SAM TOMLINSON

# BEYOND THE 95-5 RULE

## THE MARKETING PHILOSOPHY BRANDS NEED TO WIN

@DigitalSamIam

# MARKETER
# INVESTOR
# INNOVATOR
# SPEAKER
# AND...

# SWIFTIE

# I'VE DONE THIS FOR AWHILE

I believe that deep generalism is the fuel that unlocks uncommon results – and I live that belief each day with my client roster. Where many agencies choose to specialize, I choose to immerse myself in new industries and platforms, all in the constant, never-ending pursuit of improvement.

Inspīr MODERN SENIOR LIVING

FG

Dole

THE RIDGE
SENIOR LIVING

echelon™

A LIFEBRIDGE HEALTH PARTNER
FutureCare

IMPAQ

LifeWorx®

J|J|S

MAPLEWOOD
Senior Living

UNDER ARMOUR

Regency
SENIOR LIVING

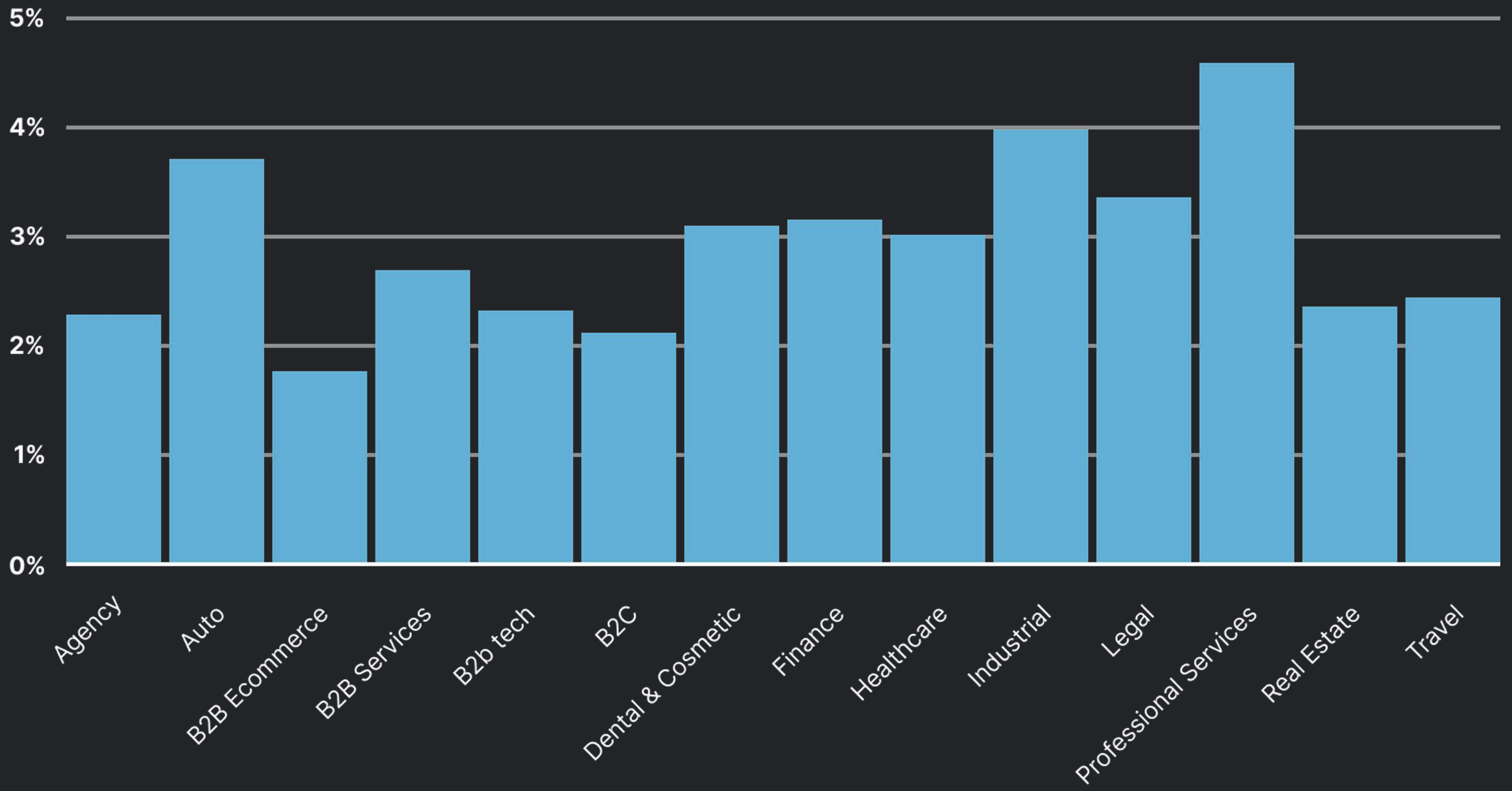
1909
SAGAMORE SPIRIT

# WHO FEELS LIKE THEIR MARKETING SHOULD BE WORKING BETTER THAN IT IS?

# IT’S TIME FOR AN UNPLEASANT TRUTH

# MEDIAN CONVERSION RATES 2.5–3.0% FOR 20 YEARS

# AVERAGE CONVERSTION RATE BY INDUSTRY



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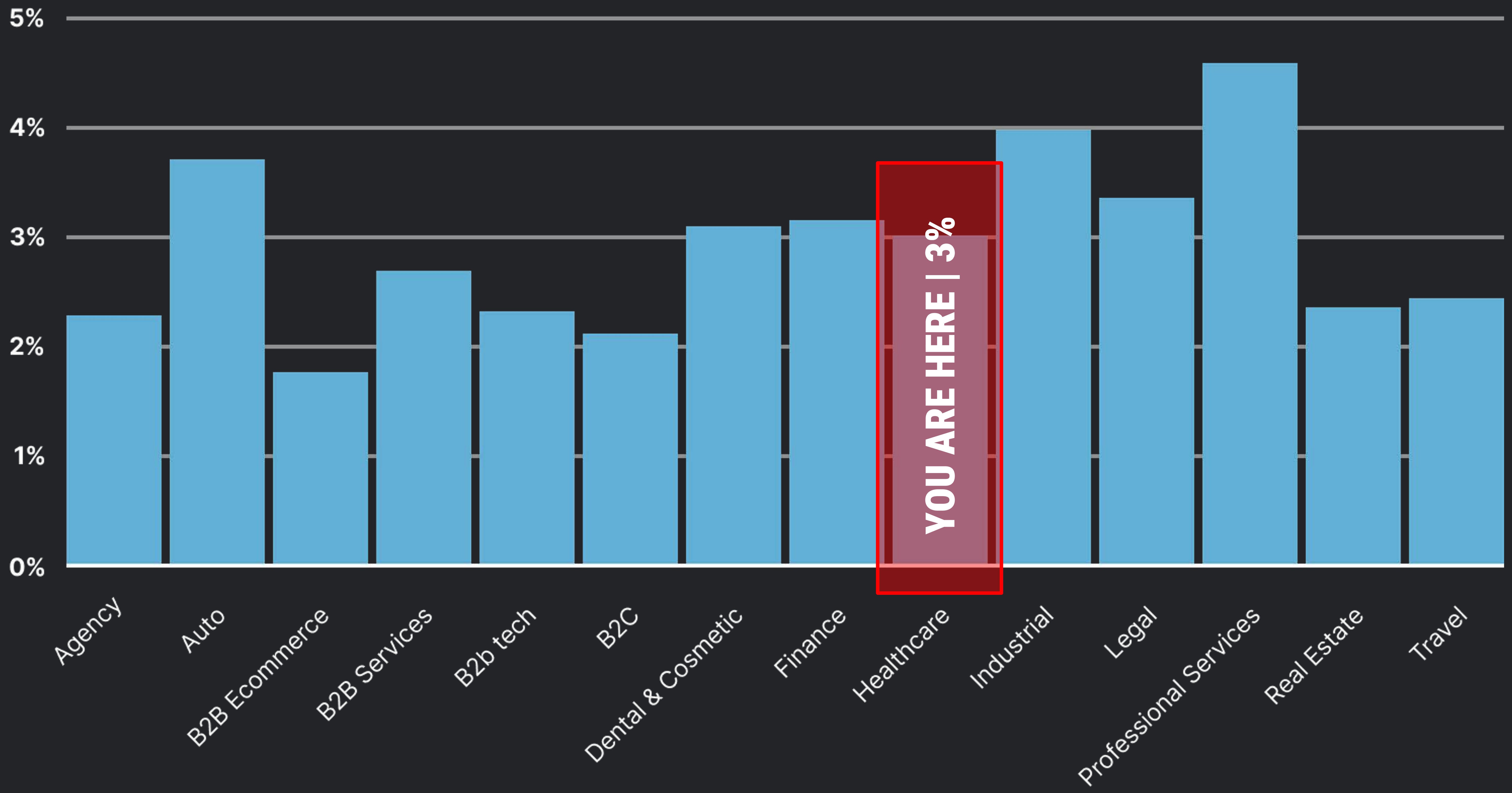

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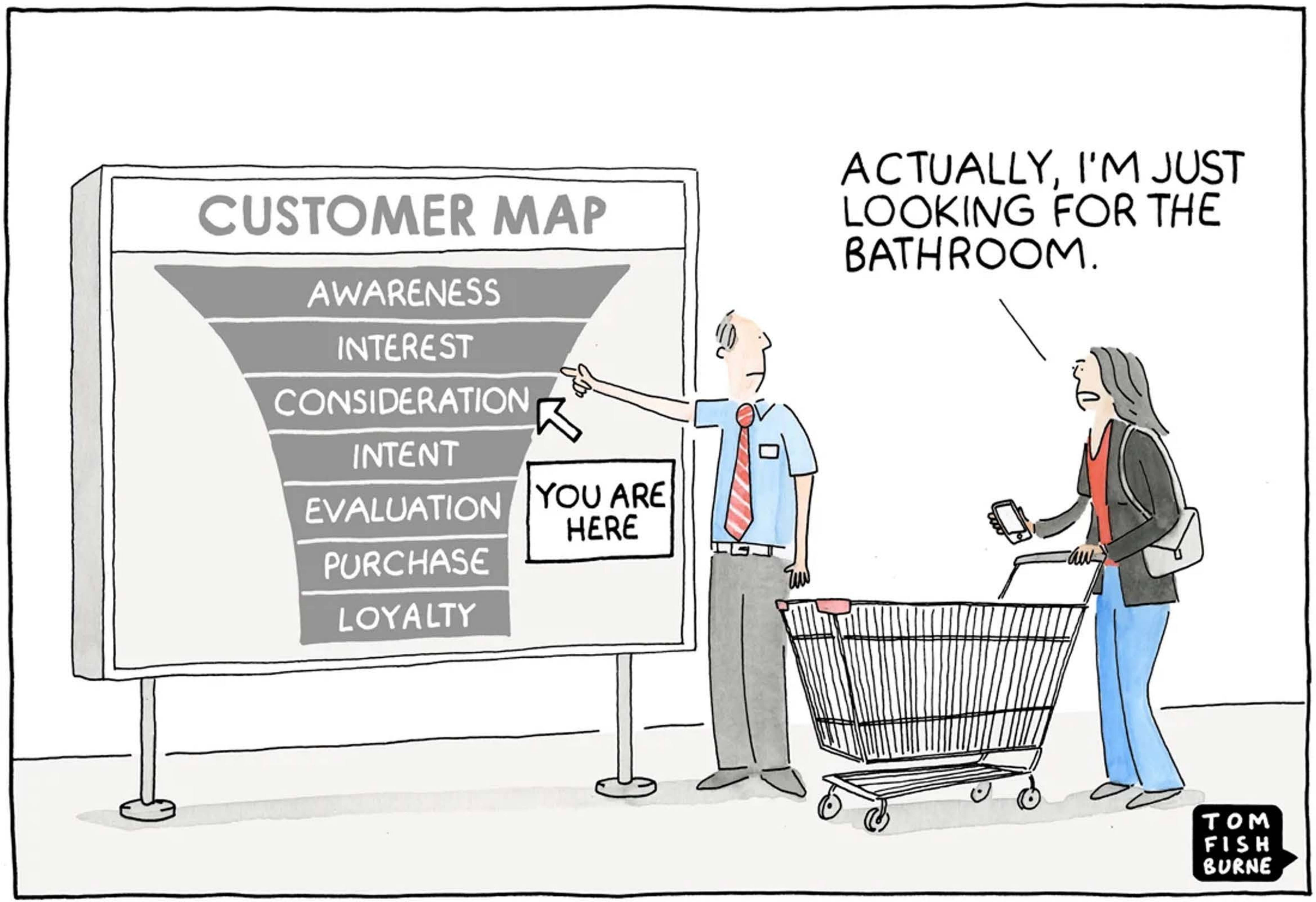
# 20+ YEARS OF CRO…

# THE 95-5 RULE EXPLAINED:

95% of your audience is not buying, only 5% are ready.

# INTENT ≠ ON/OFF SWITCH

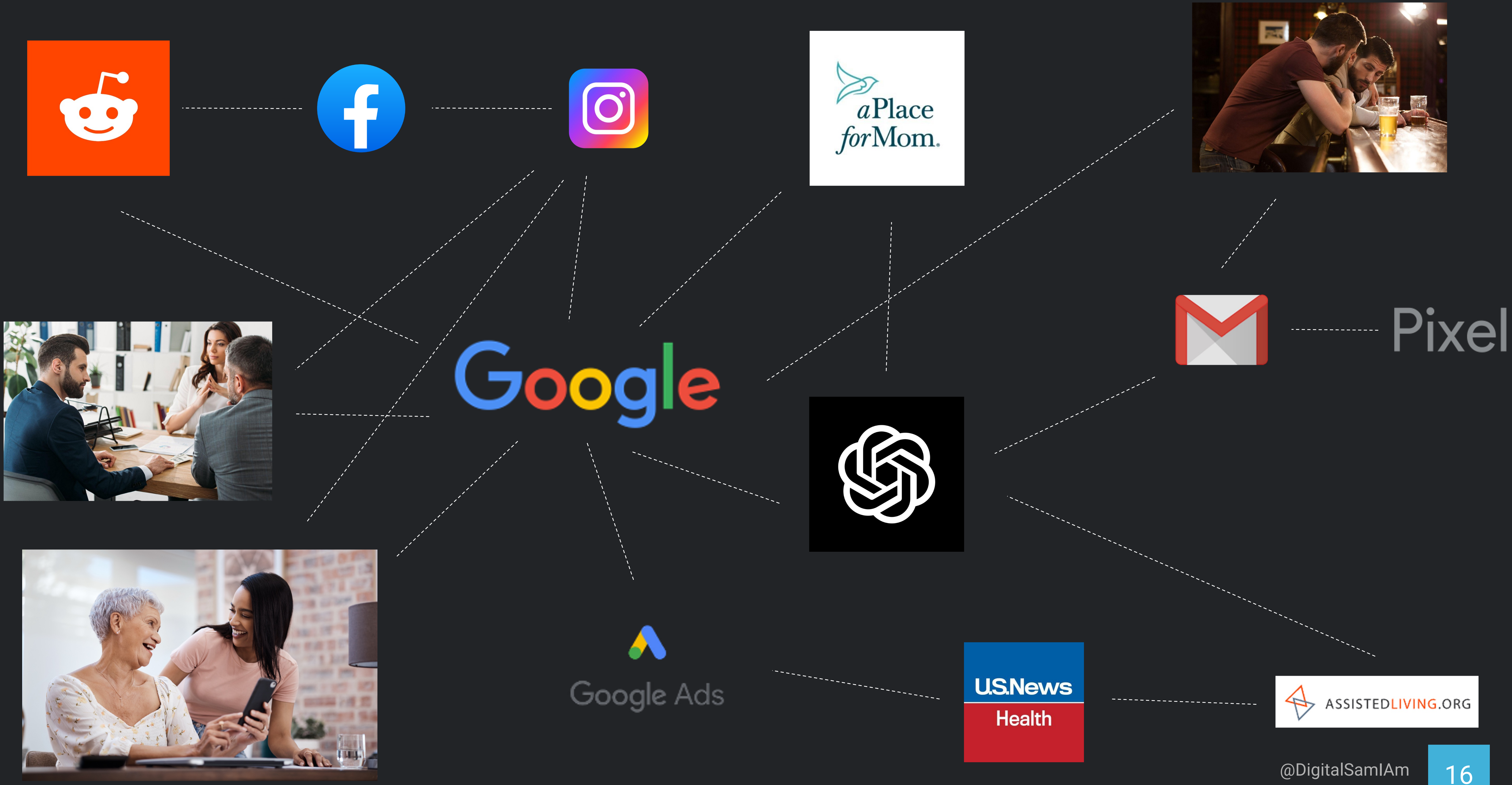
# NO MATTER HOW MUCH WE WANT IT TO BE


CUSTOMER MAP
AWARENESS
INTEREST
CONSIDERATION
INTENT
EVALUATION
PURCHASE
LOYALTY
YOU ARE HERE
ACTUALLY, I'M JUST LOOKING FOR THE BATHROOM.
TOM FISH BURNE

© marketoonist.com

# THE JOURNEY IS COMPLICATED

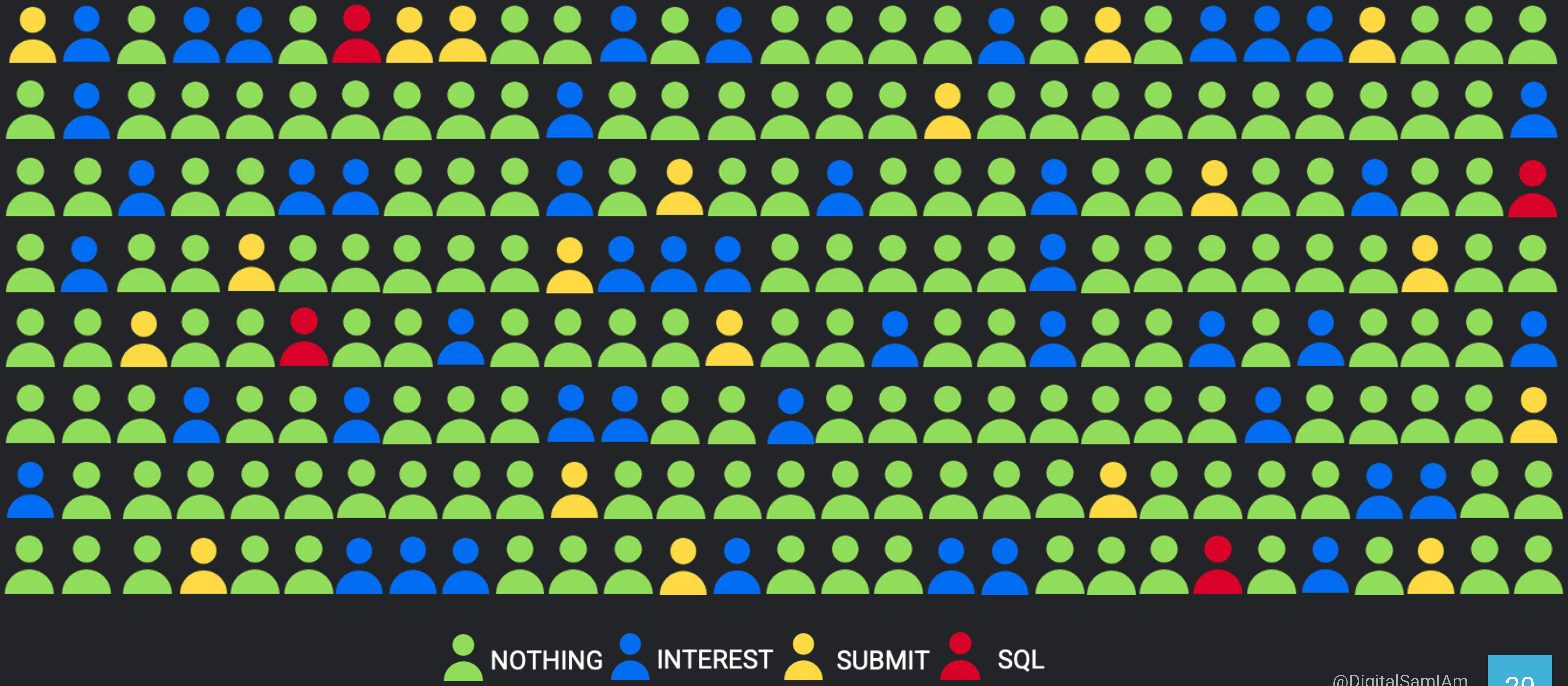
You've likely witnessed it firsthand — a loved one, a resident's family, or even your own family navigating the emotional, complex process of senior living decisions. It's never simple, and it's always deeply personal.

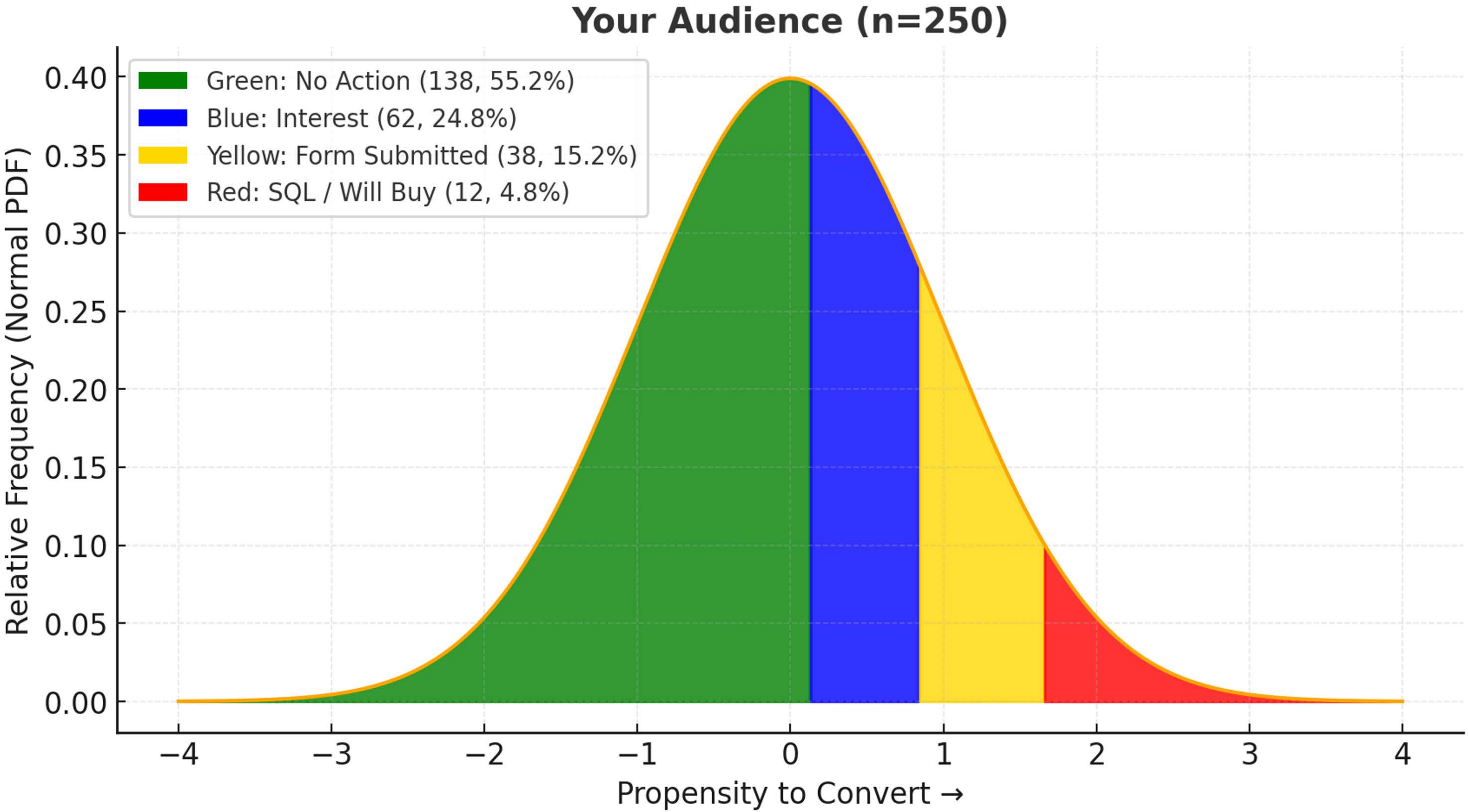

aPlace forMom.
Google
Pixel
Google Ads
U.S.News Health
ASSISTEDLIVING.ORG

# THEY ENDED UP HERE

# MAYBE COMPLICATED IS AN UNDERSTATEMENT

# WHAT DO YOU MAKE OF THIS?




Your Audience (n=250)
Green: No Action (138, 55.2%)
Blue: Interest (62, 24.8%)
Yellow: Form Submitted (38, 15.2%)
Red: SQL / Will Buy (12, 4.8%)
Relative Frequency (Normal PDF)
0.40
0.35
0.30
0.25
0.20
0.15
0.10
0.05
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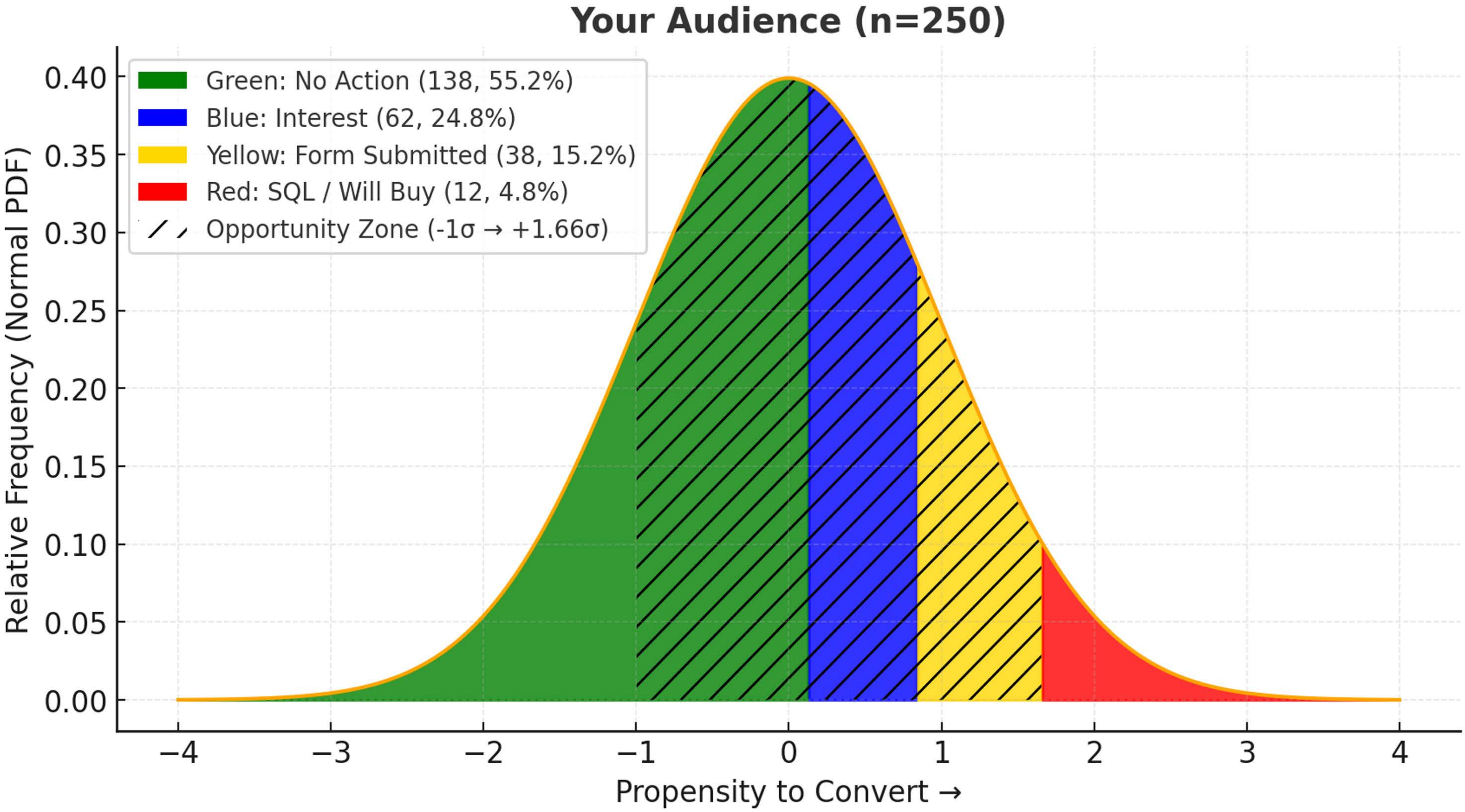
−4
−3
−2
−1
0
1
2
3
4
Propensity to Convert →

