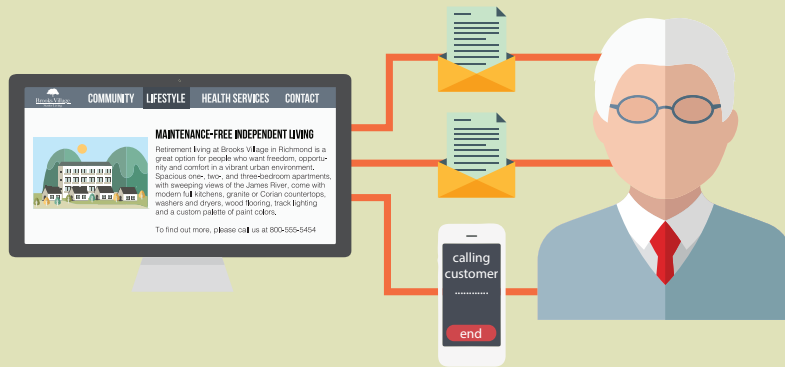
ARE ACTIVELY MANAGING THEIR REPUTATION ONLINE

Many employ 3rd party vendors or agencies, and services such as Reputation.com, to help them respond to online reviews and social media posts. Smaller organizations and single-site communities typically engage internal staff and some have specifically designated an employee to monitor reviews and comments on social media and review sites such as Yelp, Google+, Facebook and other websites.

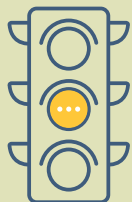
MARKETING AUTOMATION

WHAT IS MARKETING AUTOMATION?

Marketing automation technologies facilitate automated tasks from the marketing and sales process including lead nurturing, prospect profiling, lead scoring and delivering personalized content to maximize consumer engagement.



18% ARE USING IN MARKETING AUTOMATION TECHNOLOGY TO DELIVER PERSONALIZED CONTENT AT KEY TOUCHPOINTS IN THE CONSUMER JOURNEY



29% ARE JUST STARTING TO EXPLORE MARKETING AUTOMATION



40% MARKETING AUTOMATION IS NOT ON THEIR RADAR. GROWING COMPETITION WILL CHANGE THAT

FOR-PROFIT ORGANIZATIONS ARE MORE LIKELY TO BE ALREADY USING MARKETING AUTOMATION

The industry will develop stronger one-on-one consumer relationships forged through marketing automation activities and online reputation management. In 2017, the industry can expect greater engagement through email marketing, online lead management and relationship building activities, CRM integration for better customer engagement, more timely communications, increased marketing and sales opportunities, and delivering more personally relevant messages.

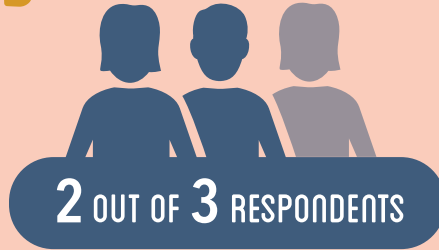
EMAIL MARKETING



EMAIL IS A KEY AUTOMATION TOOL



ENGAGE IN EMAIL MARKETING



say their organization employs email campaigns such as e-blasts and newsletters.



SEND EMAIL CAMPAIGNS MONTHLY

CHALLENGES AND BARRIERS TO SUCCESS

As digital marketing practices evolve and mature the biggest challenge will be having the means and processes to ensure their digital marketing strategy is carried out efficiently, and having the understanding necessary to take advantage of trends and technology. As adoption grows to include greater percentages of overall marketing budget, smaller organizations will take steps to improve their knowledge, while larger organizations will work on streamlining digital marketing processes.

The biggest barriers to success are inadequate budgets, inadequate internal skills and inability to integrate with CRM systems.

The American Seniors Housing Association (ASHA), LeadingAge and Brooks Adams Research thank all who participated in this important study to understand outbound digital practices and trends in the senior living industry.

