10 Marketing Automation Strategies for Senior Living
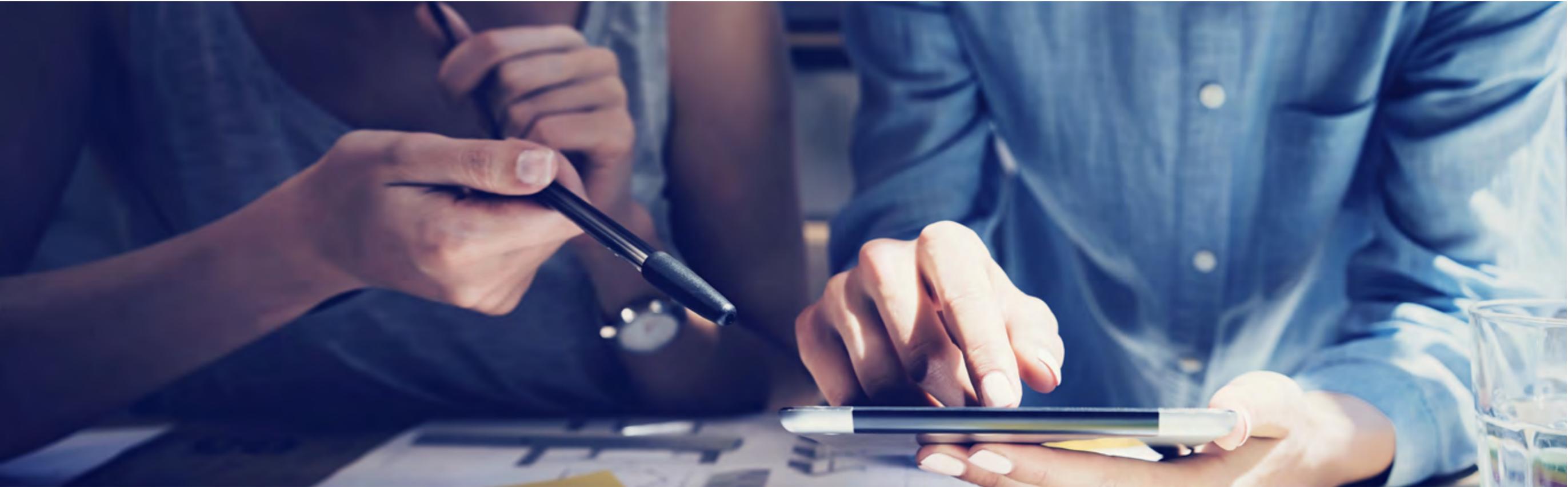
- ✔ *What Is Marketing Automation?*
- ✔ *Benefits of Marketing Automation*
- ✔ *10 Marketing Automation Strategies You Can Implement*

YARDI

What Is Marketing Automation?

Marketing automation streamlines repetitive marketing tasks, tracks prospect behavior and delivers targeted content to get customers into your pipeline—and keep them as loyal residents once they've moved in. It creates efficiency for marketers and sales staff and a more personalized experience for prospects.

Marketing Automation

Prospective residents and their families expect to be able to research your community and get the information they're looking for any time of day. But does that mean you're suddenly able to hire more staff for round-the-clock support? Of course not. Marketing automation is your secret weapon in an increasingly busy digital marketplace.

Benefits of Marketing Automation
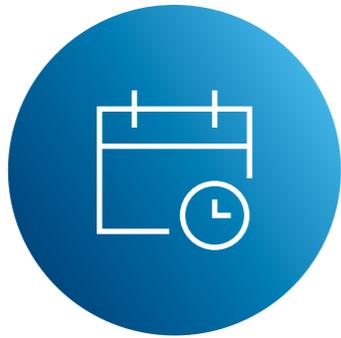
Save Time

Automating marketing processes saves time, giving back the hours you would otherwise spend scheduling appointments, responding to text messages and posting to social media every week.

Save Money

With increased visibility into channel-by-channel performance, you can see what works and what doesn't, allowing you to optimize your marketing strategy and focus resources where ROI is greatest.
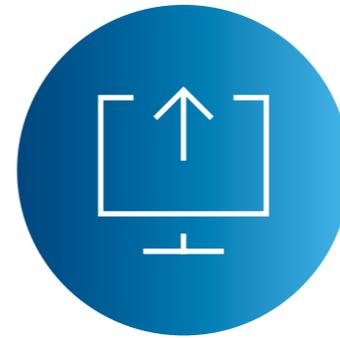
Reduce Data Entry

Instead of manually entering information repeatedly—increasing the likelihood of human error each time—updates are automatically completed using data from your property management software.
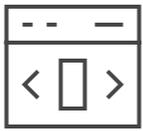
Free Up Staff

With less time spent doing heads-down desk work, your staff members have more availability to focus on what matters most; your prospects and residents.