# THE FENCE SITTER
# OPPORTUNITY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Red: SQL / Will Buy (12, 4.8%)
Opportunity Zone (-1σ → +1.66σ)
Relative Frequency (Normal PDF)
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0.35
0.30
0.25
0.20
0.15
0.10
0.05
0.00
−4
−3
−2
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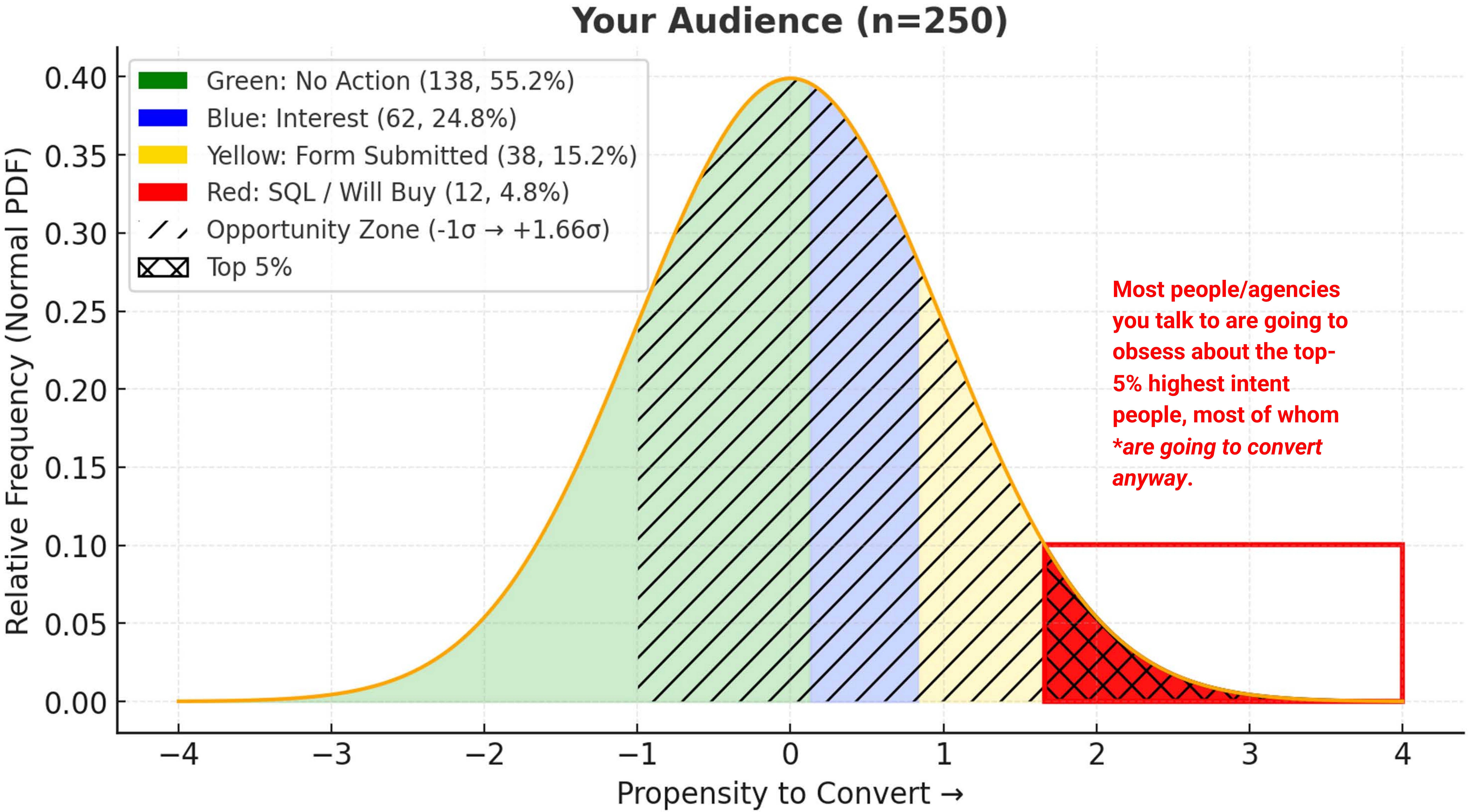
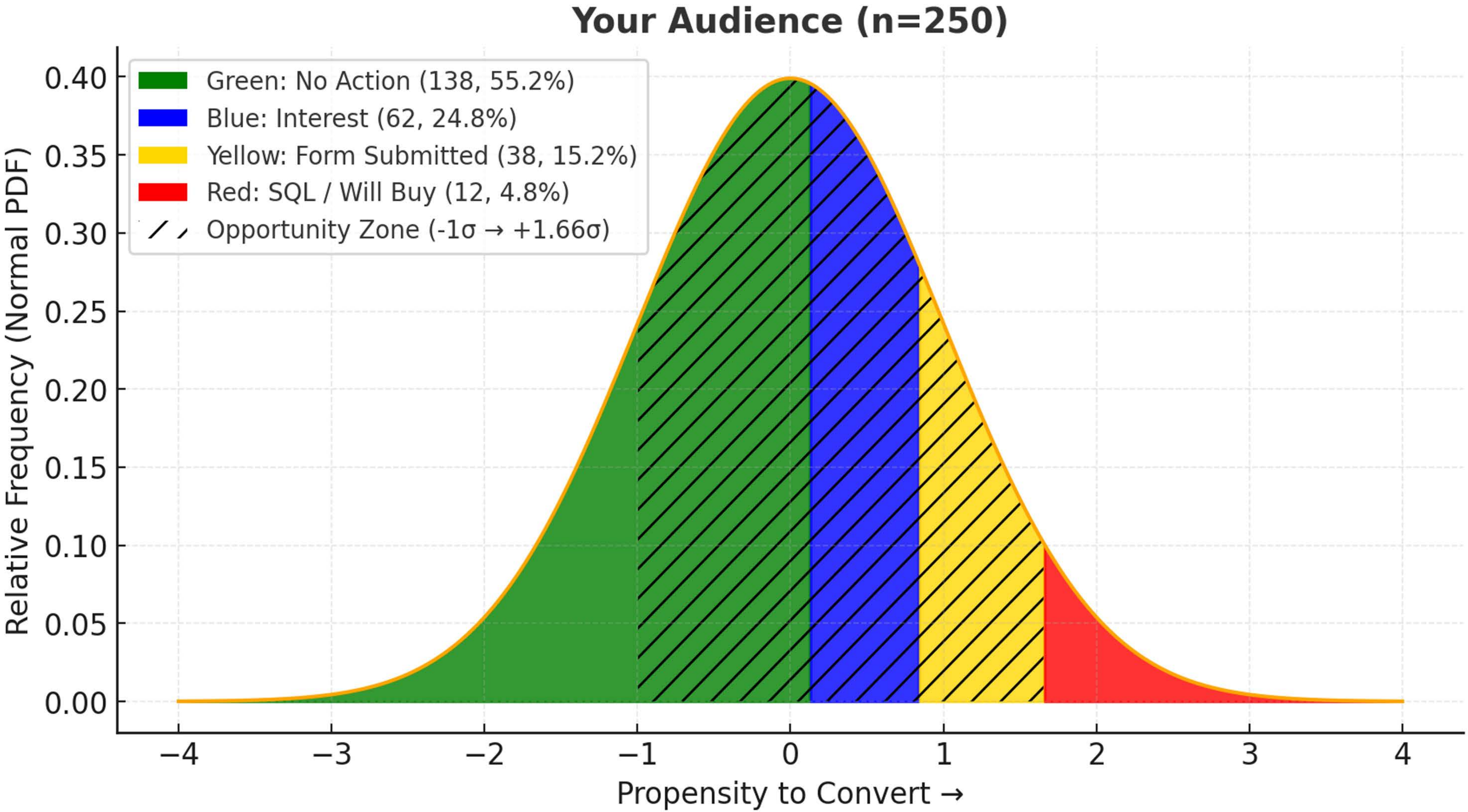
1
2
3
4
Propensity to Convert →

# THE GOAL OF MARKETING IS TO ADD INCREMENTAL VALUE



**Most people/agencies you talk to are going to obsess about the top-5% highest intent people, most of whom **are going to convert anyway*.**



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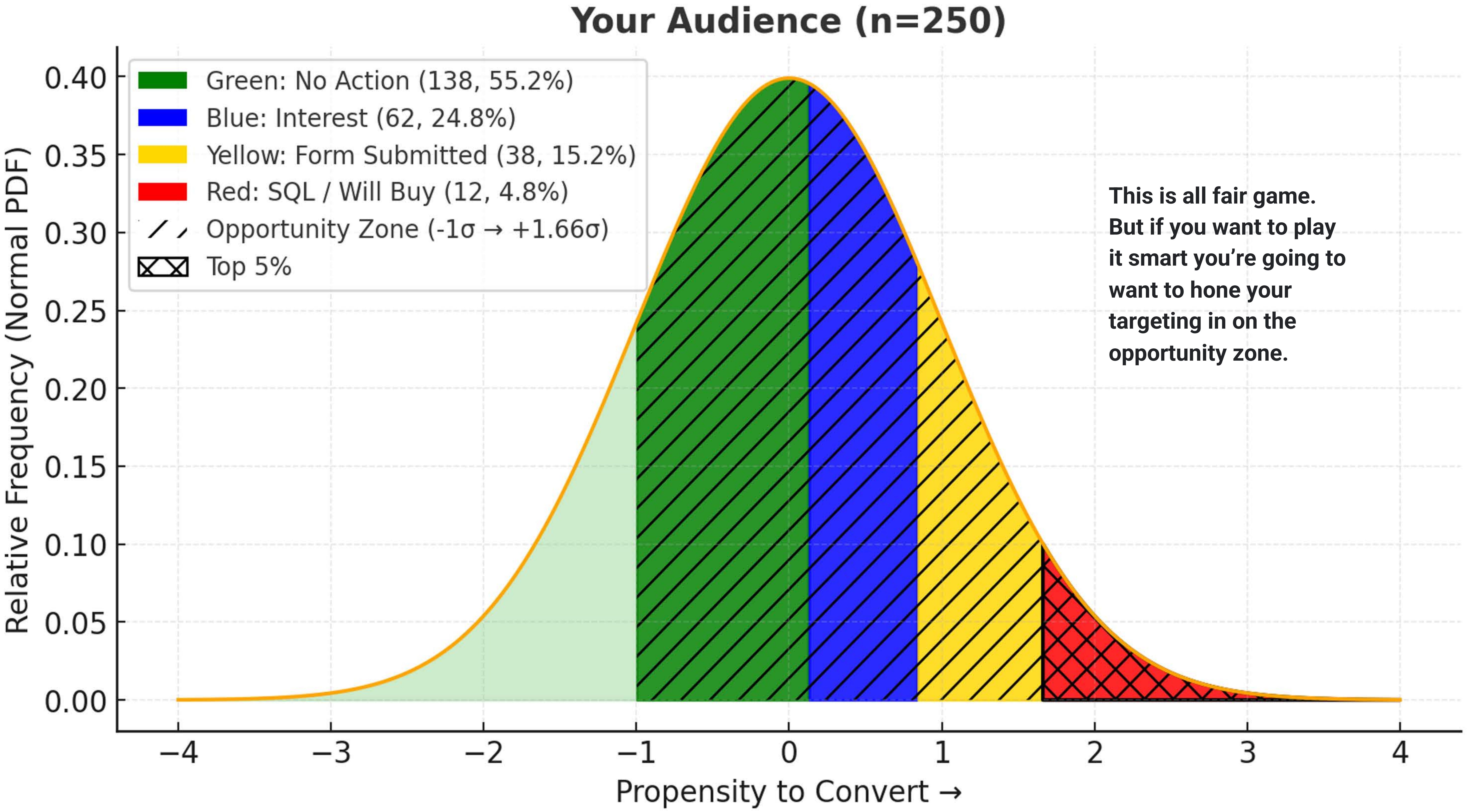
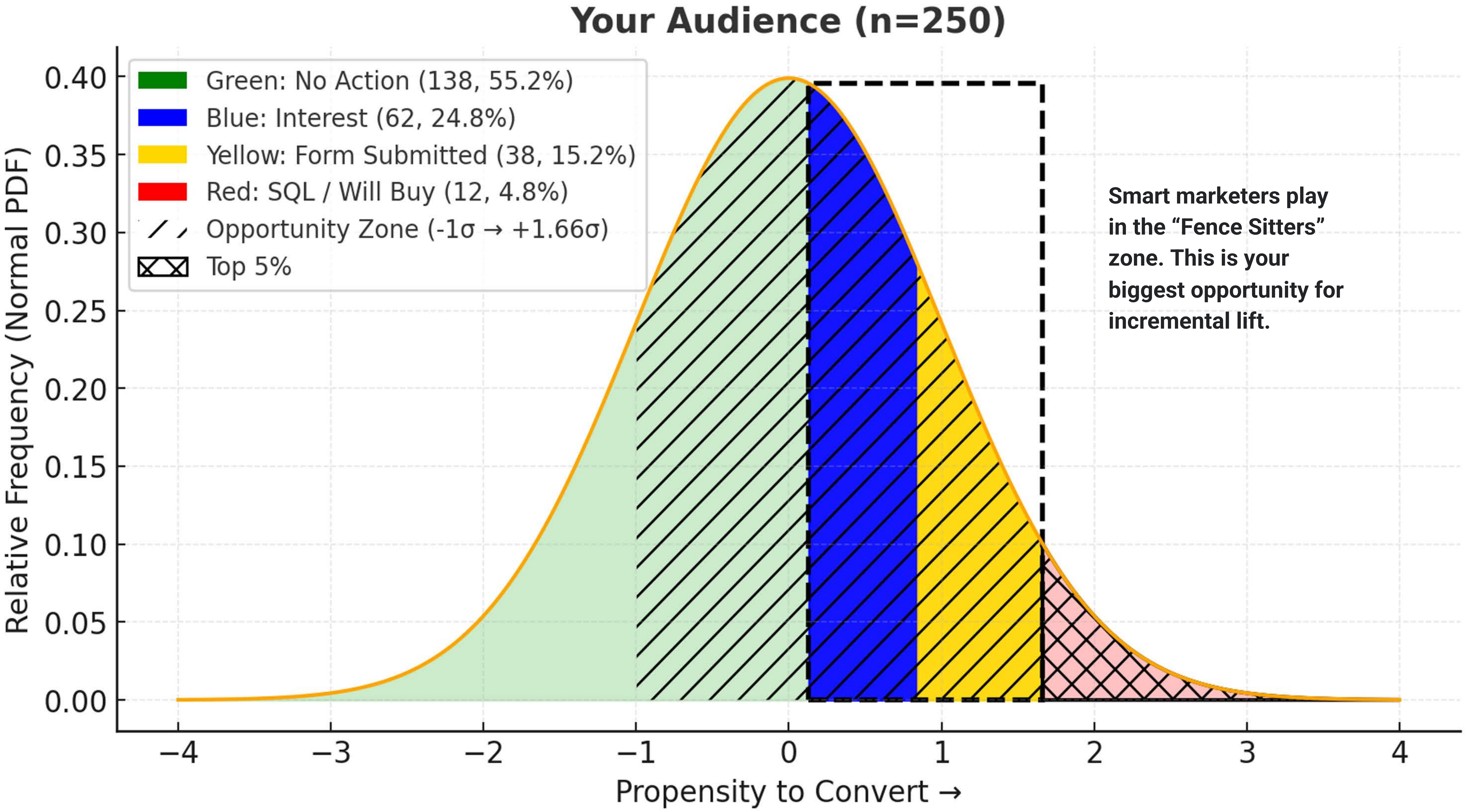
4
Propensity to Convert →



This is all fair game.
But if you want to play
it smart you’re going to
want to hone your
targeting in on the
opportunity zone.



**Smart marketers play in the “Fence Sitters” zone. This is your biggest opportunity for incremental lift.**

# THIS IS A POWER LAW

# 30% ≈ SAME CONV. POTENTIAL AS THE TOP 5%

# THREE NEW OBJECTIVES

## INCREASE PROBABILITY

Identify and engage the audiences most likely to convert when given the right nudge or message.

$$E(x) = \sum_{i=1}^{n} (x_i) P(x_i)$$

## MAXIMIZE EXPECTED VALUE

Prioritize spend toward mid-intent users who show strong potential to move down-funnel with incremental investment.

## MINIMIZE WASTE

Reduce spend on over-saturated or low-intent segments, reallocating budget to audiences still within reach.

# SO HOW DO WE DO IT?

# INCREASE PROBABILITY

# IF YOU WANT TO WIN,
# KNOW THE PLAYER

# PLAYERS GONNA PLAY…

Haters gonna hate

# EVERYONE HAS THIS.
# IF YOU WANT TO WIN, YOU NEED SOMETHING BETTER.

# WINNING REQUIRES KNOWING:

## YOURSELF

The vast majority of your market, from 70-90%, isn't actually rejecting you. They are simply on a different timeline and are not yet ready to make a decision.

## YOUR AUDIENCE(S)

The true role of marketing is to patiently nurture and educate your audience, gently guiding them toward a state of readiness.

## THE COMPETITION

Each small percentage lift you achieve at one stage of the funnel isn't just an isolated win. Its impact compounds, increasing the probability of a final conversion.

# KNOW YOURSELF TO KNOW YOUR CUSTOMER

# YOU’RE ASKING THE WRONG QUESTION

## THE OLD QUESTION

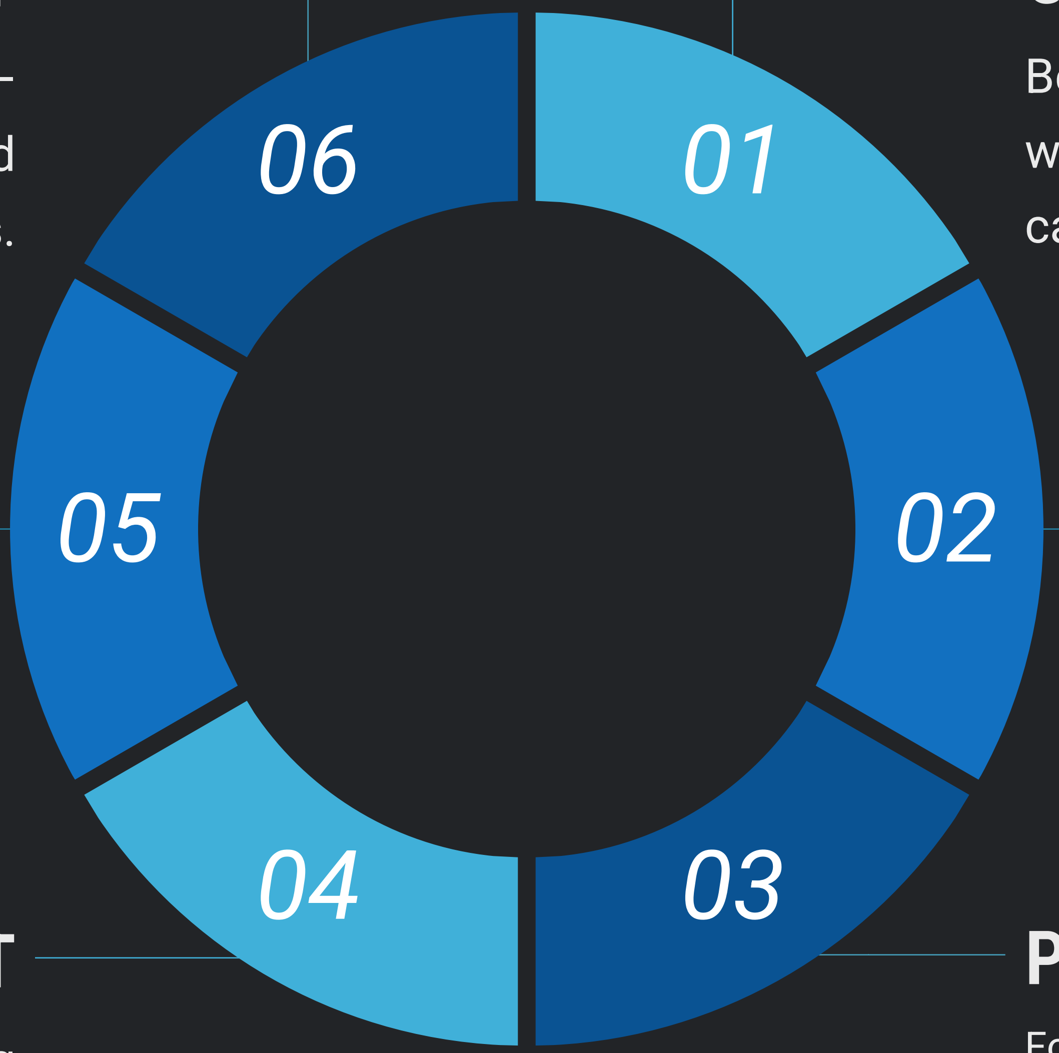
“Who is our audience and what do they want?”

## THE RIGHT QUESTION

“What are we uniquely good at, and where are we vulnerable?

# LET’S TALK ABOUT SELF SCOUTING

# WHAT SELF SCOUTING MEANS



## CHECK THE EGO

Be ready to drop your pride and face your own weaknesses honestly — growth starts when you can admit flaws without defensiveness.

## NO EXCUSES

Stop rationalizing outcomes; replace explanations with clear observations so every failure becomes a usable signal for improvement.

## PRIORITIZE FOR IMPACT

Focus on the issues that actually block progress or move the needle, rather than getting lost in minor flaws.

## ROOT CAUSE MINDSET

Dig beneath surface-level problems by asking "why" repeatedly to uncover underlying causes and address them directly.

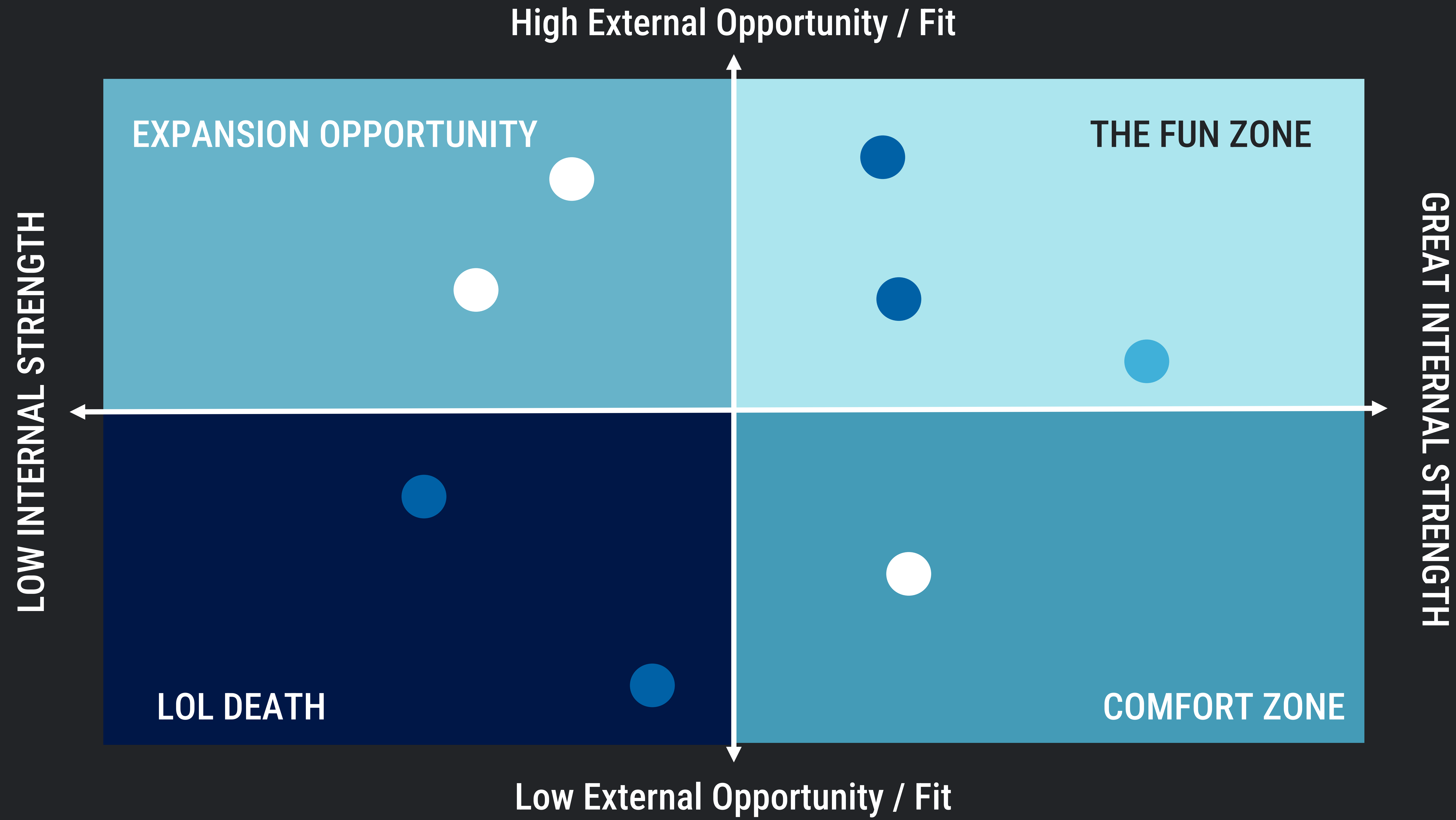
## DATA + HUMAN INSIGHT

Base assessments on both evidence and empathy: use data to inform decisions and human perspective to understand context and consequences.

