



ADVERTISING SENIOR CARE FACILITIES: Grow Your Business Through a Full-Funnel Approach

From 2020 to 2030

U.S. adults aged 65+ will increase by 30%

U. S. adults aged 85+ will grow by 35% ¹

The senior care industry is headed toward a period of rapid growth and change.

This boom in population growth can be credited to several different factors. While the Baby Boomer generation is entering their golden years, creating an influx of adults entering these later stages of life, an increasing life expectancy over time has meant that a higher percentage of adults are living long lives and requiring senior care as they age.

At the same time, this population explosion among aging adults has been accompanied by a dramatic decrease in the growth of younger populations. Compared to the rapid growth of senior adult populations, the population of adults between 18 and 64 years of age is projected to increase by only two percent.

The revenue potential of this demographic shift is creating unprecedented competition for senior living clients—not just over the next decade, but right now. By building an advertising strategy that targets seniors now, before they face an urgent need for senior care services, you can lay a foundation for lead generation and client sales that will deliver steady revenue and profits for years to come.

IN THIS GUIDE:

- Discover the essential steps to identify your target advertising audience²
- Learn to generate leads for senior living facilities
- Distinguish your business through engaging senior living marketing ideas
- Measure your results and determine your advertising ROI

Setting Yourself Apart: The Importance of Unique Proposition Statements

Many aging U.S. adults are taking an active role in planning their retirement. This has several implications for senior care businesses looking to grow their client base.

First, it means that your potential customer path-to-conversion can stretch out over months and years, as aging adults consider their options and make changes to their senior care plans over time. Because of this longer timeline for making care decisions, your company's branding, reputation, and value proposition all play an important role in positioning your business as a top-of-mind consideration among your target audience.

At the same time, consumers are more likely to be picky in their decision making because they'll have that luxury in a competitive senior care market. With the profit potential of an aging population attracting more advertising dollars from competing businesses, your company will need to invest in advertising that communicates a unique value proposition that sets your business apart from the rest.





While this value proposition is ultimately based on what your company does best, effective strategies for identifying these value propositions can include the following approaches:

- **Research-based statements:** If there's data-backed evidence that your business delivers better value, client outcomes, and/or client satisfaction than other methods of delivering care, a research-based approach to messaging can help make a mathematically sound case that appeals to segments of your target audience.
- **Proactive branding (or rebranding):** Certain misconceptions, negative impressions, and/or unflattering storylines may discourage your target clients from considering either your brand in particular, or even senior care services as a whole. Consider highlighting recent changes you've made to your care practices, highlighting new property amenities, and/or emphasizing newly implemented safety measures. This proactive approach can head off false assumptions your target clients might make, and instead position your brand as a forward-thinking organization.
- **Timely messaging:** Successful advertising is all about connecting with your target audience at the right time, and in the right place. With a long path to conversion, timely engagement also means retargeting and re-engaging to keep your business top-of-mind as they weigh their options and approach a decision. A well-designed ad strategy will not only deliver these timely messages, but also mix up the messaging focus to address different pain points and issues your prospects may be considering.

As you develop an advertising strategy, this unique value proposition is a crucial element of your overall strategy—and it should be accounted for in all of your related advertising campaigns.

4 Messaging Pillars of a Senior Living Advertising Campaign

No matter what type of senior care business you operate, the pillars of successful ad messaging are typically the same. These pillars are designed to account for the process that elderly care decision makers³ will go through when conducting research, evaluating their options, asking key questions, and identifying the best service option.

Here's how we recommend structuring your ad campaign messaging:

- 1 Lead with research.** Emphasize the data points you consider most relevant to your target audience. A home care service, for example, might highlight statistics that show the widespread popularity of home care among aging adults, as well as the improved quality of care and health care outcomes that some home care services have achieved. Alternatively, you might cite statistics about caregiver burnout if you're hoping to convince elderly decision makers to switch their loved one over to assisted care. This can be a particularly salient point, given that 51 percent of elderly decision-makers are active caregivers for those individuals.
- 2 Invest in information branding.** As decision makers wade through big decisions with numerous factors to consider, senior care businesses can deliver value early in the decision-making process by offering comparisons, checklists, and other informational tools to inform the research process. This information can naturally position your business as a solution to the decision makers' pain points, and/or the superior choices among a list of featured options—which can persuade your target audience to rank your business as one of their top options.
- 3 Make your case through general branding.** Once you've established your brand's position in the senior care market, your advertising strategy can expand to highlight a broader, more general range of features and amenities⁴ that your senior clients will appreciate. This can help decision makers evaluate the 'total package' your business offers, giving them a better sense of the overall experience and quality of care your business will provide their loved one.
- 4 Emphasize your key differentiator.** At the end of the day, the final message you want your audience to remember is the unique value proposition that sets your business apart from the competition. This value proposition should be the messaging point you emphasize when the prospect has reached the bottom of the funnel and is on the cusp of making their decision.

When you build your messaging, make sure you're considering the stage of the sale funnel each piece of messaging is addressing. High-level industry statistics, for example, are very relevant to the awareness and consideration stages of the sales funnel, for example, but they don't offer any value to decision-makers ready to make a conversion. Keep in mind, too, that these different messaging pillars all play complementary roles for one another when accounted for in an overall digital advertising strategy.

Marketing Your Senior Care Facility: Tips for Building a Digital Strategy

With a unique value proposition and relevant messaging developed, the next step in how to increase sales for senior living involves applying these messaging objectives to a digital strategy spanning many different campaigns.

Because of the long timeline that may come with decision making for senior care services, it's important to invest in diverse digital channels that help you engage prospects consistently, and with different types of messaging that address different concerns or questions they may have.