10 Marketing Automation Strategies

01
Nudge Marketing

02
Automated Appointment Scheduling
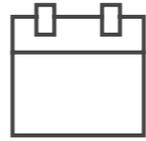
03
Intelligent Text Response

04
Automated Email Follow-Ups

05
Event-Based Surveys

06
ILS Automation

07
Lead Scoring

08
Social Media Bulk Posting

09
Timed Lease Renewals

10
Automatic Customer Support

Nudge Marketing

It takes an average of 25 touchpoints—calls, emails, appointments—over the course of two years to get a prospect from inquiry to move-in.[1] Suffice it to say, sometimes leads need a little extra push. But you can't possibly track and call every website visitor. That's where nudge marketing comes in.

Nudge marketing is a marketing automation tool that appears on your community websites. It delivers a targeted message to specific prospects based on their online actions. You can set it to nudge website visitors to take the next step after viewing a set number of pages or visiting one page for a specific amount of time. Use it to share a promotion, pop up an appointment card or something else!

Automated Appointment Scheduling

Let website visitors schedule appointments at times that are convenient for them—and you. Here's how it works:

- ✔ You decide which appointment days, times and lengths work for your offices. You can even choose how many consecutive appointments can be scheduled in a row.
- ✔ Prospects select from available appointments using a form on your site. After they fill out the guest card and submit it, they'll receive an email to confirm their appointment.
- ✔ Office staff get notified of confirmed appointments, which then appear on their calendars.

Prospective residents or their family members can schedule appointments online without worrying about office hours and sales associates can view scheduled appointments and completed guest cards without taking calls.

Intelligent Text Response

Text messaging has become one of the most widely used forms of communication, and its effectiveness as a marketing tool is undeniable. With intelligent text response, you can provide customized, automated responses, freeing up your sales team to process ready-to-go leases and renewals.

Picture this: someone searching for a community for their parent sees your online ad with a number they can text for more information. They send a text asking about your pet policy and receive an automated response letting them know your property accepts pets. The reply also includes a link to view layouts of all your available units. Now they're on your website, ready to choose a floor plan, and you didn't even have to lift a finger!

98%
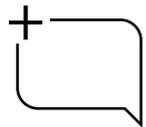
Marketing texts have a 98% open rate

45%
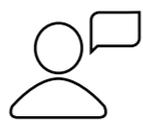
Marketing texts have a 45% response rate

40%

Sales prospects convert at a rate 40% higher

Marketing texts have a 98% open rate and a 45% response rate.[2] And sales prospects who are sent text messages convert at a rate 40% higher than those who are not sent any text messages at all.[3]

Hello!
I'm interested in your community for my mother but have a few questions before I take the time to visit. What is the average age range of your residents? Also, mom likes to have her hair styled once a week. Can you tell me what sort of on-site services you offer?

Thanks for your interest in Shady Lanes. Our community is open to seniors 65 and up, but most of our residents are in the 75-80 age range. We do have a salon. A full list of our on-site services can be found here: https://www.shadylanes.com/residentservices

✔ Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost.[4]

✔ Over 75% of email revenue is generated by triggered campaigns rather than one-size-fits-all campaigns.[5]

Automated Email Follow-Ups

Never lose a potential resident because someone forgot to follow up! Instead, send email follow-ups automatically, triggered by specific events. Create emails just once and have them sent automatically after a tour, before move-in or as a lease expiration date approaches. You pick the event, timing and content, then let automation do the rest.

Event-Based Surveys

Surveying your residents and their families might seem like a hassle, but it doesn't have to be. Easily measure resident satisfaction by enabling event-based net promoter score (NPS) surveys.

NPS is an industry-wide standard that scores responses to a single question to identify promoters, passives and detractors at each property. Research has shown that your NPS acts as a leading indicator of growth.

Automatically email residents based on a completed event, like a move-in or community gathering. Your residents just answer one easy question for you to get valuable feedback.

If your community's NPS is higher than those of your competitors, you will likely outperform the market.

28%

33%

■ 28% better sales productivity

■ 33% higher revenue growth

Businesses with lead scoring processes—which rank a lead's sales readiness based on predetermined criteria—see 28% better sales productivity and 33% higher revenue growth than companies without it.[6]

Lead Scoring

You'd be hard-pressed to find a sales team that complains about having too many prospects. But let's be honest—not all leads are created equal. Lead scoring assigns a value to each potential resident, helping your staff identify the strongest contacts, improving time management and boosting ROI.

It's simple. First, leads are entered into the system. Then,

they're automatically ranked based on two factors: self-reported information, like proposed resident move-in date, and behavioral information, like time spent on your company's website.