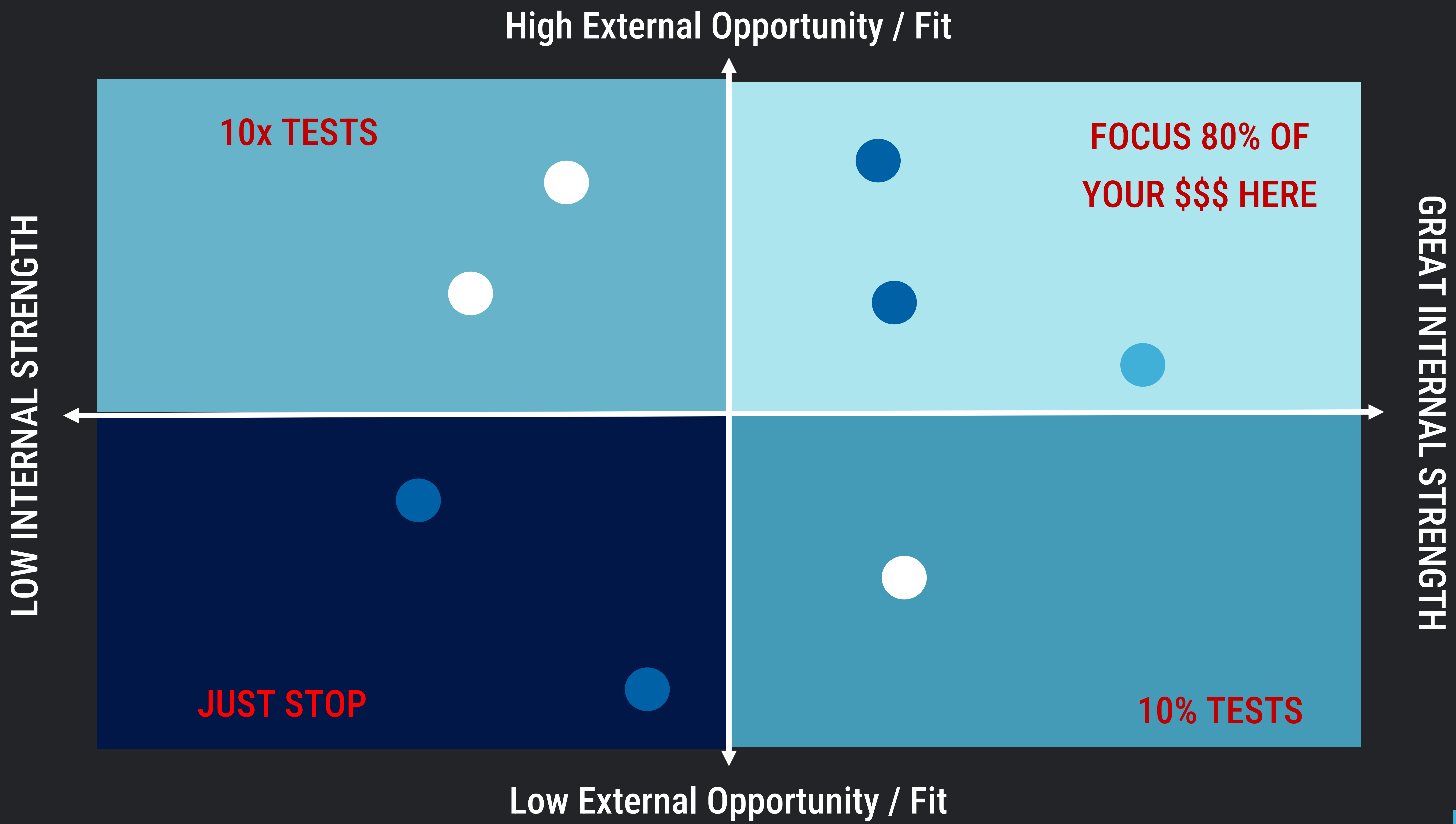
## THINK HOLISTICALLY

Expand your view beyond the obvious causes — adopt your audience's perspective to catch blind spots and emergent issues.

# SELF AUDIT → STRATEGY FILTER



High External Opportunity / Fit
EXPANSION OPPORTUNITY
THE FUN ZONE
LOW INTERNAL STRENGTH
GREAT INTERNAL STRENGTH
LOL DEATH
COMFORT ZONE
Low External Opportunity / Fit



High External Opportunity / Fit

LOW INTERNAL STRENGTH

10x TESTS

FOCUS 80% OF YOUR $$$ HERE

GREAT INTERNAL STRENGTH

JUST STOP

10% TESTS

Low External Opportunity / Fit

# AUDIENCE RESEARCH

# DO YOU REALLY KNOW YOUR AUDIENCE?

# AUDIENCE INSIGHT

## ONCE AND DONE

Most communities have done some kind of customer insights work…way back when. It (likely) hasn't been updated in years, nor is it truly differentiated…but hey, it exists and it was done.

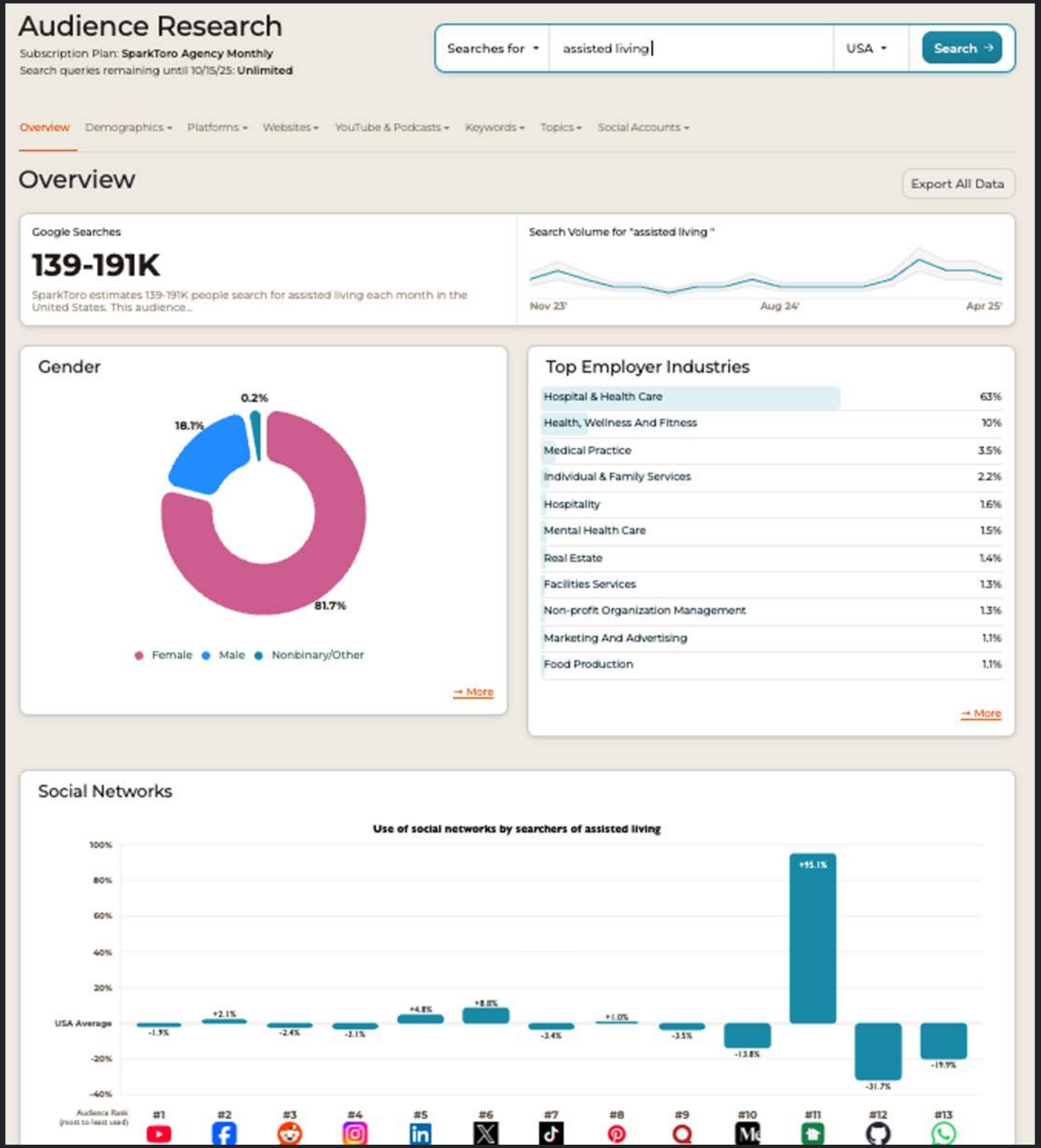
## FOCUSED ON WRONG THINGS

Audience Insights – done well – should give you actionable intelligence into the mind of your consumer – who they are, why they do what they do, who/what they trust, how they make decisions, what they fear, what else they need to know.

## LEVERAGE MOMENTS

Truly great audience insight identifies "leverage" moments – the points in the journey where your marketing can have an outsized impact on your probability of a successful outcome.

# SPARKTORO AUDIENCE REPORTS


Searches for
assisted living
USA
Search
Overview
Demographics
Platforms
Websites
YouTube & Podcasts
Keywords
Topics
Social Accounts
Export All Data
Nov 23'
Aug 24'
Apr 25'
0.2%
18.1%
81.7%
Female
Male
Nonbinary/Other
→ More
→ More
100%
80%
60%
40%
20%
USA Average
-20%
-40%
Audience Rank (most to least used)
#1
#2
#3
#4
#5
#6
#7
#8
#9
#10
#11
#12
#13
-1.9%
+2.1%
-2.4%
-3.1%
+4.8%
+8.8%
-3.4%
+1.0%
-3.5%
-13.8%
+95.1%
-31.7%
-19.9%

## Audience Research

Subscription Plan: **SparkToro Agency Monthly**
Search queries remaining until 10/15/25: **Unlimited**

## Overview

Google Searches

**139-191K**

SparkToro estimates 139-191K people search for assisted living each month in the United States. This audience...

Search Volume for "assisted living "

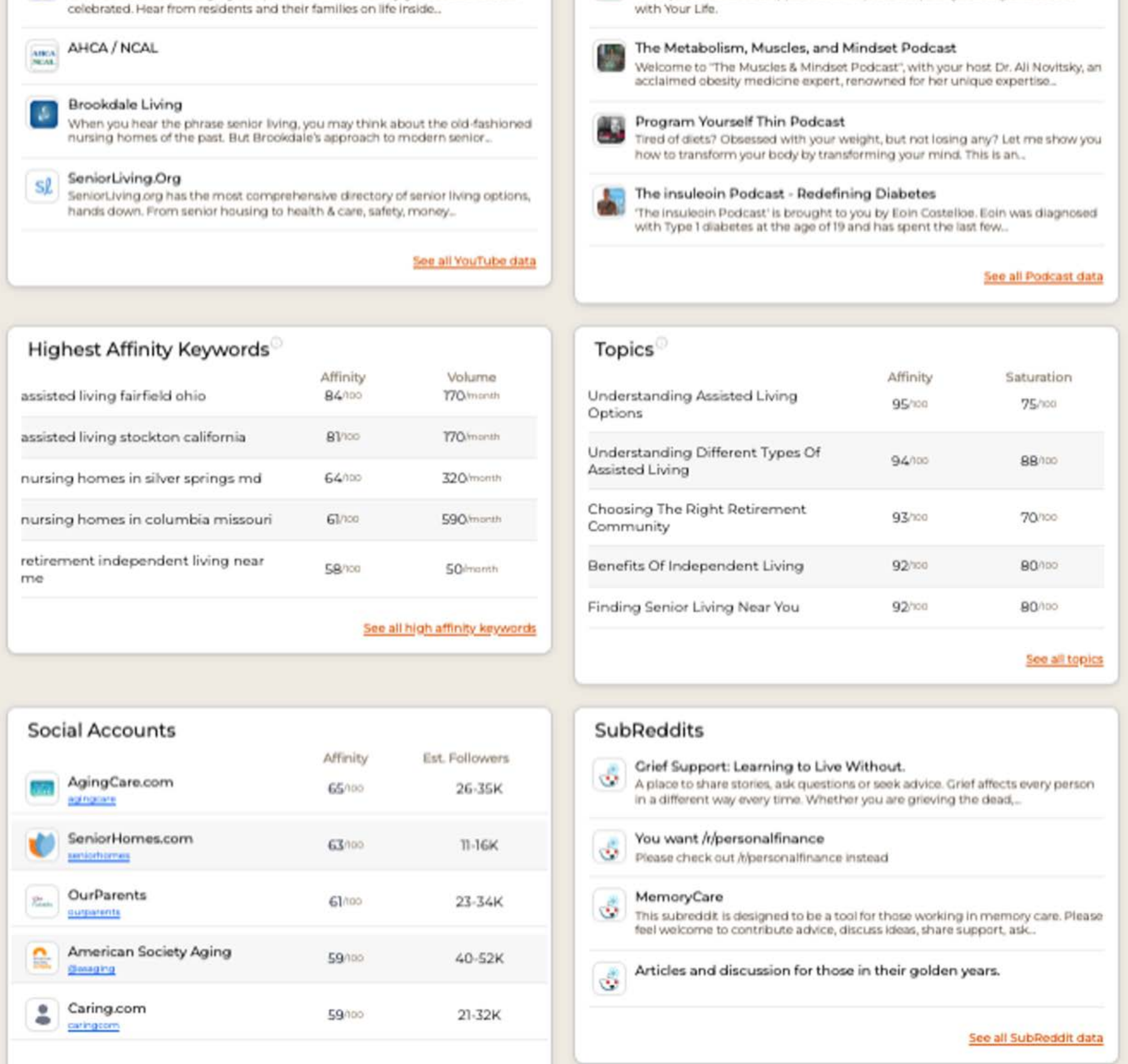
### Gender

### Top Employer Industries

| | |
|---|---|
| Hospital & Health Care | 63% |
| Health, Wellness And Fitness | 10% |
| Medical Practice | 3.5% |
| Individual & Family Services | 2.2% |
| Hospitality | 1.6% |
| Mental Health Care | 1.5% |
| Real Estate | 1.4% |
| Facilities Services | 1.3% |
| Non-profit Organization Management | 1.3% |
| Marketing And Advertising | 1.1% |
| Food Production | 1.1% |

### Social Networks

Use of social networks by searchers of assisted living


See all YouTube data
See all Podcast data
See all high affinity keywords
See all topics
See all SubReddit data

**Atria Senior Living**
Join us as we redefine aging as a period characterized by growth and life well-celebrated. Hear from residents and their families on life inside...

**AHCA / NCAL**

**Brookdale Living**
When you hear the phrase senior living, you may think about the old-fashioned nursing homes of the past. But Brookdale's approach to modern senior...

**SeniorLiving.Org**
SeniorLiving.org has the most comprehensive directory of senior living options, hands down. From senior housing to health & care, safety, money...

**Brain over Binge Podcast**
A Simple, Brain-Based Approach to Help You Stop Binge Eating and Get on with Your Life.

**The Metabolism, Muscles, and Mindset Podcast**
Welcome to "The Muscles & Mindset Podcast", with your host Dr. Ali Novitsky, an acclaimed obesity medicine expert, renowned for her unique expertise...

**Program Yourself Thin Podcast**
Tired of diets? Obsessed with your weight, but not losing any? Let me show you how to transform your body by transforming your mind. This is an...

**The insuleoin Podcast - Redefining Diabetes**
'The insuleoin Podcast' is brought to you by Eoin Costelloe. Eoin was diagnosed with Type 1 diabetes at the age of 19 and has spent the last few...

### Highest Affinity Keywords

| | Affinity | Volume |
|---|---|---|
| assisted living fairfield ohio | 84/100 | 170/month |
| assisted living stockton california | 81/100 | 170/month |
| nursing homes in silver springs md | 64/100 | 320/month |
| nursing homes in columbia missouri | 61/100 | 590/month |
| retirement independent living near me | 58/100 | 50/month |

### Topics

| | Affinity | Saturation |
|---|---|---|
| Understanding Assisted Living Options | 95/100 | 75/100 |
| Understanding Different Types Of Assisted Living | 94/100 | 88/100 |
| Choosing The Right Retirement Community | 93/100 | 70/100 |
| Benefits Of Independent Living | 92/100 | 80/100 |
| Finding Senior Living Near You | 92/100 | 80/100 |

### Social Accounts

| | Affinity | Est. Followers |
|---|---|---|
| AgingCare.com<br>agingcare | 65/100 | 26-35K |
| SeniorHomes.com<br>seniorhomes | 63/100 | 11-16K |
| OurParents<br>ourparents | 61/100 | 23-34K |
| American Society Aging<br>@asaging | 59/100 | 40-52K |
| Caring.com<br>caringcom | 59/100 | 21-32K |

### SubReddits

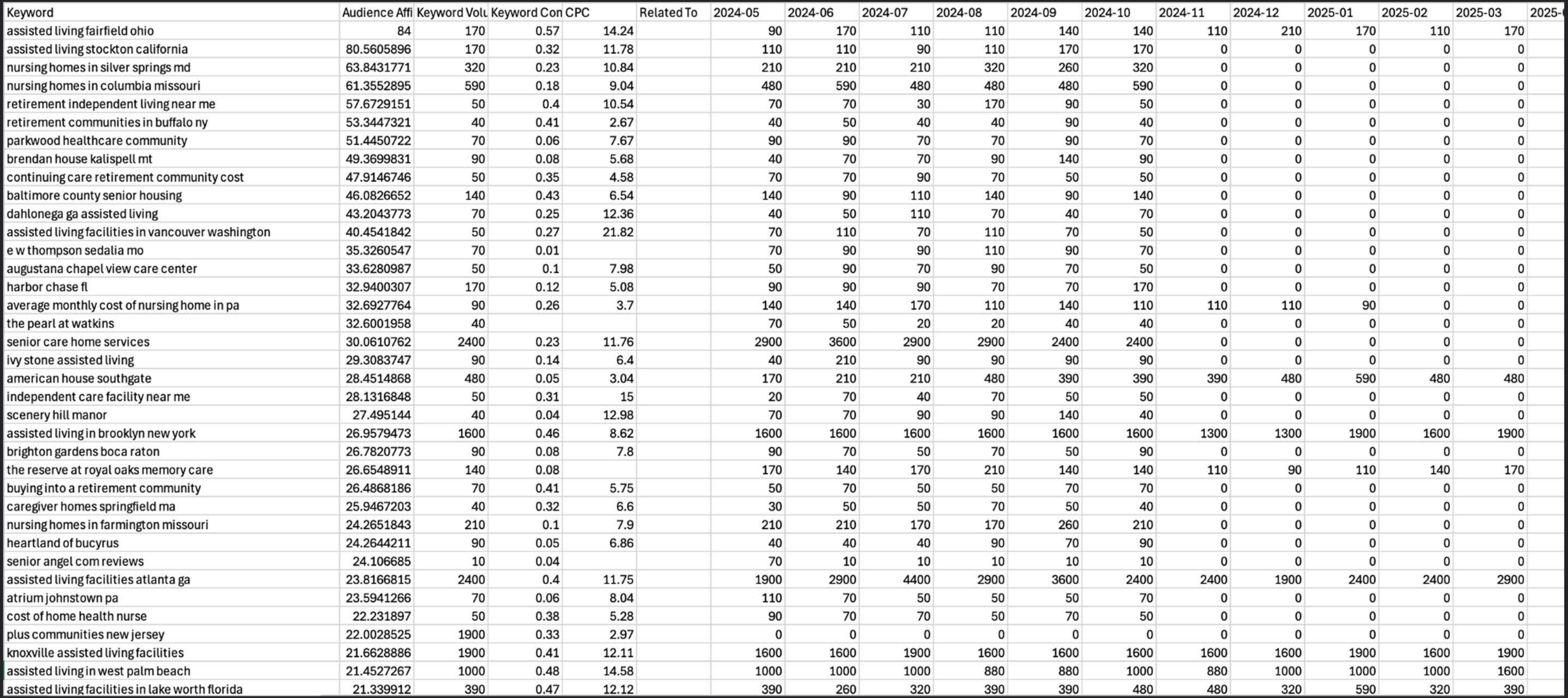
**Grief Support: Learning to Live Without.**
A place to share stories, ask questions or seek advice. Grief affects every person in a different way every time. Whether you are grieving the dead,...

**You want /r/personalfinance**
Please check out /r/personalfinance instead

**MemoryCare**
This subreddit is designed to be a tool for those working in memory care. Please feel welcome to contribute advice, discuss ideas, share support, ask...

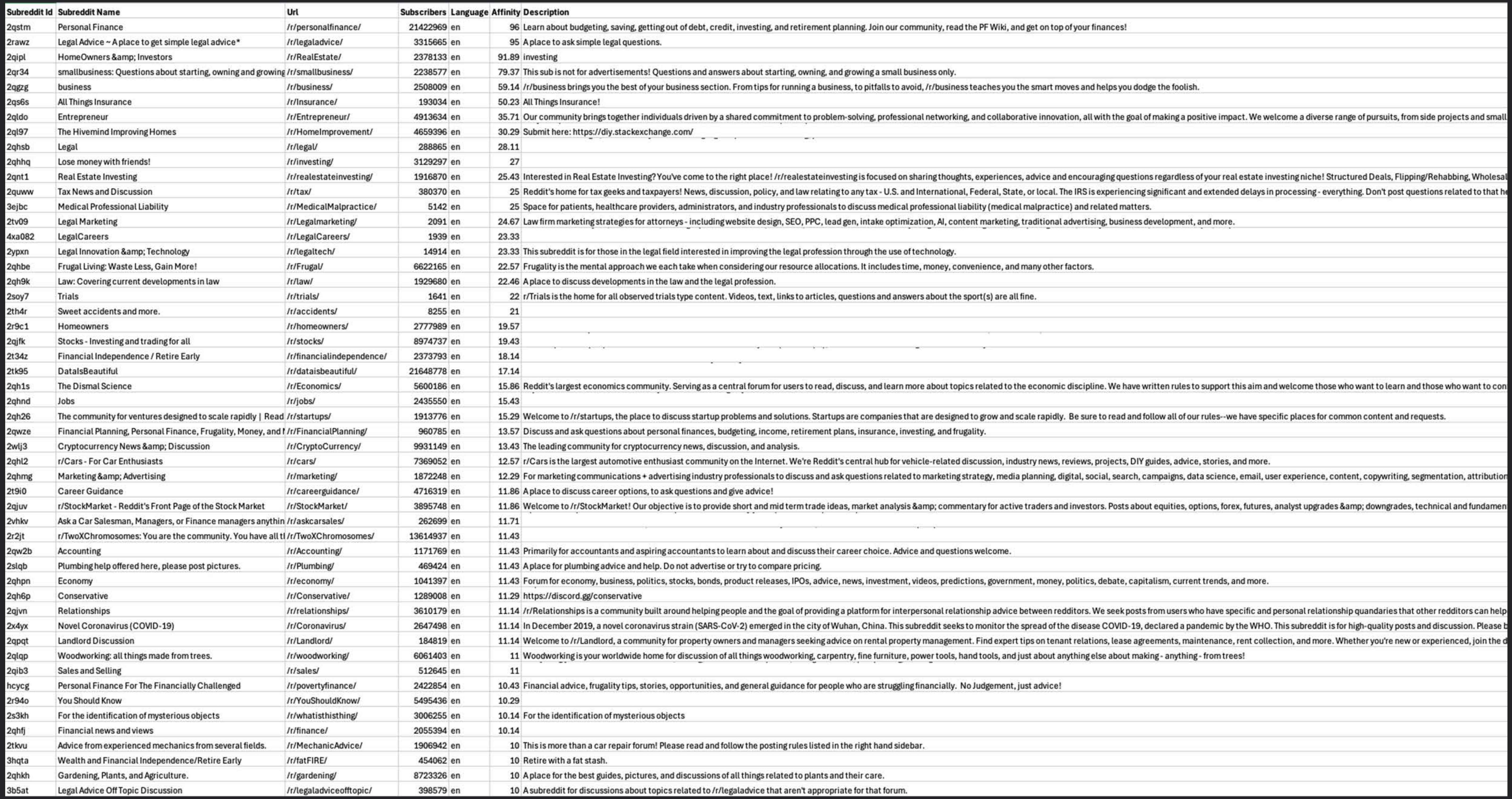
**Articles and discussion for those in their golden years.**