Given the target audience and advertising best practices for senior care businesses, any digital ad strategy is built around two core initiatives: cable TV and digital video, and online display and audio advertising.

Tips for Cable TV and Digital Video Advertising

While every senior care business should build an ad strategy aligned with their unique goals, value propositions, and advertising constraints, the following TV and digital video strategies have proven successful for many different businesses within the industry:

- **Targeted cable TV ads.** Unlike the large, general audiences offered by network television, cable TV makes it easy to target audience segments where elder care decision-makers are likely to be concentrated. This is an effective channel for building brand awareness early in the sales process.
- **Digital video (on-demand and OTT) ads.** Similar to cable TV ads, digital video can target a smaller, more relevant audience and maximize value from your campaign spending. Digital video advertising also offers expanded targeting capabilities that uses behavioral and other user data to identify likely elder care decision-makers and target them with advertising at an individual level.
- **Addressable geo-fencing.** Geo-fencing allows you to target consumers down to their addressable location, identifying relevant online users who are likely decision-makers for an elderly loved one. With this identity established, other campaigns can continue to target this prospect both at their home and when leaving their known addressable location.
- **YouTube.** As one of the largest search platforms in the world, and the largest video database found online, YouTube offers value for senior care facilities both in publishing content to your brand's channel, and as an advertising platform to target video ads to a relevant audience. YouTube makes it possible to showcase your business through original video content while repurposing TV and digital video ads for campaigns on a platform that offers robust first-party audience data.

Tips for Online Display and Audio Advertising

From display ads to podcasts, here's how online display and audio ads can enhance your ability to connect with, qualify, and convert decision makers into new clients:

- **Search targeting.** Research shows that the vast majority of customer journeys start with search queries performed on Google.⁵ Paid search advertising can help your senior care business achieve prime placement in search results pages, increasing awareness among new prospects just starting their search for senior care services. While this may not lead to an immediate conversion, it can result in a website referral and/or new lead that enables continued engagement with that prospect throughout the buyer journey.
- **Retargeting.** A single ad exposure rarely drives a conversion on its own. Instead, leads are qualified and converted through consistent ad exposures across a wide range of channels. Retargeting leverages online ad inventories across a wide range of channels—including search, display, social media, and others—to continue advertising to prospects that have clicked on an ad or visited your site in the past. By investing in retargeting to prospects with a demonstrated interest in your business, you can concentrate your resources on decision-makers most likely to need your services.
- **Addressable geo-fencing.** The geo-fenced targeting available through digital video can also be used to target prospects through other digital channels—especially mobile ads displayed when away from their home address.
- **Digital audio.** Podcasts and other digital audio can be used to connect with prospects based on the subject matter of the audio content itself. Local senior care businesses can have their ads layered in to focus their ad exposures to in-market audiences—even when advertising through podcast and audio streaming that reaches a national or global audience.



Measuring Success for Senior Care Facility Advertising

You can build a digital strategy using the best senior living marketing ideas possible, but how do you know you're driving results and achieving your advertising goals?

Measurable performance—and an optimized ad strategy—can only be achieved when you've identified the best success metrics to evaluate your senior care advertising strategy. Even when your early ad campaign performance fails to meet your lofty goals, success metrics can help you identify enhancements and optimizations that push your performance higher, increasing client conversions and overall ROI.



The right digital advertising partner can support your long-term advertising success by analyzing performance through relevant success metrics, including:

- **Increased website traffic.** Both paid and organic referrals provide a reliable indication that your top-of-funnel advertising is reaching a relevant audience. Consumers don't click on ads they aren't interested in. Even if those referrals aren't leading to new conversions, an increase in traffic lets you know that the first stages of your ad strategy are doing something right.
- **An overall lift in applications and evaluations.** Applications for senior care and requests for free client evaluations shows that your ads have succeeded in positioning your brand as a legitimate, reputable senior care option. By comparing this increase in applications and evaluations from your baseline levels prior to advertising, you can measure the impact of advertising on your lead generation efforts. You can also evaluate this lift on a per-channel basis to determine which ad channels are driving the greatest performance for your business—which could reveal other useful insights to enhance your ad strategy and/or reallocate your marketing spending.
- **Steady gains in organic traffic.** While paid ad referrals will always be essential for businesses to some degree, sustained advertising and marketing can increase the percentage of website traffic coming from organic (free) channels. This can ultimately lower your cost per-customer acquisition (CPA) and free up parts of your ad budget to invest into other ad campaigns.
- **An overall return on investment (ROI).** By tracking the lift in new customer acquisitions, and subtracting the cost of your advertising from the gains in revenue provided by this new client base, your business can build a reliable picture of how much value you're generating from your advertisements. With firm ROI numbers at your back, you can continue advertising—and even expand your ad strategy—with full confidence that your digital ad strategy is driving a net profit for your senior care organization.

Conclusion: Tomorrow's Business Growth Starts Today

As caregiver needs are set to explode over the next decade, the task of connecting elderly individuals with capable caregivers is harder than ever. As you read this guide, your competitors are making aggressive plans to capture more of this growing market share—and the longer you wait to make plans of your own, the farther your business is falling behind.

Don't let this once-in-a-lifetime business opportunity pass your company by. If you're looking for guidance on how to get assisted living clients, nursing home clients, or in-home care clients for your business, a digital ad strategy is your best bet for connecting with decision-makers and growing your client base for the foreseeable future.

Cox Media's team of in-house advertising experts are ready and waiting to build an advertising strategy that lifts your senior care business to new heights. Contact us today to see how we can help.

CONTACT US TODAY TO GET STARTED

1.855.755.2691



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