Scores are then calculated using a 1-100 scale and color coded, making it simple for staff to identify the hottest leads.

ILS Automation

To attract leads, you need to promote your communities where people will find them. With 75% of people researching senior living facilities online using search engines to find more information[7], internet listing services (ILSs) should be a critical component in your marketing strategy.

Using up-to-date information from your property management software, ILS automation updates your listings and distributes them across multiple online sites daily. It makes sure pricing and vacancies are accurate, so you don't get inquiries from people with incorrect information. Best of all, it runs by itself once you set it up, so your team doesn't have to waste hours on repeat data entry.

Social Media Bulk Posting

Adults using social media

64% of adults age 50-64   64%

37% of adults aged 65+   37%
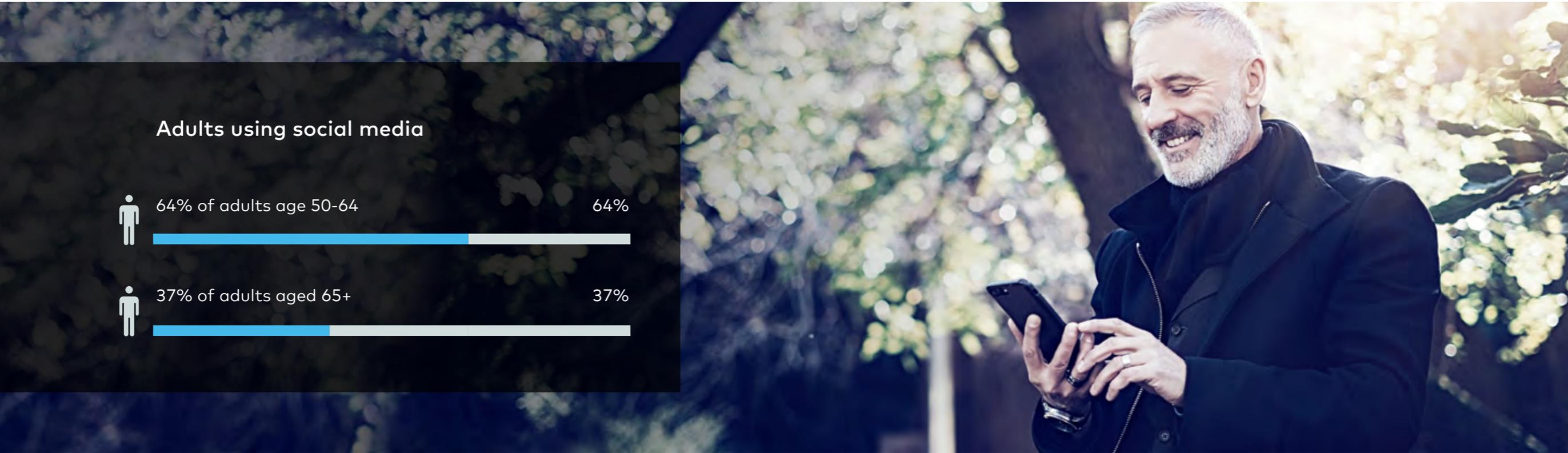
It's important to be where your potential residents and their families are—and that's on social media! Whether your office has a dedicated social team or not, online presence is a must. And bulk posting is the best way to ensure that your important updates get seen.

Schedule posts just once and have them appear across multiple channels at the time that works best for your specific audience.

Think your demographic isn't online? Think again:
- ✔ 64% of adults aged 50–64 and 37% of adults aged 65+ regularly use social media[8]
- ✔ There are 50–60 million monthly active Facebook users over the age of 50 in the U.S.[9]
- ✔ Adults 55+ spend an average of one hour and 48 minutes on social media each day[10]

Timed Lease Renewals

Automate renewal offers to increase retention and gain better visibility into your forecasted revenue.

Send timed communications that offer residents tiered rates if they renew their agreements in advance. The earlier they renew, the lower the rate they can lock in! You pick the timing and the prices, then let marketing automation work its magic.

Automatic Customer Support

Research shows that dissatisfied customers and their family members tell, on average, 15 other people about poor service.[11] And 51% of customers will never do business with a company again after just one negative experience.[12]

No matter what your office hours are, when a prospect has a question or a resident needs something fixed, they expect to be able to reach someone immediately. But what if the front desk is closed, you're in a team meeting or busy with other customers?

On-demand automated phone, email and chat support is the answer to providing the highest level of customer service without spending a fortune. Choosing a system that integrates with your property management software allows staff to deliver community-specific assistance. You get:

- ✔ Budget controls
- ✔ On-demand availability
- ✔ Ability to create guest cards, service requests and appointments

14

Thank You for Downloading!

For more information on marketing automation tools that will help you save time and increase your reach, please contact us. We're here to help!

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Sources

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