# SPARKTORO KEYWORD REPORTS

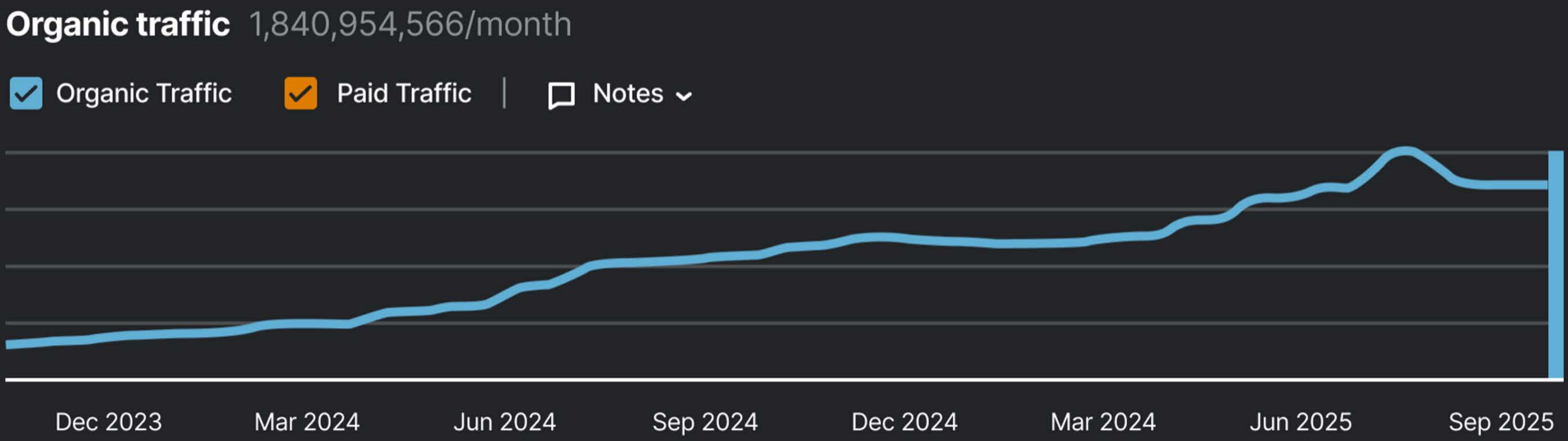


| Keyword | Audience Affi | Keyword Volu | Keyword Con | CPC | Related To | 2024-05 | 2024-06 | 2024-07 | 2024-08 | 2024-09 | 2024-10 | 2024-11 | 2024-12 | 2025-01 | 2025-02 | 2025-03 | 2025- |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| assisted living fairfield ohio | 84 | 170 | 0.57 | 14.24 |  | 90 | 170 | 110 | 110 | 140 | 140 | 110 | 210 | 170 | 110 | 170 |  |
| assisted living stockton california | 80.5605896 | 170 | 0.32 | 11.78 |  | 110 | 110 | 90 | 110 | 170 | 170 | 0 | 0 | 0 | 0 | 0 |  |
| nursing homes in silver springs md | 63.8431771 | 320 | 0.23 | 10.84 |  | 210 | 210 | 210 | 320 | 260 | 320 | 0 | 0 | 0 | 0 | 0 |  |
| nursing homes in columbia missouri | 61.3552895 | 590 | 0.18 | 9.04 |  | 480 | 590 | 480 | 480 | 480 | 590 | 0 | 0 | 0 | 0 | 0 |  |
| retirement independent living near me | 57.6729151 | 50 | 0.4 | 10.54 |  | 70 | 70 | 30 | 170 | 90 | 50 | 0 | 0 | 0 | 0 | 0 |  |
| retirement communities in buffalo ny | 53.3447321 | 40 | 0.41 | 2.67 |  | 40 | 50 | 40 | 40 | 90 | 40 | 0 | 0 | 0 | 0 | 0 |  |
| parkwood healthcare community | 51.4450722 | 70 | 0.06 | 7.67 |  | 90 | 90 | 70 | 70 | 90 | 70 | 0 | 0 | 0 | 0 | 0 |  |
| brendan house kalispell mt | 49.3699831 | 90 | 0.08 | 5.68 |  | 40 | 70 | 70 | 90 | 140 | 90 | 0 | 0 | 0 | 0 | 0 |  |
| continuing care retirement community cost | 47.9146746 | 50 | 0.35 | 4.58 |  | 70 | 70 | 90 | 70 | 50 | 50 | 0 | 0 | 0 | 0 | 0 |  |
| baltimore county senior housing | 46.0826652 | 140 | 0.43 | 6.54 |  | 140 | 90 | 110 | 140 | 90 | 140 | 0 | 0 | 0 | 0 | 0 |  |
| dahlonega ga assisted living | 43.2043773 | 70 | 0.25 | 12.36 |  | 40 | 50 | 110 | 70 | 40 | 70 | 0 | 0 | 0 | 0 | 0 |  |
| assisted living facilities in vancouver washington | 40.4541842 | 50 | 0.27 | 21.82 |  | 70 | 110 | 70 | 110 | 70 | 50 | 0 | 0 | 0 | 0 | 0 |  |
| e w thompson sedalia mo | 35.3260547 | 70 | 0.01 |  |  | 70 | 90 | 90 | 110 | 90 | 70 | 0 | 0 | 0 | 0 | 0 |  |
| augustana chapel view care center | 33.6280987 | 50 | 0.1 | 7.98 |  | 50 | 90 | 70 | 90 | 70 | 50 | 0 | 0 | 0 | 0 | 0 |  |
| harbor chase fl | 32.9400307 | 170 | 0.12 | 5.08 |  | 90 | 90 | 90 | 70 | 70 | 170 | 0 | 0 | 0 | 0 | 0 |  |
| average monthly cost of nursing home in pa | 32.6927764 | 90 | 0.26 | 3.7 |  | 140 | 140 | 170 | 110 | 140 | 110 | 110 | 110 | 90 | 0 | 0 |  |
| the pearl at watkins | 32.6001958 | 40 |  |  |  | 70 | 50 | 20 | 20 | 40 | 40 | 0 | 0 | 0 | 0 | 0 |  |
| senior care home services | 30.0610762 | 2400 | 0.23 | 11.76 |  | 2900 | 3600 | 2900 | 2900 | 2400 | 2400 | 0 | 0 | 0 | 0 | 0 |  |
| ivy stone assisted living | 29.3083747 | 90 | 0.14 | 6.4 |  | 40 | 210 | 90 | 90 | 90 | 90 | 0 | 0 | 0 | 0 | 0 |  |
| american house southgate | 28.4514868 | 480 | 0.05 | 3.04 |  | 170 | 210 | 210 | 480 | 390 | 390 | 390 | 480 | 590 | 480 | 480 |  |
| independent care facility near me | 28.1316848 | 50 | 0.31 | 15 |  | 20 | 70 | 40 | 70 | 50 | 50 | 0 | 0 | 0 | 0 | 0 |  |
| scenery hill manor | 27.495144 | 40 | 0.04 | 12.98 |  | 70 | 70 | 90 | 90 | 140 | 40 | 0 | 0 | 0 | 0 | 0 |  |
| assisted living in brooklyn new york | 26.9579473 | 1600 | 0.46 | 8.62 |  | 1600 | 1600 | 1600 | 1600 | 1600 | 1600 | 1300 | 1300 | 1900 | 1600 | 1900 |  |
| brighton gardens boca raton | 26.7820773 | 90 | 0.08 | 7.8 |  | 90 | 70 | 50 | 70 | 50 | 90 | 0 | 0 | 0 | 0 | 0 |  |
| the reserve at royal oaks memory care | 26.6548911 | 140 | 0.08 |  |  | 170 | 140 | 170 | 210 | 140 | 140 | 110 | 90 | 110 | 140 | 170 |  |
| buying into a retirement community | 26.4868186 | 70 | 0.41 | 5.75 |  | 50 | 70 | 50 | 50 | 70 | 70 | 0 | 0 | 0 | 0 | 0 |  |
| caregiver homes springfield ma | 25.9467203 | 40 | 0.32 | 6.6 |  | 30 | 50 | 50 | 70 | 50 | 40 | 0 | 0 | 0 | 0 | 0 |  |
| nursing homes in farmington missouri | 24.2651843 | 210 | 0.1 | 7.9 |  | 210 | 210 | 170 | 170 | 260 | 210 | 0 | 0 | 0 | 0 | 0 |  |
| heartland of bucyrus | 24.2644211 | 90 | 0.05 | 6.86 |  | 40 | 40 | 40 | 90 | 70 | 90 | 0 | 0 | 0 | 0 | 0 |  |
| senior angel com reviews | 24.106685 | 10 | 0.04 |  |  | 70 | 10 | 10 | 10 | 10 | 10 | 0 | 0 | 0 | 0 | 0 |  |
| assisted living facilities atlanta ga | 23.8166815 | 2400 | 0.4 | 11.75 |  | 1900 | 2900 | 4400 | 2900 | 3600 | 2400 | 2400 | 1900 | 2400 | 2400 | 2900 |  |
| atrium johnstown pa | 23.5941266 | 70 | 0.06 | 8.04 |  | 110 | 70 | 50 | 50 | 50 | 70 | 0 | 0 | 0 | 0 | 0 |  |
| cost of home health nurse | 22.231897 | 50 | 0.38 | 5.28 |  | 90 | 70 | 70 | 50 | 70 | 50 | 0 | 0 | 0 | 0 | 0 |  |
| plus communities new jersey | 22.0028525 | 1900 | 0.33 | 2.97 |  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  |
| knoxville assisted living facilities | 21.6628886 | 1900 | 0.41 | 12.11 |  | 1600 | 1600 | 1900 | 1600 | 1600 | 1600 | 1600 | 1600 | 1900 | 1600 | 1900 |  |
| assisted living in west palm beach | 21.4527267 | 1000 | 0.48 | 14.58 |  | 1000 | 1000 | 1000 | 880 | 880 | 1000 | 880 | 1000 | 1000 | 1000 | 1600 |  |
| assisted living facilities in lake worth florida | 21.339912 | 390 | 0.47 | 12.12 |  | 390 | 260 | 320 | 390 | 390 | 480 | 480 | 320 | 590 | 320 | 390 |  |

# SPARKTORO REDDIT REPORTS



| Subreddit Id | Subreddit Name | Url | Subscribers | Language | Affinity | Description |
|---|---|---|---|---|---|---|
| 2qstm | Personal Finance | /r/personalfinance/ | 21422969 | en | 96 | Learn about budgeting, saving, getting out of debt, credit, investing, and retirement planning. Join our community, read the PF Wiki, and get on top of your finances! |
| 2rawz | Legal Advice ~ A place to get simple legal advice* | /r/legaladvice/ | 3315665 | en | 95 | A place to ask simple legal questions. |
| 2qipl | HomeOwners &amp; Investors | /r/RealEstate/ | 2378133 | en | 91.89 | investing |
| 2qr34 | smallbusiness: Questions about starting, owning and growing | /r/smallbusiness/ | 2238577 | en | 79.37 | This sub is not for advertisements! Questions and answers about starting, owning, and growing a small business only. |
| 2qgzg | business | /r/business/ | 2508009 | en | 59.14 | /r/business brings you the best of your business section. From tips for running a business, to pitfalls to avoid, /r/business teaches you the smart moves and helps you dodge the foolish. |
| 2qs6s | All Things Insurance | /r/Insurance/ | 193034 | en | 50.23 | All Things Insurance! |
| 2qldo | Entrepreneur | /r/Entrepreneur/ | 4913634 | en | 35.71 | Our community brings together individuals driven by a shared commitment to problem-solving, professional networking, and collaborative innovation, all with the goal of making a positive impact. We welcome a diverse range of pursuits, from side projects and small |
| 2ql97 | The Hivemind Improving Homes | /r/HomeImprovement/ | 4659396 | en | 30.29 | Submit here: https://diy.stackexchange.com/ |
| 2qhsb | Legal | /r/legal/ | 288865 | en | 28.11 | |
| 2qhhq | Lose money with friends! | /r/investing/ | 3129297 | en | 27 | |
| 2qnt1 | Real Estate Investing | /r/realestateinvesting/ | 1916870 | en | 25.43 | Interested in Real Estate Investing? You've come to the right place! /r/realestateinvesting is focused on sharing thoughts, experiences, advice and encouraging questions regardless of your real estate investing niche! Structured Deals, Flipping/Rehabbing, Wholesal |
| 2quww | Tax News and Discussion | /r/tax/ | 380370 | en | 25 | Reddit's home for tax geeks and taxpayers! News, discussion, policy, and law relating to any tax - U.S. and International, Federal, State, or local. The IRS is experiencing significant and extended delays in processing - everything. Don't post questions related to that he |
| 3ejbc | Medical Professional Liability | /r/MedicalMalpractice/ | 5142 | en | 25 | Space for patients, healthcare providers, administrators, and industry professionals to discuss medical professional liability (medical malpractice) and related matters. |
| 2tv09 | Legal Marketing | /r/Legalmarketing/ | 2091 | en | 24.67 | Law firm marketing strategies for attorneys - including website design, SEO, PPC, lead gen, intake optimization, AI, content marketing, traditional advertising, business development, and more. |
| 4xa082 | LegalCareers | /r/LegalCareers/ | 1939 | en | 23.33 | |
| 2ypxn | Legal Innovation &amp; Technology | /r/legaltech/ | 14914 | en | 23.33 | This subreddit is for those in the legal field interested in improving the legal profession through the use of technology. |
| 2qhbe | Frugal Living: Waste Less, Gain More! | /r/Frugal/ | 6622165 | en | 22.57 | Frugality is the mental approach we each take when considering our resource allocations. It includes time, money, convenience, and many other factors. |
| 2qh9k | Law: Covering current developments in law | /r/law/ | 1929680 | en | 22.46 | A place to discuss developments in the law and the legal profession. |
| 2soy7 | Trials | /r/trials/ | 1641 | en | 22 | r/Trials is the home for all observed trials type content. Videos, text, links to articles, questions and answers about the sport(s) are all fine. |
| 2th4r | Sweet accidents and more. | /r/accidents/ | 8255 | en | 21 | |
| 2r9c1 | Homeowners | /r/homeowners/ | 2777989 | en | 19.57 | |
| 2qjfk | Stocks - Investing and trading for all | /r/stocks/ | 8974737 | en | 19.43 | |
| 2t34z | Financial Independence / Retire Early | /r/financialindependence/ | 2373793 | en | 18.14 | |
| 2tk95 | DataIsBeautiful | /r/dataisbeautiful/ | 21648778 | en | 17.14 | |
| 2qh1s | The Dismal Science | /r/Economics/ | 5600186 | en | 15.86 | Reddit's largest economics community. Serving as a central forum for users to read, discuss, and learn more about topics related to the economic discipline. We have written rules to support this aim and welcome those who want to learn and those who want to con |
| 2qhnd | Jobs | /r/jobs/ | 2435550 | en | 15.43 | |
| 2qh26 | The community for ventures designed to scale rapidly \| Read | /r/startups/ | 1913776 | en | 15.29 | Welcome to /r/startups, the place to discuss startup problems and solutions. Startups are companies that are designed to grow and scale rapidly. Be sure to read and follow all of our rules--we have specific places for common content and requests. |
| 2qwze | Financial Planning, Personal Finance, Frugality, Money, and I | /r/FinancialPlanning/ | 960785 | en | 13.57 | Discuss and ask questions about personal finances, budgeting, income, retirement plans, insurance, investing, and frugality. |
| 2wlj3 | Cryptocurrency News &amp; Discussion | /r/CryptoCurrency/ | 9931149 | en | 13.43 | The leading community for cryptocurrency news, discussion, and analysis. |
| 2qhl2 | r/Cars - For Car Enthusiasts | /r/cars/ | 7369052 | en | 12.57 | r/Cars is the largest automotive enthusiast community on the Internet. We're Reddit's central hub for vehicle-related discussion, industry news, reviews, projects, DIY guides, advice, stories, and more. |
| 2qhmg | Marketing &amp; Advertising | /r/marketing/ | 1872248 | en | 12.29 | For marketing communications + advertising industry professionals to discuss and ask questions related to marketing strategy, media planning, digital, social, search, campaigns, data science, email, user experience, content, copywriting, segmentation, attribution |
| 2t9i0 | Career Guidance | /r/careerguidance/ | 4716319 | en | 11.86 | A place to discuss career options, to ask questions and give advice! |
| 2qjuv | r/StockMarket - Reddit's Front Page of the Stock Market | /r/StockMarket/ | 3895748 | en | 11.86 | Welcome to /r/StockMarket! Our objective is to provide short and mid term trade ideas, market analysis &amp; commentary for active traders and investors. Posts about equities, options, forex, futures, analyst upgrades &amp; downgrades, technical and fundamen |
| 2vhkv | Ask a Car Salesman, Managers, or Finance managers anythin | /r/askcarsales/ | 262699 | en | 11.71 | |
| 2r2jt | r/TwoXChromosomes: You are the community. You have all tl | /r/TwoXChromosomes/ | 13614937 | en | 11.43 | |
| 2qw2b | Accounting | /r/Accounting/ | 1171769 | en | 11.43 | Primarily for accountants and aspiring accountants to learn about and discuss their career choice. Advice and questions welcome. |
| 2slqb | Plumbing help offered here, please post pictures. | /r/Plumbing/ | 469424 | en | 11.43 | A place for plumbing advice and help. Do not advertise or try to compare pricing. |
| 2qhpn | Economy | /r/economy/ | 1041397 | en | 11.43 | Forum for economy, business, politics, stocks, bonds, product releases, IPOs, advice, news, investment, videos, predictions, government, money, politics, debate, capitalism, current trends, and more. |
| 2qh6p | Conservative | /r/Conservative/ | 1289008 | en | 11.29 | https://discord.gg/conservative |
| 2qjvn | Relationships | /r/relationships/ | 3610179 | en | 11.14 | /r/Relationships is a community built around helping people and the goal of providing a platform for interpersonal relationship advice between redditors. We seek posts from users who have specific and personal relationship quandaries that other redditors can help |
| 2x4yx | Novel Coronavirus (COVID-19) | /r/Coronavirus/ | 2647498 | en | 11.14 | In December 2019, a novel coronavirus strain (SARS-CoV-2) emerged in the city of Wuhan, China. This subreddit seeks to monitor the spread of the disease COVID-19, declared a pandemic by the WHO. This subreddit is for high-quality posts and discussion. Please b |
| 2qpqt | Landlord Discussion | /r/Landlord/ | 184819 | en | 11.14 | Welcome to /r/Landlord, a community for property owners and managers seeking advice on rental property management. Find expert tips on tenant relations, lease agreements, maintenance, rent collection, and more. Whether you're new or experienced, join the d |
| 2qlqp | Woodworking: all things made from trees. | /r/woodworking/ | 6061403 | en | 11 | Woodworking is your worldwide home for discussion of all things woodworking, carpentry, fine furniture, power tools, hand tools, and just about anything else about making - anything - from trees! |
| 2qib3 | Sales and Selling | /r/sales/ | 512645 | en | 11 | |
| hcycg | Personal Finance For The Financially Challenged | /r/povertyfinance/ | 2422854 | en | 10.43 | Financial advice, frugality tips, stories, opportunities, and general guidance for people who are struggling financially. No Judgement, just advice! |
| 2r94o | You Should Know | /r/YouShouldKnow/ | 5495436 | en | 10.29 | |
| 2s3kh | For the identification of mysterious objects | /r/whatisthisthing/ | 3006255 | en | 10.14 | For the identification of mysterious objects |
| 2qhfj | Financial news and views | /r/finance/ | 2055394 | en | 10.14 | |
| 2tkvu | Advice from experienced mechanics from several fields. | /r/MechanicAdvice/ | 1906942 | en | 10 | This is more than a car repair forum! Please read and follow the posting rules listed in the right hand sidebar. |
| 3hqta | Wealth and Financial Independence/Retire Early | /r/fatFIRE/ | 454062 | en | 10 | Retire with a fat stash. |
| 2qhkh | Gardening, Plants, and Agriculture. | /r/gardening/ | 8723326 | en | 10 | A place for the best guides, pictures, and discussions of all things related to plants and their care. |
| 3b5at | Legal Advice Off Topic Discussion | /r/legaladviceofftopic/ | 398579 | en | 10 | A subreddit for discussions about topics related to /r/legaladvice that aren't appropriate for that forum. |

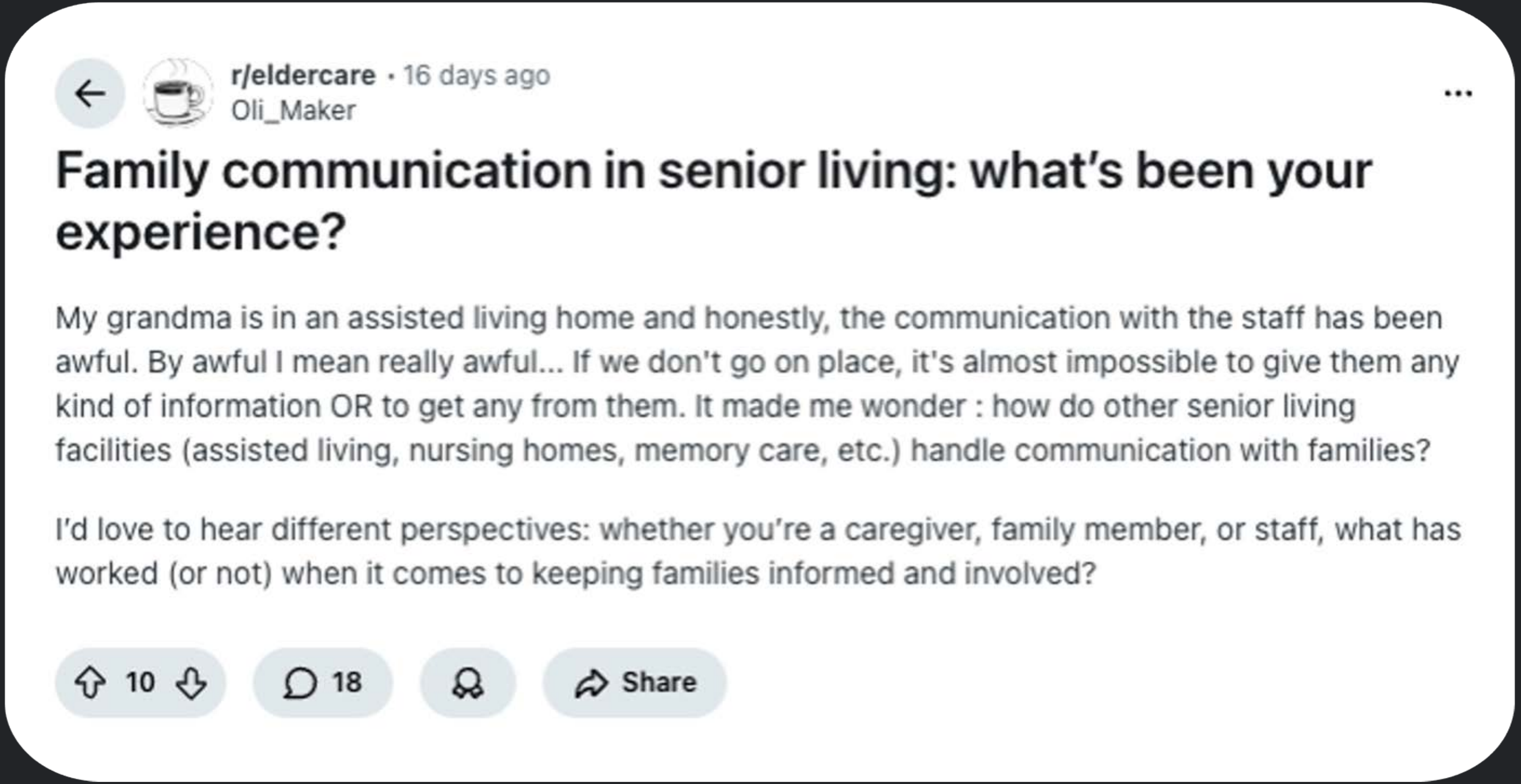


**Organic traffic** 1,840,954,566/month

# WHY REDDIT MATTERS

Reddit is one of the few places where people say what they actually think. It's raw, honest, and full of the real questions your clients are asking. Google is now pulling Reddit threads into search results and AI overviews because it reflects real user intent.

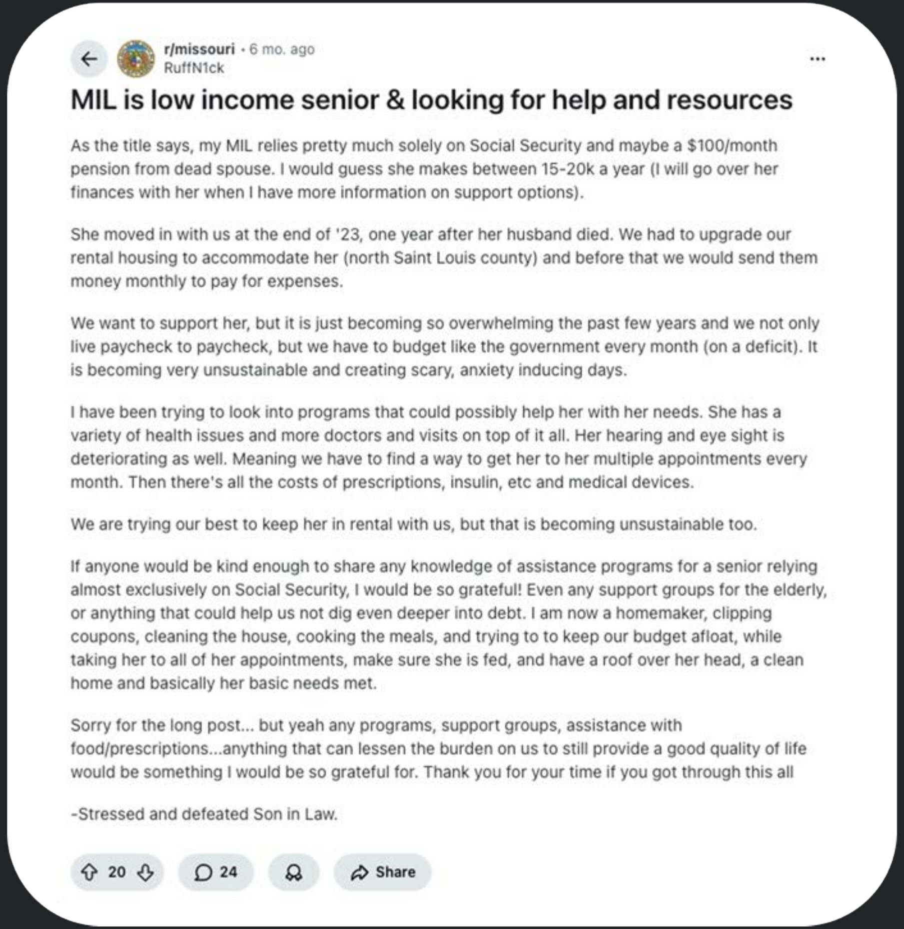
If you want to understand what people search, how they describe their problems, and what language they use, Reddit is the best listening tool you have. It's where your keyword research gets human again.


r/eldercare · 16 days ago
Oli_Maker

### Family communication in senior living: what's been your experience?

My grandma is in an assisted living home and honestly, the communication with the staff has been awful. By awful I mean really awful... If we don't go on place, it's almost impossible to give them any kind of information OR to get any from them. It made me wonder : how do other senior living facilities (assisted living, nursing homes, memory care, etc.) handle communication with families?

I'd love to hear different perspectives: whether you're a caregiver, family member, or staff, what has worked (or not) when it comes to keeping families informed and involved?


r/missouri · 6 mo. ago
RuffN1ck

### MIL is low income senior & looking for help and resources

As the title says, my MIL relies pretty much solely on Social Security and maybe a $100/month pension from dead spouse. I would guess she makes between 15-20k a year (I will go over her finances with her when I have more information on support options).

She moved in with us at the end of '23, one year after her husband died. We had to upgrade our rental housing to accommodate her (north Saint Louis county) and before that we would send them money monthly to pay for expenses.

We want to support her, but it is just becoming so overwhelming the past few years and we not only live paycheck to paycheck, but we have to budget like the government every month (on a deficit). It is becoming very unsustainable and creating scary, anxiety inducing days.

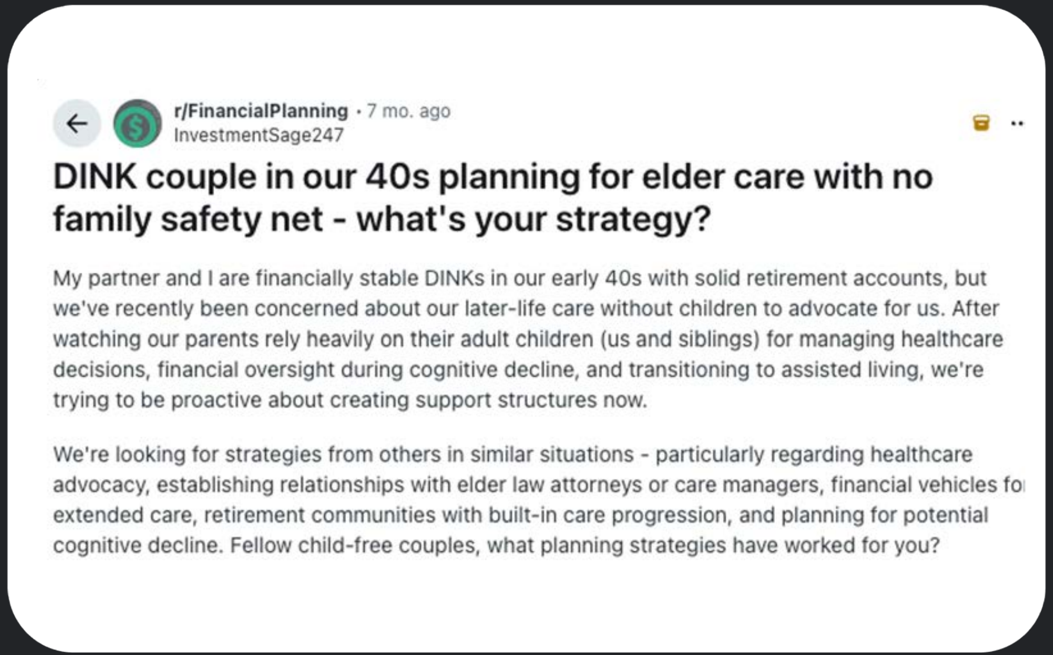
I have been trying to look into programs that could possibly help her with her needs. She has a variety of health issues and more doctors and visits on top of it all. Her hearing and eye sight is deteriorating as well. Meaning we have to find a way to get her to her multiple appointments every month. Then there's all the costs of prescriptions, insulin, etc and medical devices.

We are trying our best to keep her in rental with us, but that is becoming unsustainable too.

If anyone would be kind enough to share any knowledge of assistance programs for a senior relying almost exclusively on Social Security, I would be so grateful! Even any support groups for the elderly, or anything that could help us not dig even deeper into debt. I am now a homemaker, clipping coupons, cleaning the house, cooking the meals, and trying to to keep our budget afloat, while taking her to all of her appointments, make sure she is fed, and have a roof over her head, a clean home and basically her basic needs met.

Sorry for the long post... but yeah any programs, support groups, assistance with food/prescriptions...anything that can lessen the burden on us to still provide a good quality of life would be something I would be so grateful for. Thank you for your time if you got through this all

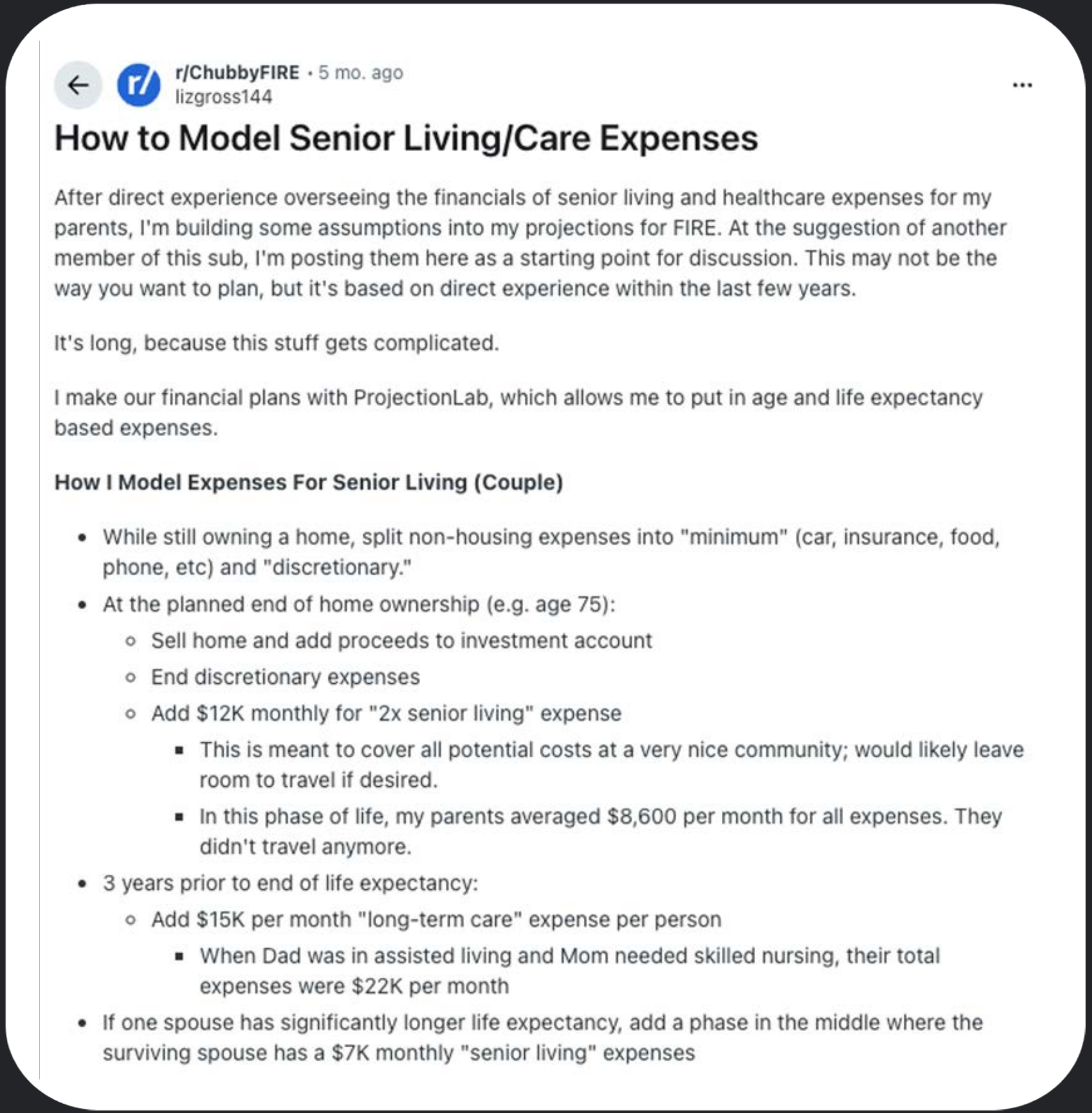
-Stressed and defeated Son in Law.


r/FinancialPlanning · 7 mo. ago
InvestmentSage247

### DINK couple in our 40s planning for elder care with no family safety net - what's your strategy?

My partner and I are financially stable DINKs in our early 40s with solid retirement accounts, but we've recently been concerned about our later-life care without children to advocate for us. After watching our parents rely heavily on their adult children (us and siblings) for managing healthcare decisions, financial oversight during cognitive decline, and transitioning to assisted living, we're trying to be proactive about creating support structures now.

We're looking for strategies from others in similar situations - particularly regarding healthcare advocacy, establishing relationships with elder law attorneys or care managers, financial vehicles fo extended care, retirement communities with built-in care progression, and planning for potential cognitive decline. Fellow child-free couples, what planning strategies have worked for you?


r/ChubbyFIRE · 5 mo. ago
lizgross144

### How to Model Senior Living/Care Expenses

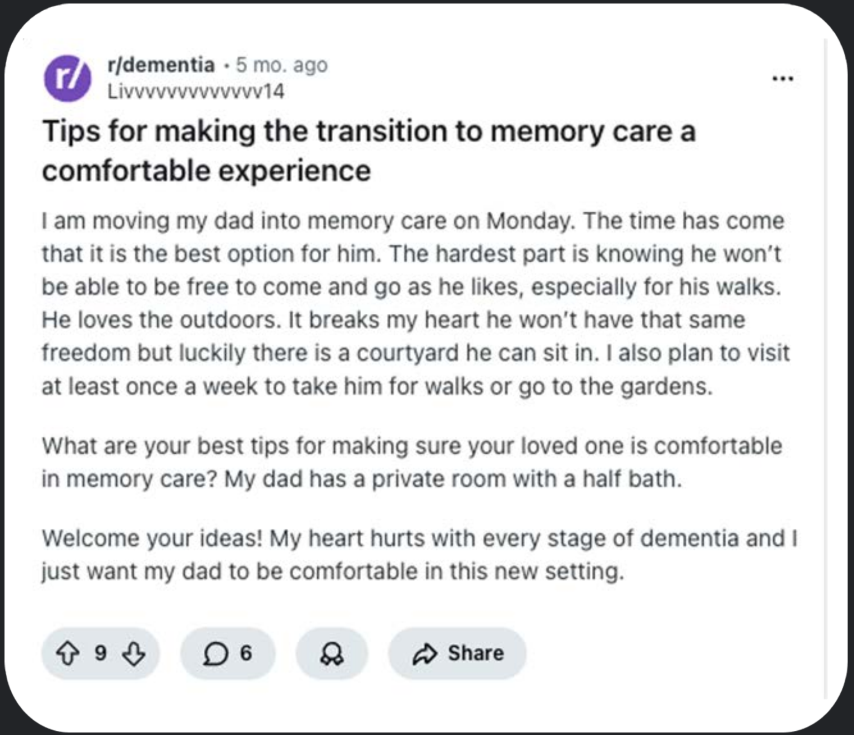
After direct experience overseeing the financials of senior living and healthcare expenses for my parents, I'm building some assumptions into my projections for FIRE. At the suggestion of another member of this sub, I'm posting them here as a starting point for discussion. This may not be the way you want to plan, but it's based on direct experience within the last few years.

It's long, because this stuff gets complicated.

I make our financial plans with ProjectionLab, which allows me to put in age and life expectancy based expenses.

**How I Model Expenses For Senior Living (Couple)**

- While still owning a home, split non-housing expenses into "minimum" (car, insurance, food, phone, etc) and "discretionary."
- At the planned end of home ownership (e.g. age 75):
  - Sell home and add proceeds to investment account
  - End discretionary expenses
  - Add $12K monthly for "2x senior living" expense
    - This is meant to cover all potential costs at a very nice community; would likely leave room to travel if desired.
    - In this phase of life, my parents averaged $8,600 per month for all expenses. They didn't travel anymore.
- 3 years prior to end of life expectancy:
  - Add $15K per month "long-term care" expense per person
    - When Dad was in assisted living and Mom needed skilled nursing, their total expenses were $22K per month
- If one spouse has significantly longer life expectancy, add a phase in the middle where the surviving spouse has a $7K monthly "senior living" expenses


r/dementia · 5 mo. ago
Livvvvvvvvvvvvv14

### Tips for making the transition to memory care a comfortable experience

I am moving my dad into memory care on Monday. The time has come that it is the best option for him. The hardest part is knowing he won't be able to be free to come and go as he likes, especially for his walks. He loves the outdoors. It breaks my heart he won't have that same freedom but luckily there is a courtyard he can sit in. I also plan to visit at least once a week to take him for walks or go to the gardens.

What are your best tips for making sure your loved one is comfortable in memory care? My dad has a private room with a half bath.

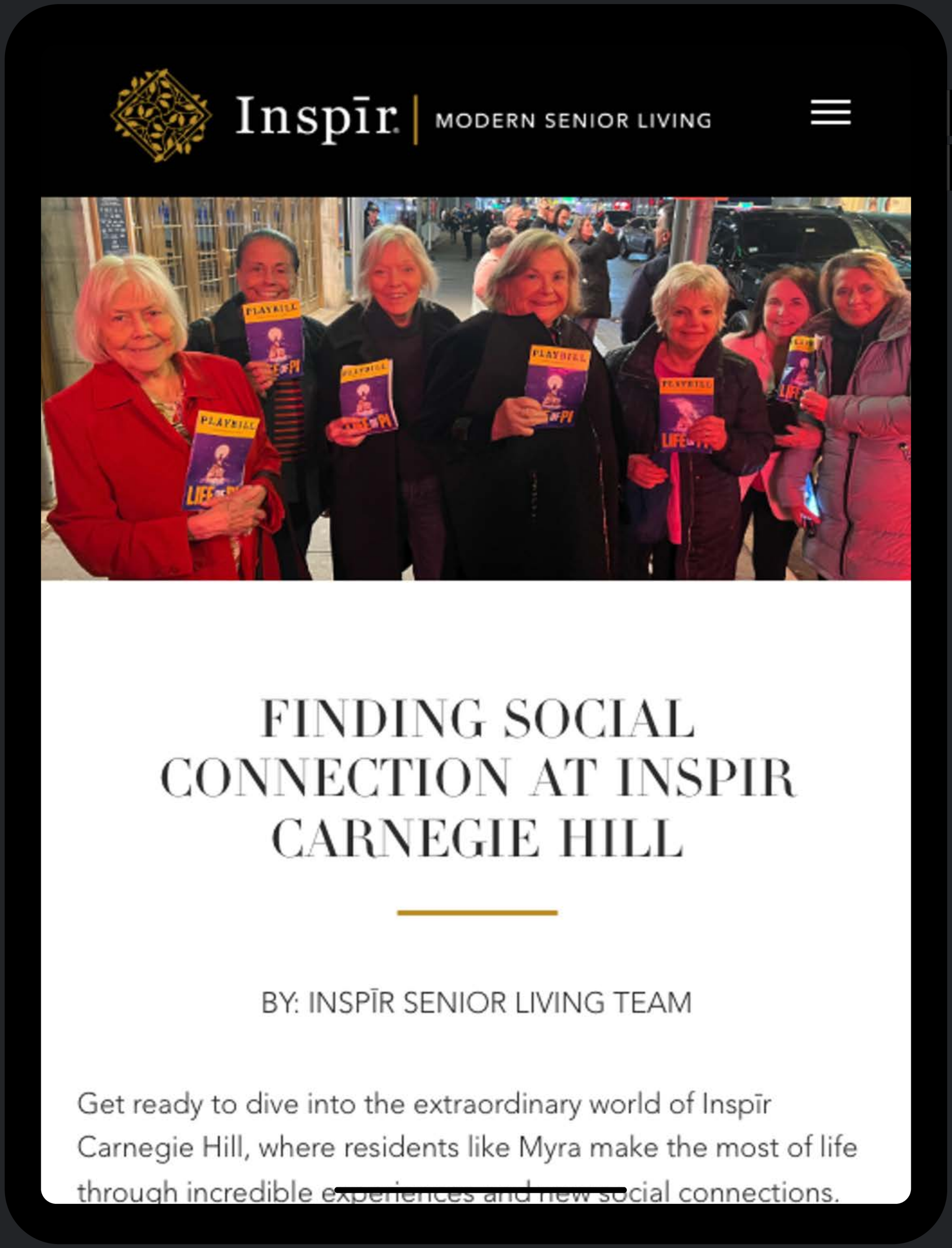
Welcome your ideas! My heart hurts with every stage of dementia and I just want my dad to be comfortable in this new setting.

# FIND WHAT THEY ARE ASKING

Reddit is one of the best places to find the exact words people use when they describe legal problems. Search for topics like “fired while on leave” or “how long to settle a car accident claim” and read the questions and comments. The recurring phrases, fears, and misconceptions you see are your real keywords.

Use that language in your page titles, FAQs, and blog content so your company shows up when clients search the way they actually speak.

# DATA IS GREAT BUT SOMETIMES IT'S BEST TO GO TO THE SOURCE



Inspīr | MODERN SENIOR LIVING

FINDING SOCIAL CONNECTION AT INSPIR CARNEGIE HILL

BY: INSPĪR SENIOR LIVING TEAM

Get ready to dive into the extraordinary world of Inspīr Carnegie Hill, where residents like Myra make the most of life through incredible experiences and new social connections.

# WORD OF MOUTH

Word of mouth is the most powerful currency in senior living because the decision is profoundly personal and built on trust, not transactions. While marketing materials present a polished image, it is the authentic stories from residents and their families that truly resonate, allowing prospective buyers to see their own motivations and pain points reflected in the experiences of others.

Every conversation with staff offers a live preview of the community's culture, and ultimately, a facility's reputation is the sum of these personal accounts; a positive endorsement acts as the ultimate seal of approval that overcomes doubt, while a negative one creates a barrier that even the best marketing cannot breach.

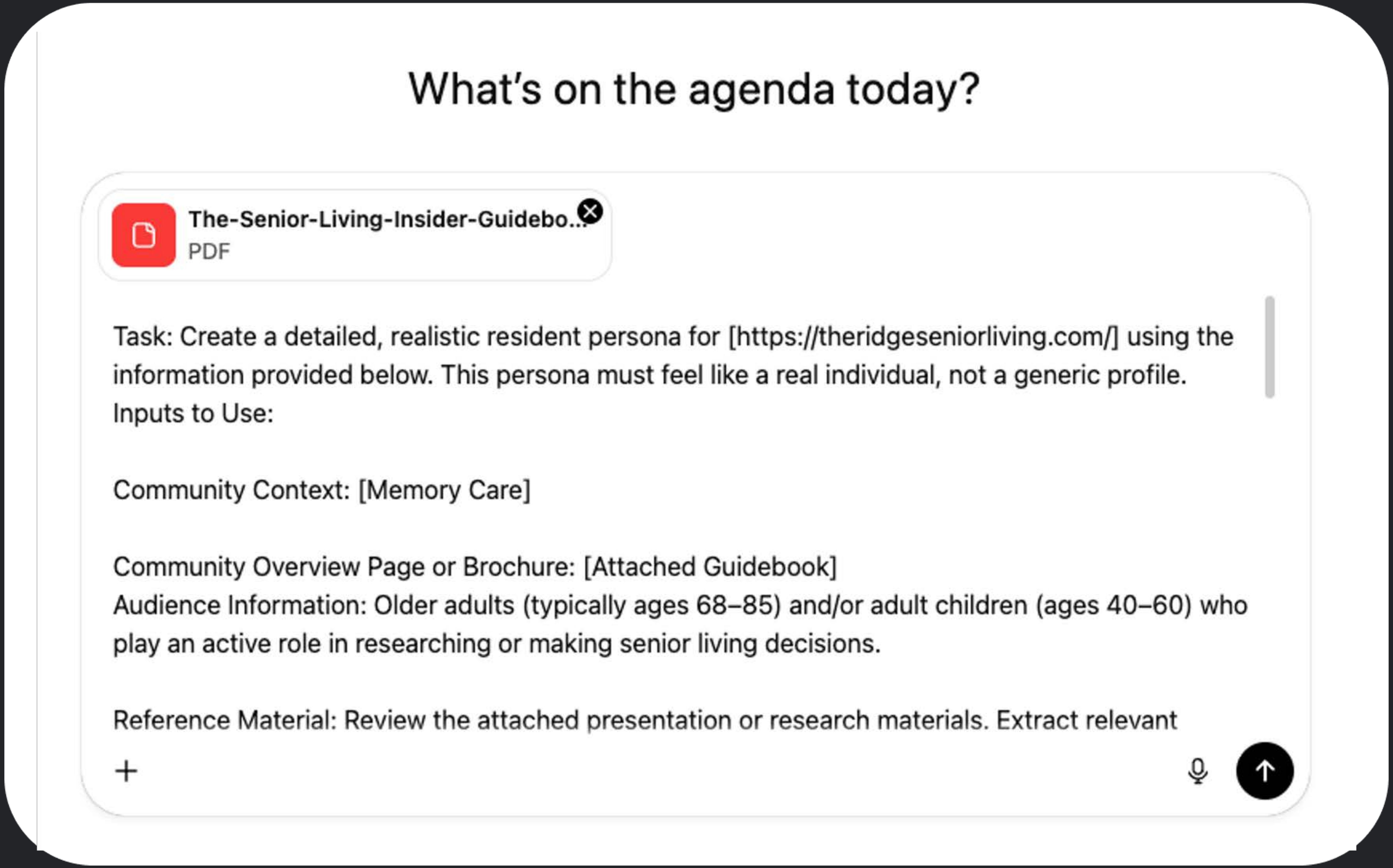
Here’s how you can tap in:

- AMPLIFY RESIDENT & FAMILY STORIES
- FACILITATE AUTHENTIC CONNECTIONS
- CULTIVATE A PROFESSIONAL REFERRAL NETWORK

# AI CAN HELP

# AUDIENCE & PERSONA DEVELOPMENT WITH AI

# PERSONA DEVELOPMENT PROMPTING USING AI


What's on the agenda today?
The-Senior-Living-Insider-Guidebo...
PDF

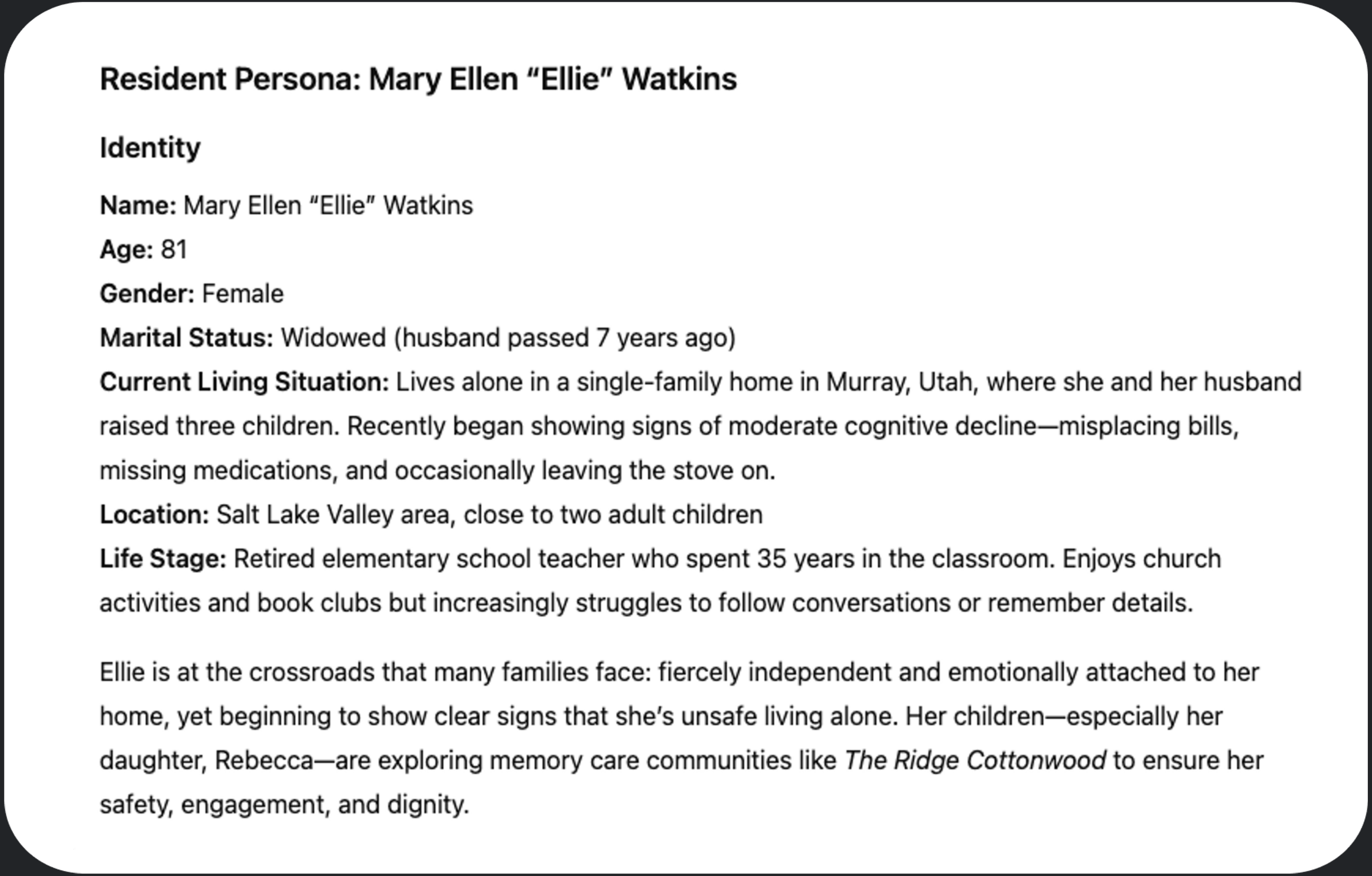
Task: Create a detailed, realistic resident persona for [https://theridgeseniorliving.com/] using the information provided below. This persona must feel like a real individual, not a generic profile.
Inputs to Use:

Community Context: [Memory Care]

Community Overview Page or Brochure: [Attached Guidebook]
Audience Information: Older adults (typically ages 68–85) and/or adult children (ages 40–60) who play an active role in researching or making senior living decisions.

Reference Material: Review the attached presentation or research materials. Extract relevant

# PERSONA DEVELOPMENT



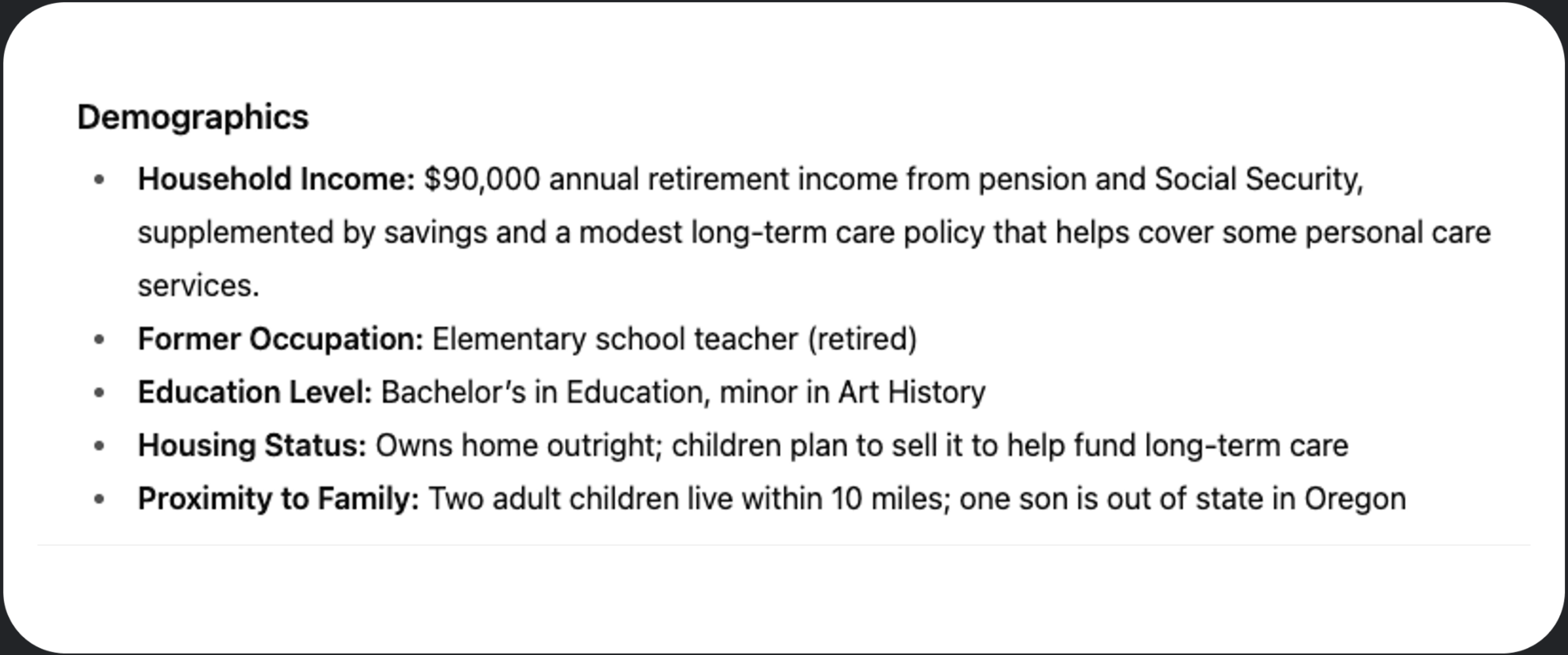
### Resident Persona: Mary Ellen “Ellie” Watkins

#### Identity

**Name:** Mary Ellen “Ellie” Watkins
**Age:** 81
**Gender:** Female
**Marital Status:** Widowed (husband passed 7 years ago)
**Current Living Situation:** Lives alone in a single-family home in Murray, Utah, where she and her husband raised three children. Recently began showing signs of moderate cognitive decline—misplacing bills, missing medications, and occasionally leaving the stove on.
**Location:** Salt Lake Valley area, close to two adult children
**Life Stage:** Retired elementary school teacher who spent 35 years in the classroom. Enjoys church activities and book clubs but increasingly struggles to follow conversations or remember details.

Ellie is at the crossroads that many families face: fiercely independent and emotionally attached to her home, yet beginning to show clear signs that she’s unsafe living alone. Her children—especially her daughter, Rebecca—are exploring memory care communities like *The Ridge Cottonwood* to ensure her safety, engagement, and dignity.

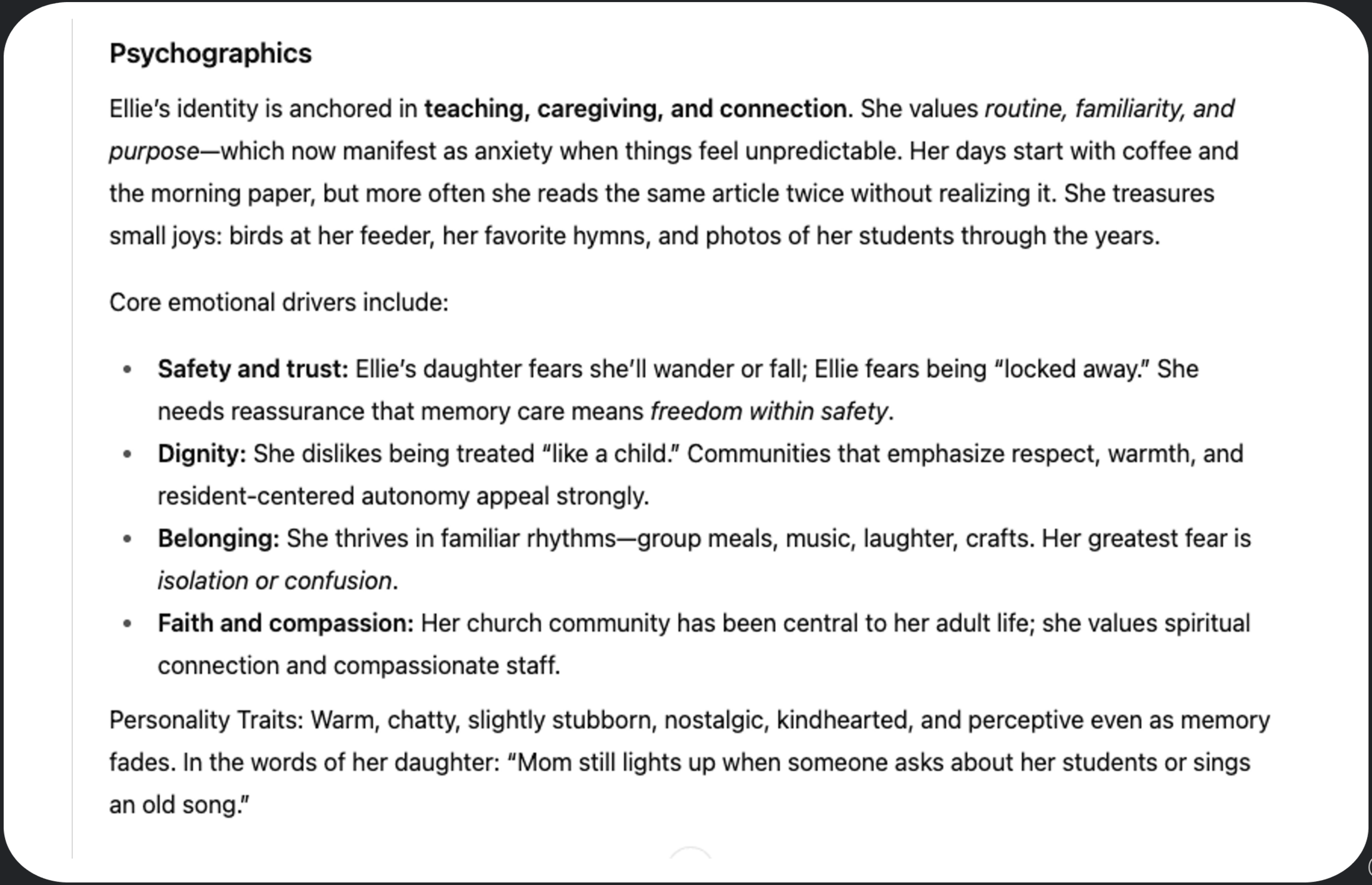
# DETAILED DEMOGRAPHICS



### Demographics

- **Household Income:** $90,000 annual retirement income from pension and Social Security, supplemented by savings and a modest long-term care policy that helps cover some personal care services.
- **Former Occupation:** Elementary school teacher (retired)
- **Education Level:** Bachelor's in Education, minor in Art History
- **Housing Status:** Owns home outright; children plan to sell it to help fund long-term care
- **Proximity to Family:** Two adult children live within 10 miles; one son is out of state in Oregon

# PSYCHOGRAPHIC DATA



### Psychographics

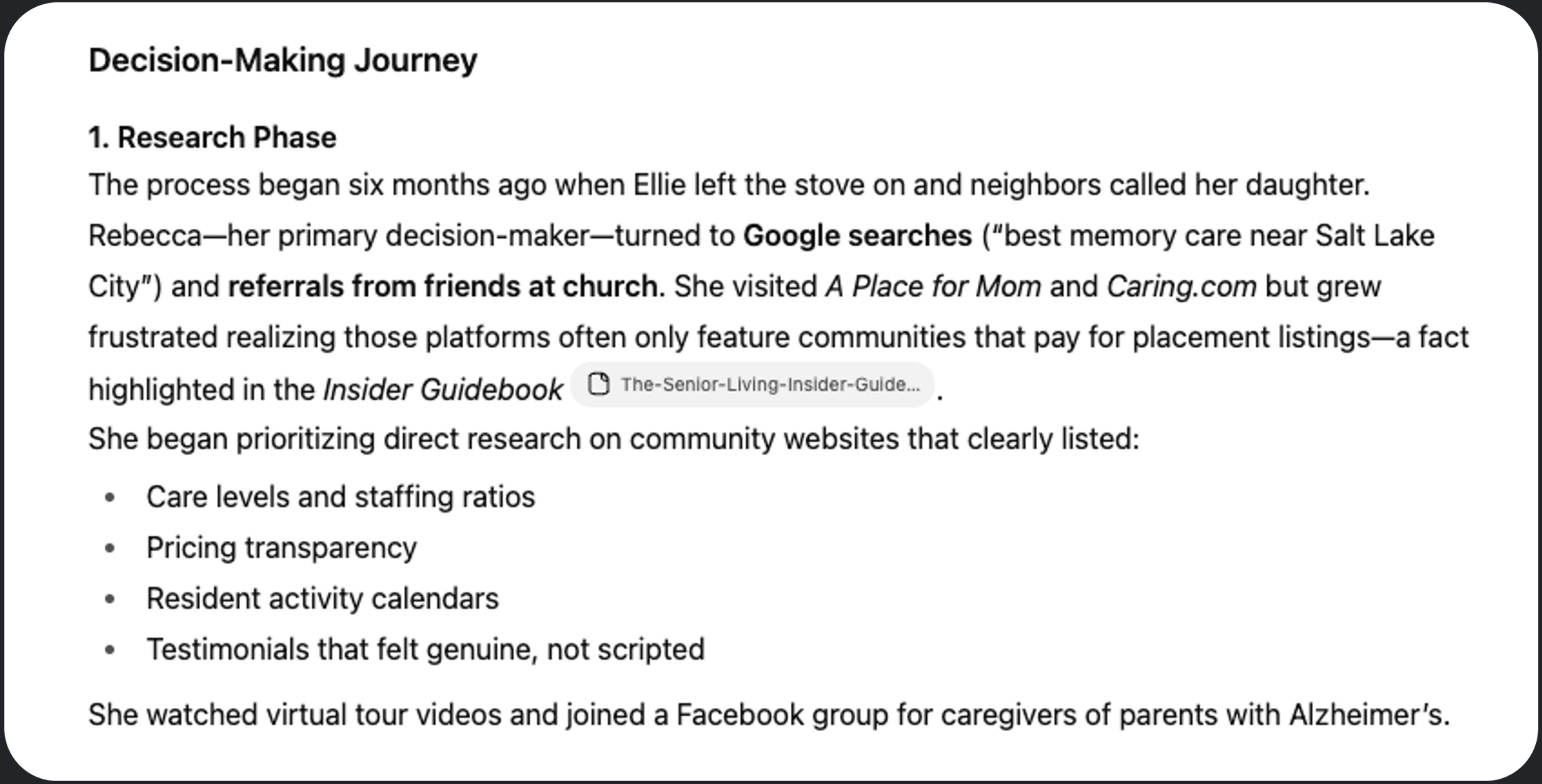
Ellie's identity is anchored in **teaching, caregiving, and connection**. She values *routine, familiarity, and purpose*—which now manifest as anxiety when things feel unpredictable. Her days start with coffee and the morning paper, but more often she reads the same article twice without realizing it. She treasures small joys: birds at her feeder, her favorite hymns, and photos of her students through the years.

Core emotional drivers include:

- **Safety and trust:** Ellie's daughter fears she'll wander or fall; Ellie fears being "locked away." She needs reassurance that memory care means *freedom within safety*.
- **Dignity:** She dislikes being treated "like a child." Communities that emphasize respect, warmth, and resident-centered autonomy appeal strongly.
- **Belonging:** She thrives in familiar rhythms—group meals, music, laughter, crafts. Her greatest fear is *isolation or confusion*.
- **Faith and compassion:** Her church community has been central to her adult life; she values spiritual connection and compassionate staff.

Personality Traits: Warm, chatty, slightly stubborn, nostalgic, kindhearted, and perceptive even as memory fades. In the words of her daughter: "Mom still lights up when someone asks about her students or sings an old song."

# MAP THE JOURNEY



**Decision-Making Journey**

**1. Research Phase**

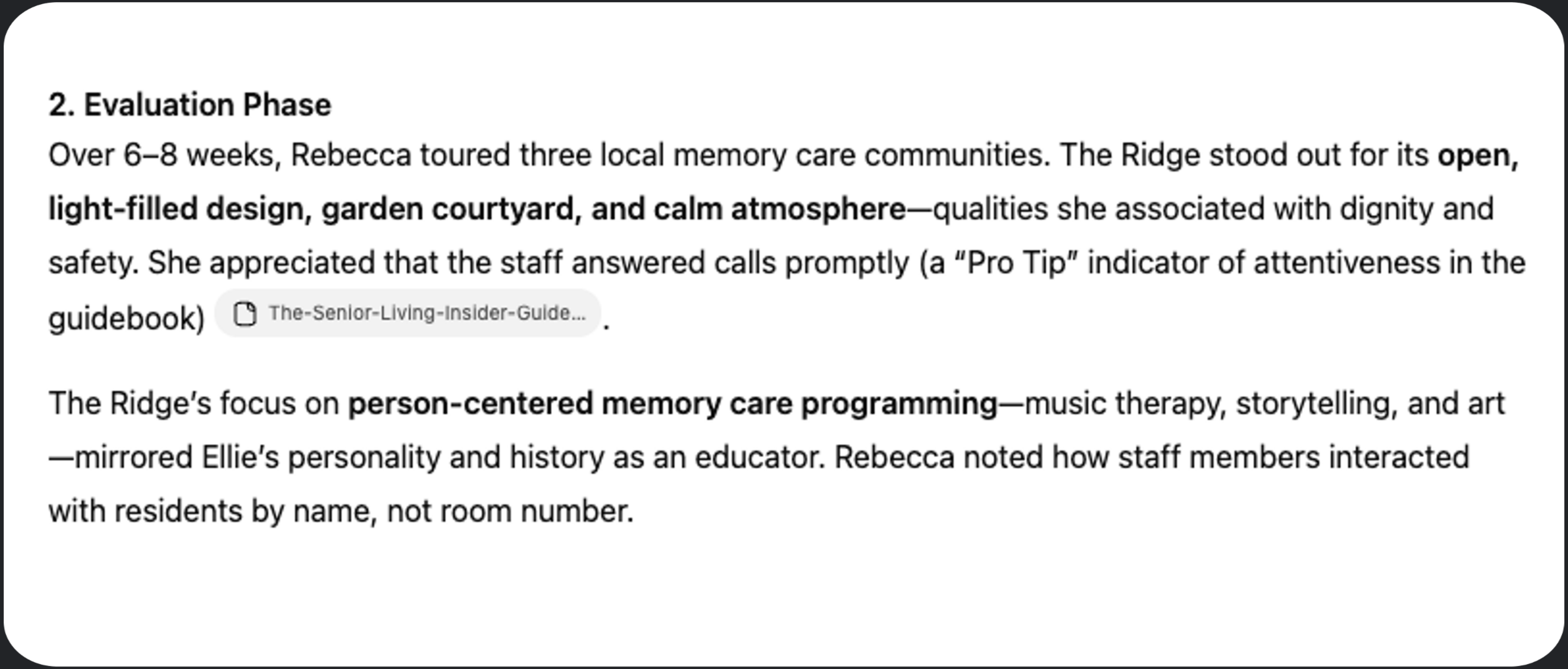
The process began six months ago when Ellie left the stove on and neighbors called her daughter. Rebecca—her primary decision-maker—turned to **Google searches** ("best memory care near Salt Lake City") and **referrals from friends at church**. She visited *A Place for Mom* and *Caring.com* but grew frustrated realizing those platforms often only feature communities that pay for placement listings—a fact highlighted in the *Insider Guidebook* The-Senior-Living-Insider-Guide... .

She began prioritizing direct research on community websites that clearly listed:

- Care levels and staffing ratios
- Pricing transparency
- Resident activity calendars
- Testimonials that felt genuine, not scripted

She watched virtual tour videos and joined a Facebook group for caregivers of parents with Alzheimer's.

# **MAP** THE JOURNEY

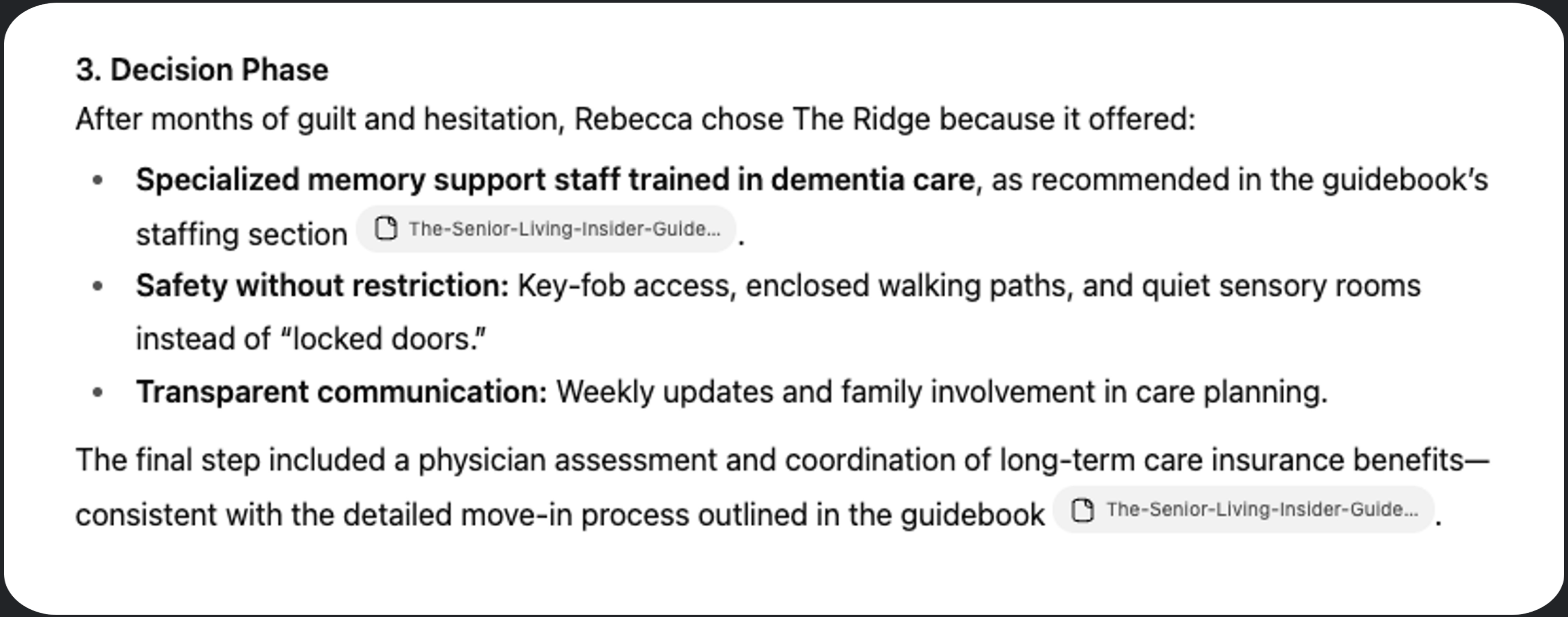


**2. Evaluation Phase**

Over 6–8 weeks, Rebecca toured three local memory care communities. The Ridge stood out for its **open, light-filled design, garden courtyard, and calm atmosphere**—qualities she associated with dignity and safety. She appreciated that the staff answered calls promptly (a “Pro Tip” indicator of attentiveness in the guidebook) The-Senior-Living-Insider-Guide... .

The Ridge’s focus on **person-centered memory care programming**—music therapy, storytelling, and art—mirrored Ellie’s personality and history as an educator. Rebecca noted how staff members interacted with residents by name, not room number.

# MAP THE JOURNEY



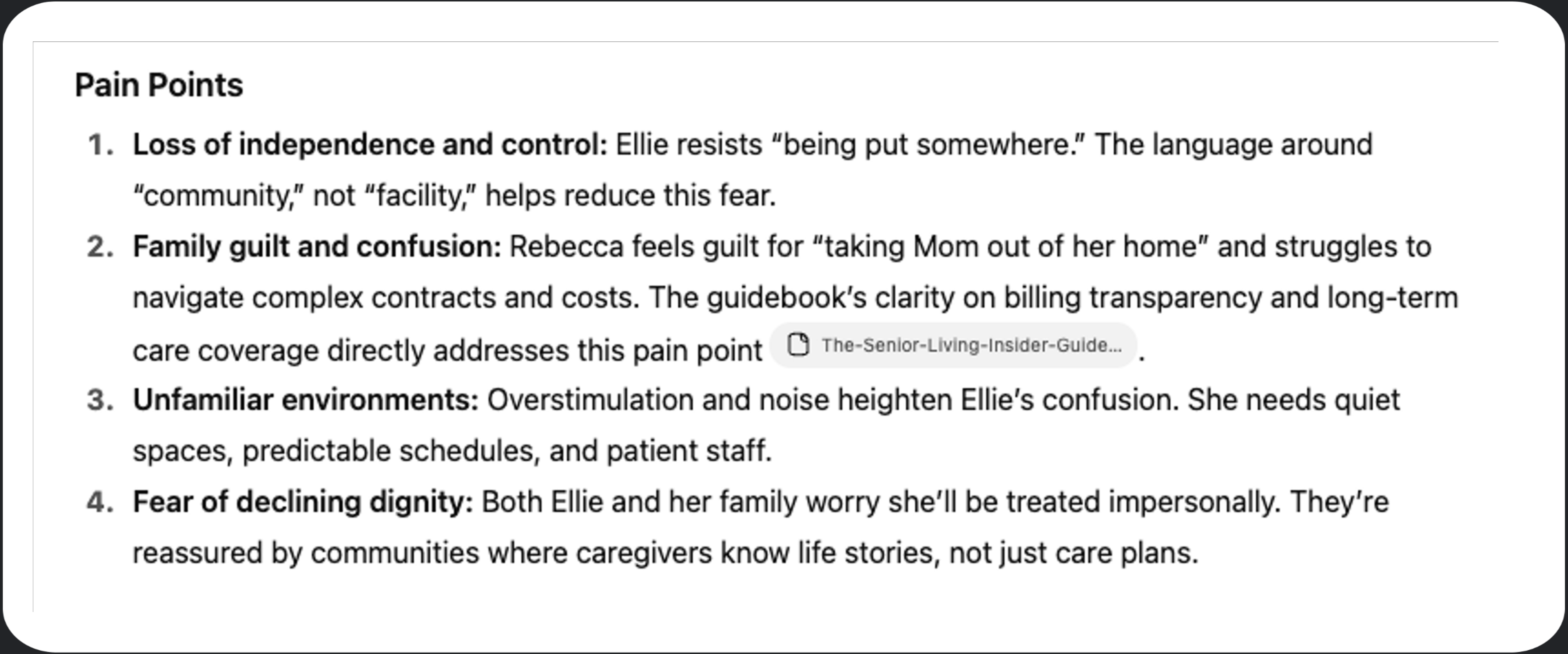
### 3. Decision Phase

After months of guilt and hesitation, Rebecca chose The Ridge because it offered:

- **Specialized memory support staff trained in dementia care**, as recommended in the guidebook's staffing section The-Senior-Living-Insider-Guide... .
- **Safety without restriction:** Key-fob access, enclosed walking paths, and quiet sensory rooms instead of "locked doors."
- **Transparent communication:** Weekly updates and family involvement in care planning.

The final step included a physician assessment and coordination of long-term care insurance benefits—consistent with the detailed move-in process outlined in the guidebook The-Senior-Living-Insider-Guide... .

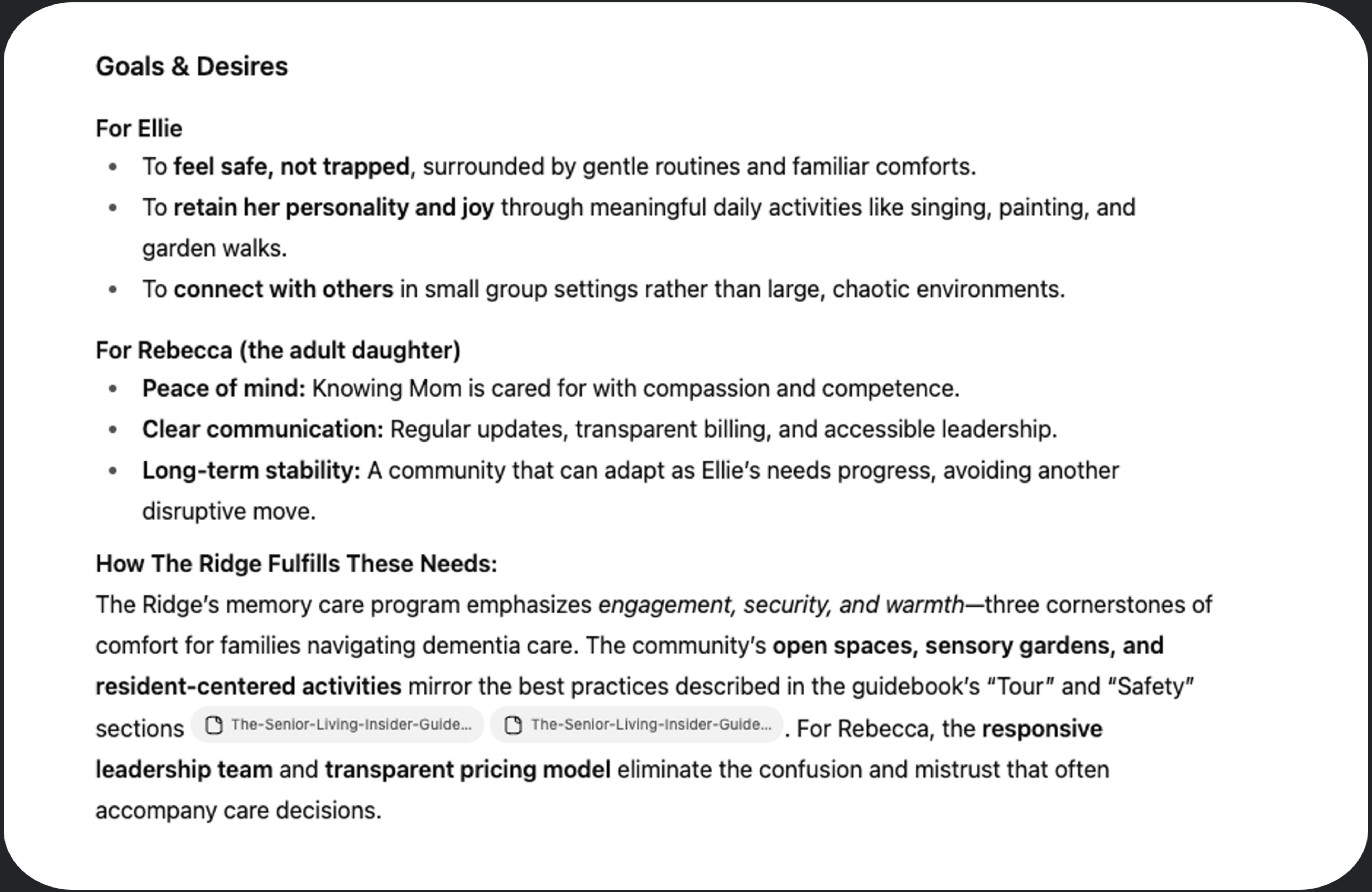
# IDENTIFY THE PAIN POINTS



## Pain Points

1. **Loss of independence and control:** Ellie resists "being put somewhere." The language around "community," not "facility," helps reduce this fear.
2. **Family guilt and confusion:** Rebecca feels guilt for "taking Mom out of her home" and struggles to navigate complex contracts and costs. The guidebook's clarity on billing transparency and long-term care coverage directly addresses this pain point The-Senior-Living-Insider-Guide... .
3. **Unfamiliar environments:** Overstimulation and noise heighten Ellie's confusion. She needs quiet spaces, predictable schedules, and patient staff.
4. **Fear of declining dignity:** Both Ellie and her family worry she'll be treated impersonally. They're reassured by communities where caregivers know life stories, not just care plans.

# UNDERSTAND THE GOALS



### Goals & Desires

**For Ellie**

- To **feel safe, not trapped**, surrounded by gentle routines and familiar comforts.
- To **retain her personality and joy** through meaningful daily activities like singing, painting, and garden walks.
- To **connect with others** in small group settings rather than large, chaotic environments.

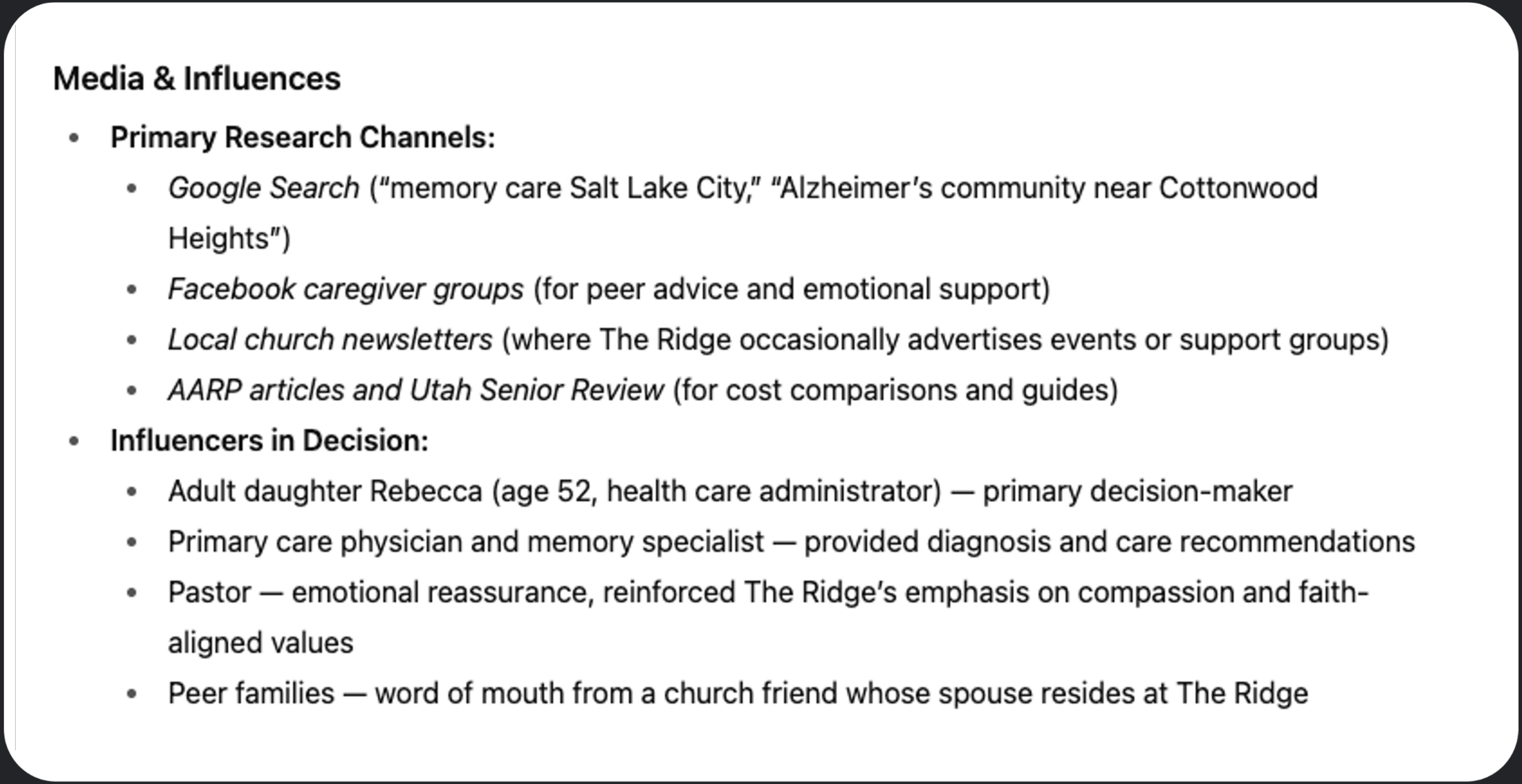
**For Rebecca (the adult daughter)**

- **Peace of mind:** Knowing Mom is cared for with compassion and competence.
- **Clear communication:** Regular updates, transparent billing, and accessible leadership.
- **Long-term stability:** A community that can adapt as Ellie's needs progress, avoiding another disruptive move.

**How The Ridge Fulfills These Needs:**

The Ridge's memory care program emphasizes *engagement, security, and warmth*—three cornerstones of comfort for families navigating dementia care. The community's **open spaces, sensory gardens, and resident-centered activities** mirror the best practices described in the guidebook's "Tour" and "Safety" sections The-Senior-Living-Insider-Guide... The-Senior-Living-Insider-Guide... . For Rebecca, the **responsive leadership team** and **transparent pricing model** eliminate the confusion and mistrust that often accompany care decisions.

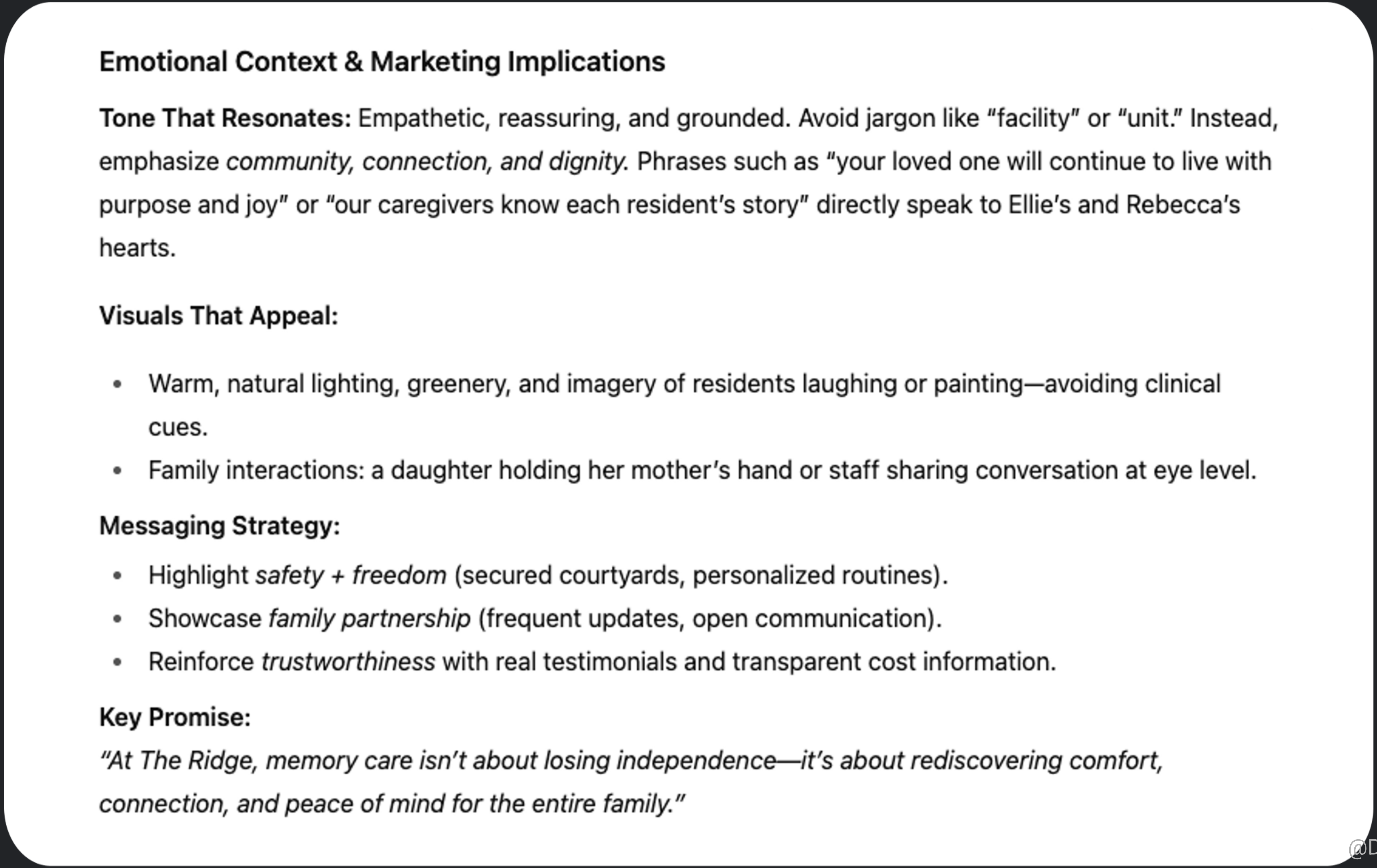
# KNOW WHAT DRIVES THEM



## Media & Influences

- **Primary Research Channels:**
    - *Google Search* ("memory care Salt Lake City," "Alzheimer's community near Cottonwood Heights")
    - *Facebook caregiver groups* (for peer advice and emotional support)
    - *Local church newsletters* (where The Ridge occasionally advertises events or support groups)
    - *AARP articles and Utah Senior Review* (for cost comparisons and guides)
- **Influencers in Decision:**
    - Adult daughter Rebecca (age 52, health care administrator) — primary decision-maker
    - Primary care physician and memory specialist — provided diagnosis and care recommendations
    - Pastor — emotional reassurance, reinforced The Ridge's emphasis on compassion and faith-aligned values
    - Peer families — word of mouth from a church friend whose spouse resides at The Ridge

# TAILOR THE MESSAGE



### Emotional Context & Marketing Implications

**Tone That Resonates:** Empathetic, reassuring, and grounded. Avoid jargon like “facility” or “unit.” Instead, emphasize *community, connection, and dignity*. Phrases such as “your loved one will continue to live with purpose and joy” or “our caregivers know each resident’s story” directly speak to Ellie’s and Rebecca’s hearts.

**Visuals That Appeal:**

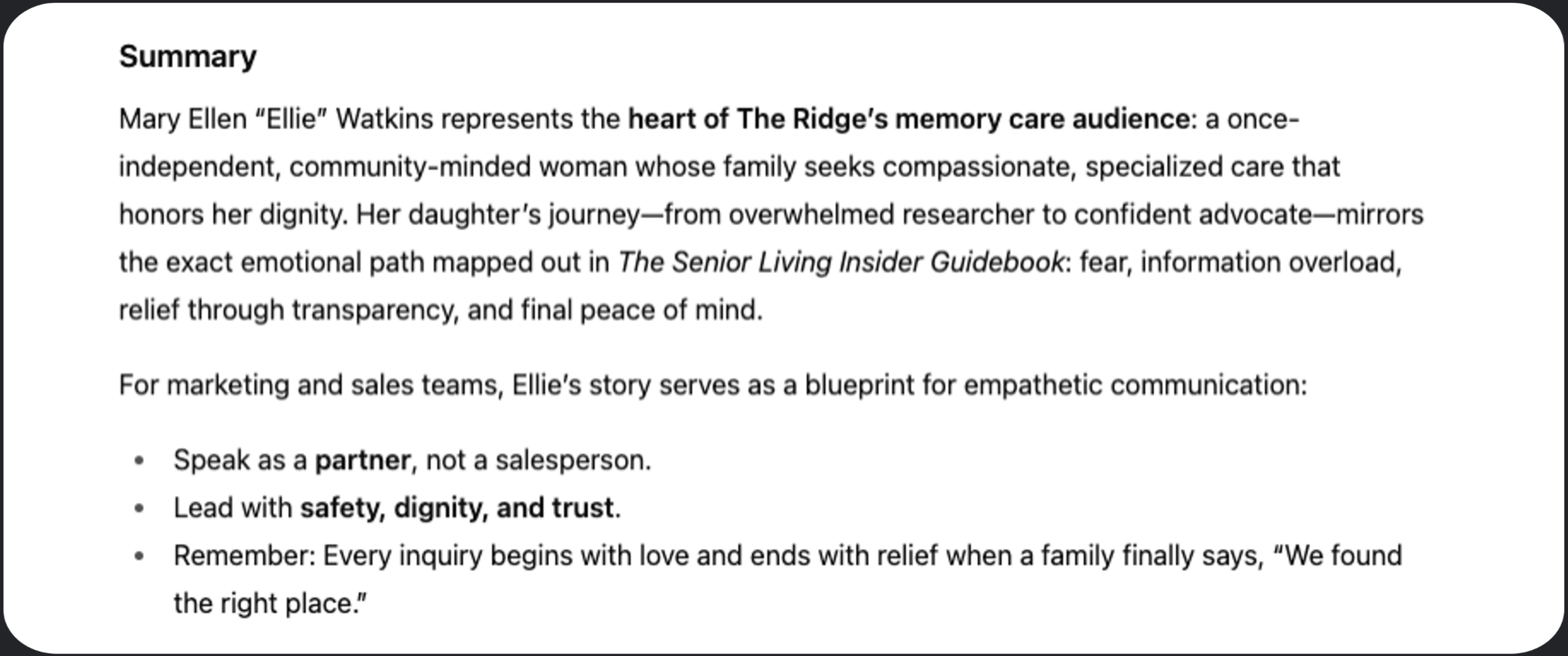
- Warm, natural lighting, greenery, and imagery of residents laughing or painting—avoiding clinical cues.
- Family interactions: a daughter holding her mother’s hand or staff sharing conversation at eye level.

**Messaging Strategy:**

- Highlight *safety + freedom* (secured courtyards, personalized routines).
- Showcase *family partnership* (frequent updates, open communication).
- Reinforce *trustworthiness* with real testimonials and transparent cost information.

**Key Promise:**
*“At The Ridge, memory care isn’t about losing independence—it’s about rediscovering comfort, connection, and peace of mind for the entire family.”*

# UNDERSTAND THE BIG PICTURE



### Summary

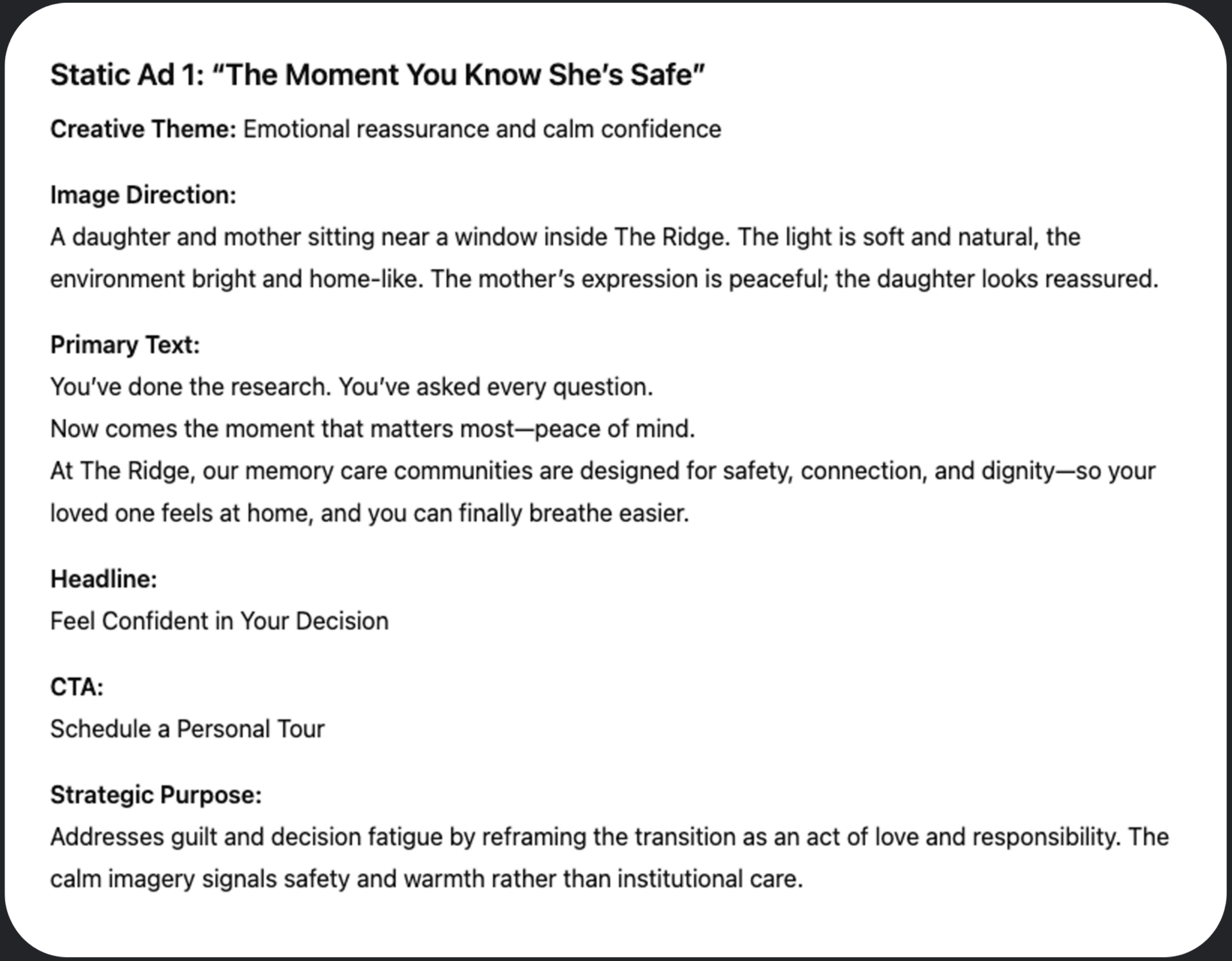
Mary Ellen “Ellie” Watkins represents the **heart of The Ridge’s memory care audience**: a once-independent, community-minded woman whose family seeks compassionate, specialized care that honors her dignity. Her daughter’s journey—from overwhelmed researcher to confident advocate—mirrors the exact emotional path mapped out in *The Senior Living Insider Guidebook*: fear, information overload, relief through transparency, and final peace of mind.

For marketing and sales teams, Ellie’s story serves as a blueprint for empathetic communication:

- Speak as a **partner**, not a salesperson.
- Lead with **safety, dignity, and trust**.
- Remember: Every inquiry begins with love and ends with relief when a family finally says, “We found the right place.”

# YOU HAVE GREAT PERSONAS
## GO A STEP FURTHER

# PERSONAS TO CREATIVE



**Static Ad 1: "The Moment You Know She's Safe"**

**Creative Theme:** Emotional reassurance and calm confidence

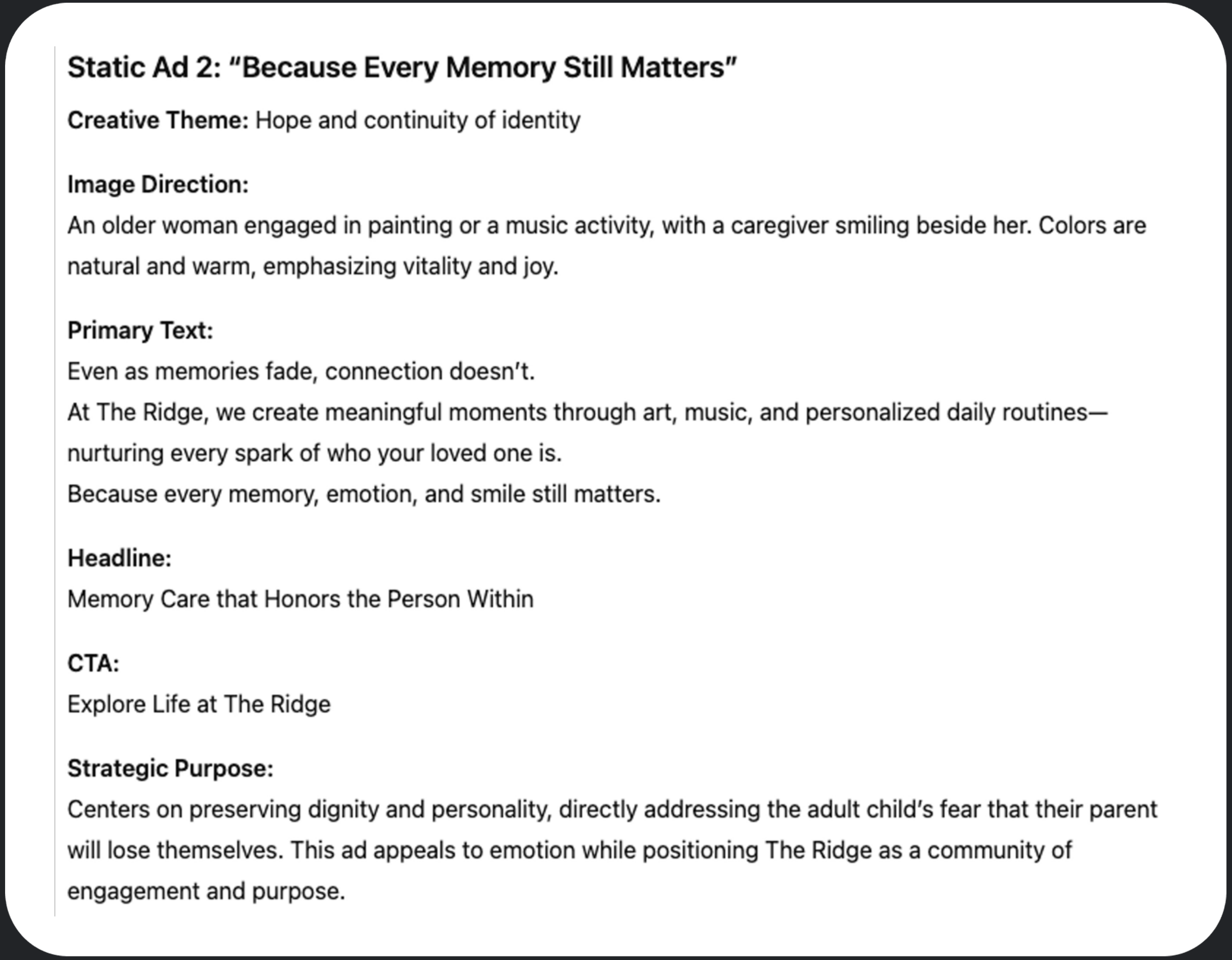
**Image Direction:**
A daughter and mother sitting near a window inside The Ridge. The light is soft and natural, the environment bright and home-like. The mother's expression is peaceful; the daughter looks reassured.

**Primary Text:**
You've done the research. You've asked every question.
Now comes the moment that matters most—peace of mind.
At The Ridge, our memory care communities are designed for safety, connection, and dignity—so your loved one feels at home, and you can finally breathe easier.

**Headline:**
Feel Confident in Your Decision

**CTA:**
Schedule a Personal Tour

**Strategic Purpose:**
Addresses guilt and decision fatigue by reframing the transition as an act of love and responsibility. The calm imagery signals safety and warmth rather than institutional care.



**Static Ad 2: "Because Every Memory Still Matters"**

**Creative Theme:** Hope and continuity of identity

**Image Direction:**
An older woman engaged in painting or a music activity, with a caregiver smiling beside her. Colors are natural and warm, emphasizing vitality and joy.

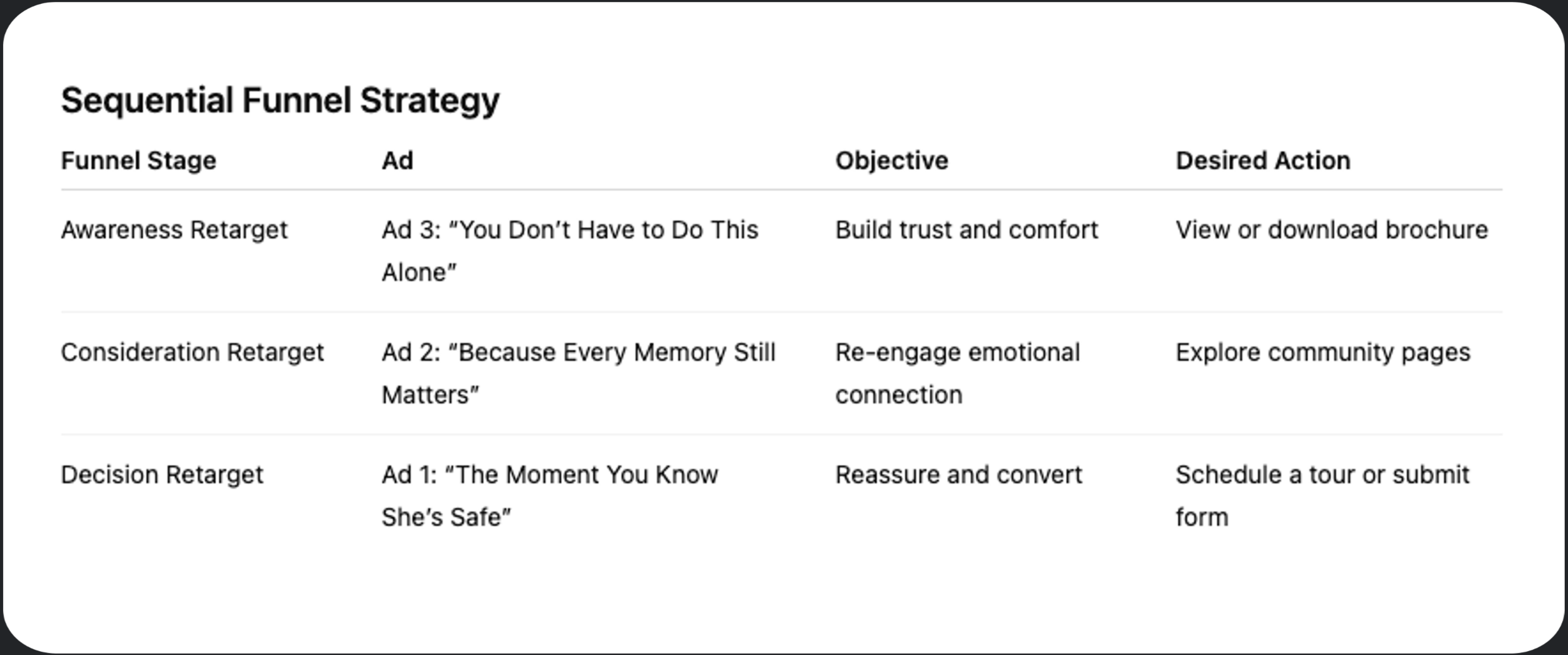
**Primary Text:**
Even as memories fade, connection doesn't.
At The Ridge, we create meaningful moments through art, music, and personalized daily routines—nurturing every spark of who your loved one is.
Because every memory, emotion, and smile still matters.

**Headline:**
Memory Care that Honors the Person Within

**CTA:**
Explore Life at The Ridge

**Strategic Purpose:**
Centers on preserving dignity and personality, directly addressing the adult child's fear that their parent will lose themselves. This ad appeals to emotion while positioning The Ridge as a community of engagement and purpose.

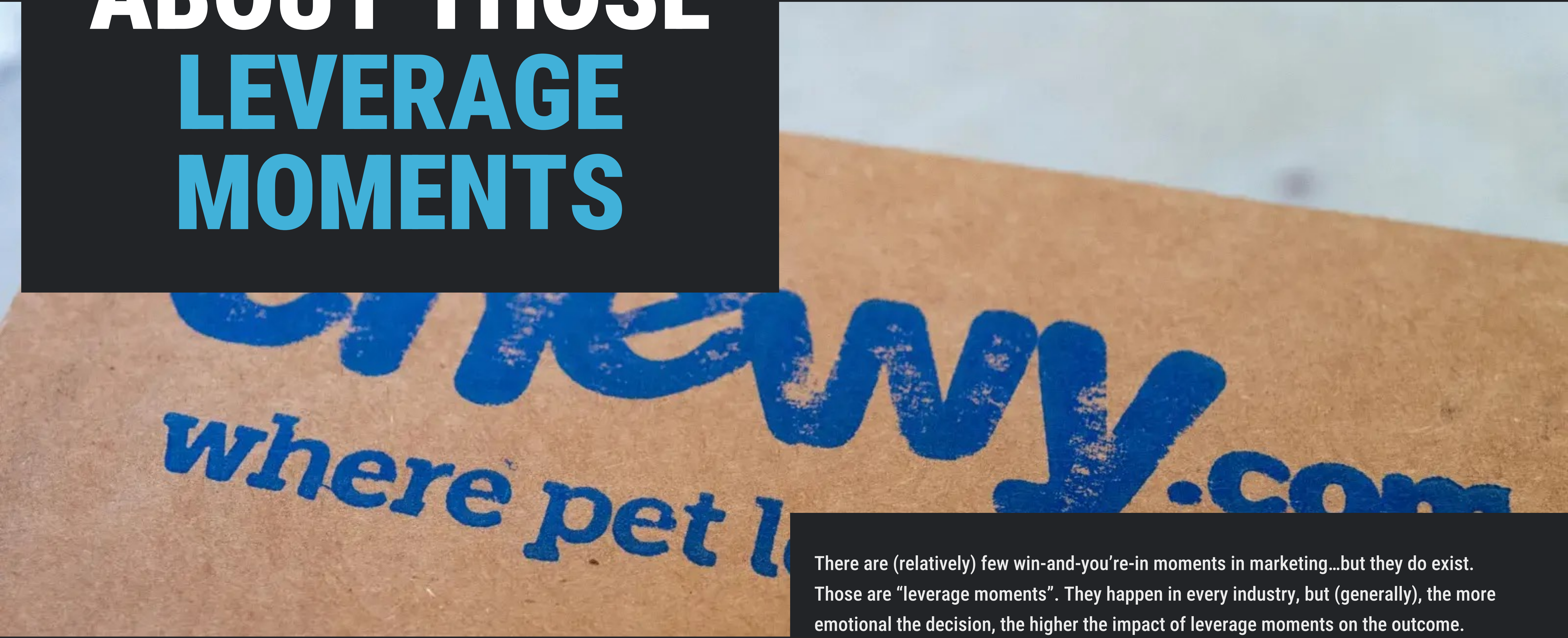
# CREATIVE TO STRATEGY



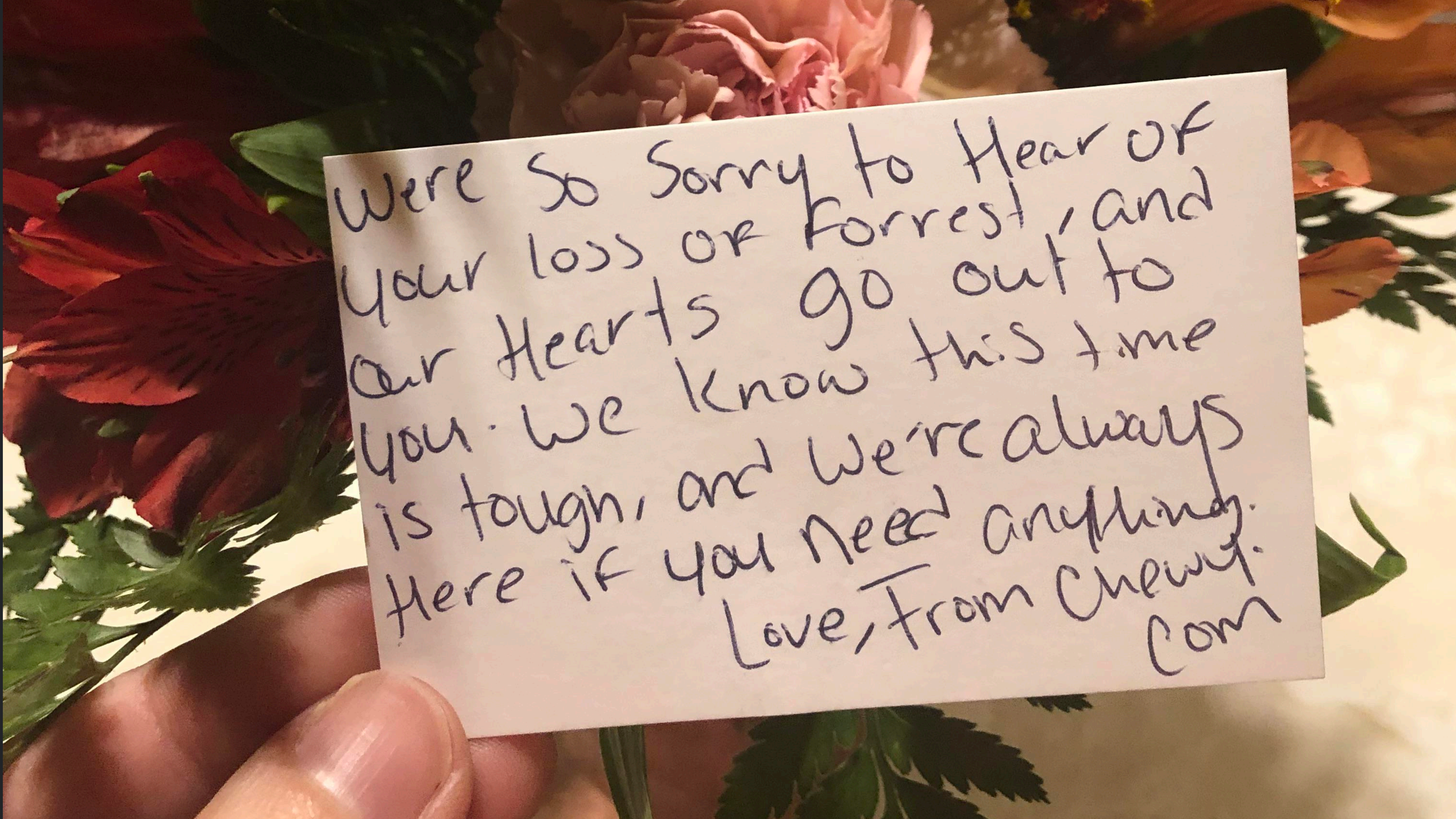
### Sequential Funnel Strategy

| Funnel Stage | Ad | Objective | Desired Action |
|---|---|---|---|
| Awareness Retarget | Ad 3: “You Don’t Have to Do This Alone” | Build trust and comfort | View or download brochure |
| Consideration Retarget | Ad 2: “Because Every Memory Still Matters” | Re-engage emotional connection | Explore community pages |
| Decision Retarget | Ad 1: “The Moment You Know She’s Safe” | Reassure and convert | Schedule a tour or submit form |

# ABOUT THOSE LEVERAGE MOMENTS



There are (relatively) few win-and-you're-in moments in marketing…but they do exist. Those are "leverage moments". They happen in every industry, but (generally), the more emotional the decision, the higher the impact of leverage moments on the outcome.



Were So Sorry to Hear of
your loss of Forrest, and
our Hearts go out to
you. We know this time
is tough, and We're always
Here if you need anything.
Love, From Chewy.
com

# WHAT'S IN A LEVERAGE MOMENT

## HIGH ASYMMETRY

Every "leverage" moment has a massive asymmetry between the cost to the brand + the emotional payoff of executing it successfully. In the case of Chewy, it's a $40 refund + $25 flowers….and the return on that is a lifetime of evangelism.

## EMOTIVE + IDENTITY FOCUSED

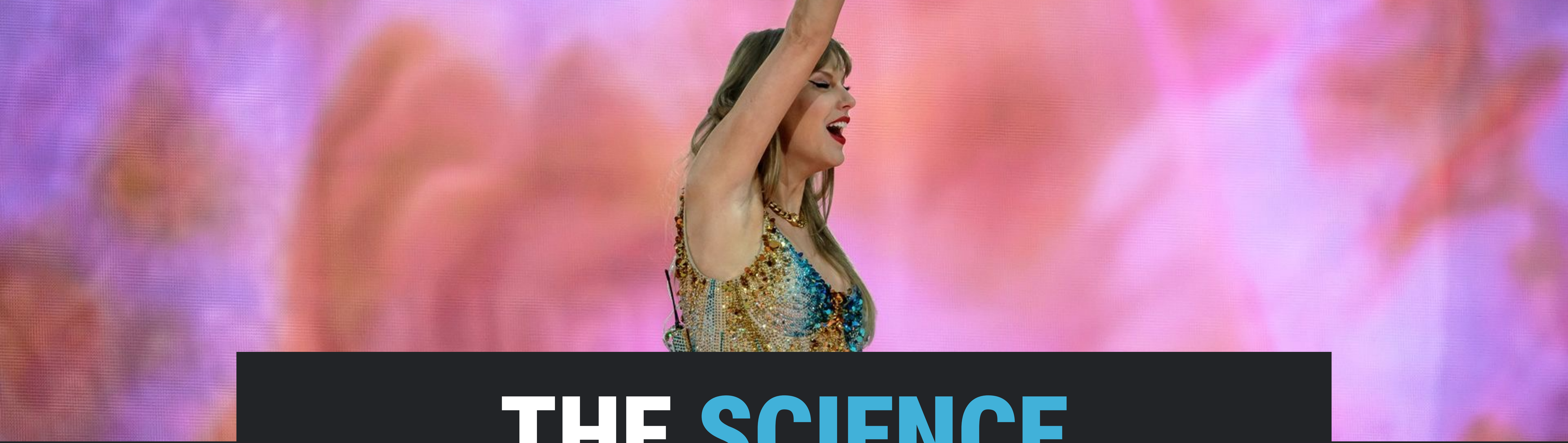
The best leverage moments are wildly personal – a dog dying isn't a transactional moment, it's a hyper-emotional, hyper-personal one. In those moments, the effort must be both relevant to the moment + emotionally-resonant.

## UNSCRIPTED TO CUSTOMER

Part of that is that the intervention can't *feel* like an intervention – it has to feel natural. Unscripted. In fact, the best interventions are counter-patterns: they are completely contrary to what the customer expects from the brand in that moment.

## CONSISTENTLY DELIVERED

The final point: you must be ready, willing & able to own that moment every time it happens…else you'll end up with (at best) people frustrated and (at worst) some customers thinking you don't care about them.



# THE SCIENCE

## PEAK-END RULE

People remember moments by their peaks + their ends, not by the average of those; the last impression is often the most powerful. Tailoring an intervention at a moment of finality maximizes the emotional impact

## CONTRAST PRINCIPLE

Compassion in a situation where (at best) indifference or (at worst) conflict was expected hits harder than generosity in normal moments. The pet owner calls in expecting to have to go through a whole thing, but is instead surprised

## SOCIAL PROOF LOOP

It creates a compelling, socially-captivating story that is ripe for sharing. The single act serves as better proof point than any number of reviews attesting to “good service” or whatever. Show, don’t tell.

# THESE ARE EVERYWHERE

## THE MOVE-IN DAY

Typical expectation: keys, forms, checklist, maybe cookies.
Emotion: guilt + relief + fear + identity rupture for family.
Leverage-moment move:
Handwritten letter from the *entire care team* to the incoming resident ("we're ready for you")
And separately, a note to the adult child naming the moment directly:
*"Today will feel heavier than you expect. You made a loving decision – we see how much you carry."*

## FIRST DECLINE/ER TRANSFER

Typical expectation: sterile clinical reporting.
Emotion: panic + anticipatory grief.
Leverage-moment move:
After the immediate situation stabilizes, a next-day follow-up call from *someone not clinical* whose only job is emotional context:
*"You are not alone in this part. This stage is normal and you handled it well."*

## FIRST MEMORY INCIDENT

Typical expectation: clinical note in chart.
Emotion: shock, grief, "this is the day it changed."
Leverage-moment move:
Send a same-day one-page *normalization brief* titled:
"What This Means (and What It Does Not Mean)"
With one paragraph from staff about a fond moment earlier that week.

## FAMILY GUILT FLASHPOINTS

Typical expectation: none (zero contact).
Emotion: resurfaced grief or adaptive pride.
Leverage-moment move:
Create pre-authored scripts or letters families can hand to siblings/spouses that defend the decision *so the family member doesn't have to*. Example:
*"We recommend hospice not because there is nothing left to do – but because there is still comfort to protect."*

## DEATH OF A RESIDENT

Typical expectation: notification + final invoice + move-out logistics.
Emotion: acute loss + guilt + shock.
Leverage-moment move:
Waive last month OR comp move-out fees
Send printed 4–6 photos of meaningful moments of their loved one *inside the community* with a note:
*"Here is who they were with us."*

## ANNIVERSARY OF PASSING

Typical expectation: none (zero contact).
Emotion: resurfaced grief or adaptive pride.
Leverage-moment move:
On 1-year anniversary of move-in death:
brief text or handwritten note to family:
*"Thinking of you today. We still tell stories about your dad."*

# FIND ONE YOU CAN WIN.

# KNOW YOUR COMPETITION

# COMPETITOR INTELLIGENCE IS NON-NEGOTIABLE

Better Than Revenge
Taylor Swift

# WHAT YOU NEED TO KNOW

## OFFERS + ECONOMICS

What pricing are your competitors running? Are they running any specific promos? How are they positioning their offers?

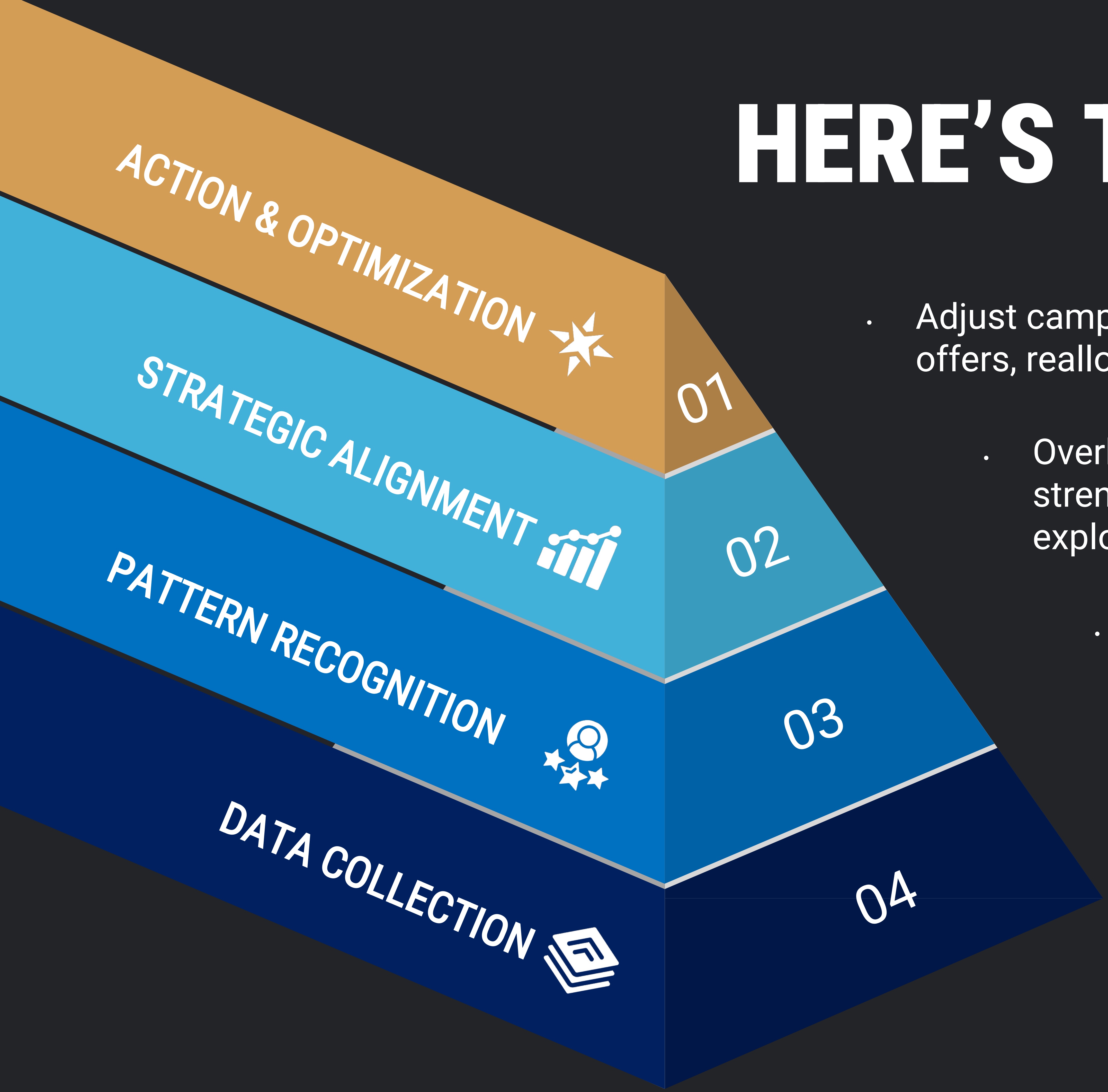
## THE ISSUES

Are there any issues with their experience, service, sales process, etc? Where is your competition weak? Do they have poor reviews? Are there discussions on NextDoor or Reddit about a specific failing?

## THE OPPORTUNITIES

Where do your strengths overlap with your competition's weaknesses? Do you have specific products/services that are more likely to appeal to your audience? Where can you make some magic happen?

# HERE'S THE FRAMEWORK



01 ACTION & OPTIMIZATION

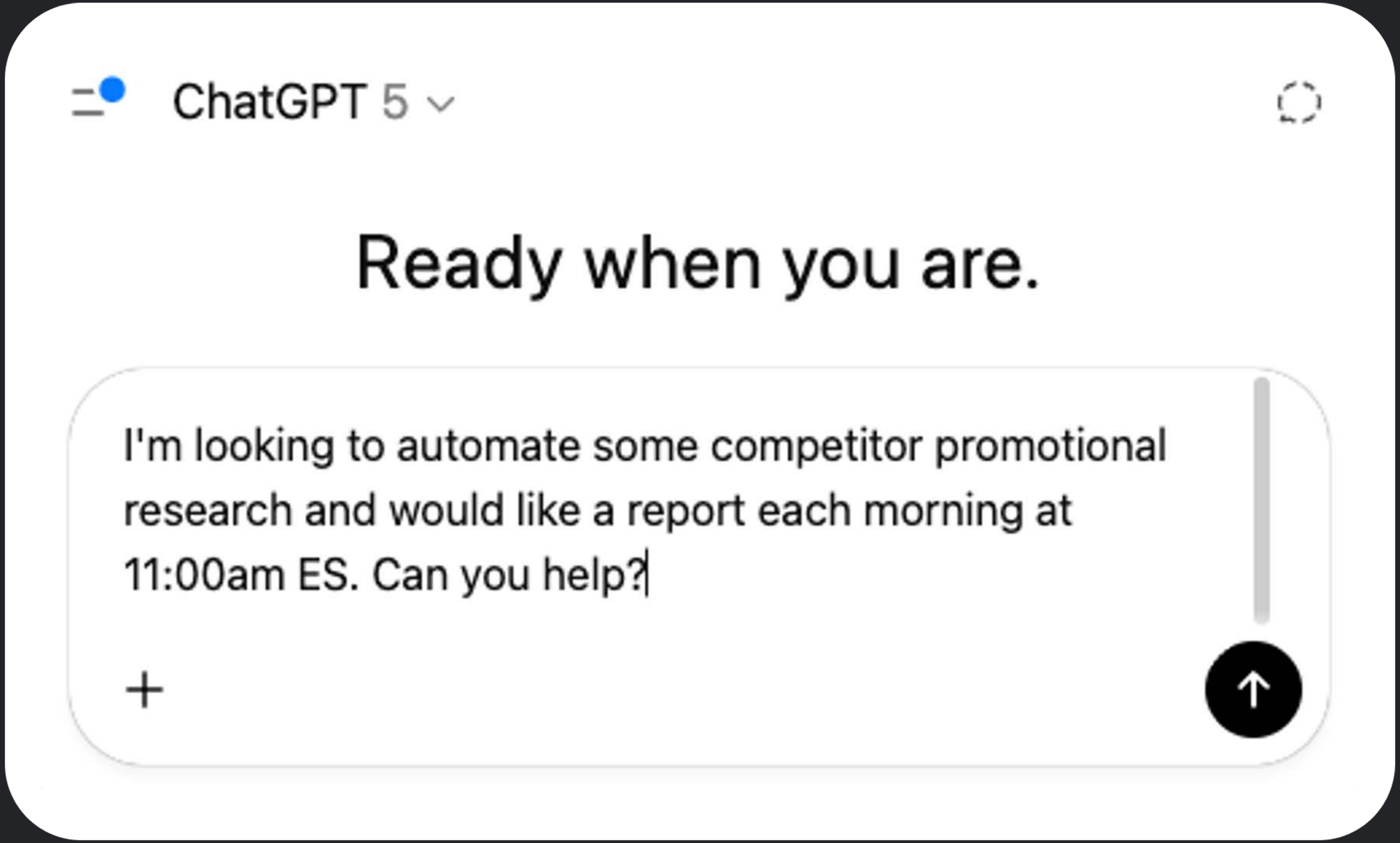
02 STRATEGIC ALIGNMENT

03 PATTERN RECOGNITION

04 DATA COLLECTION

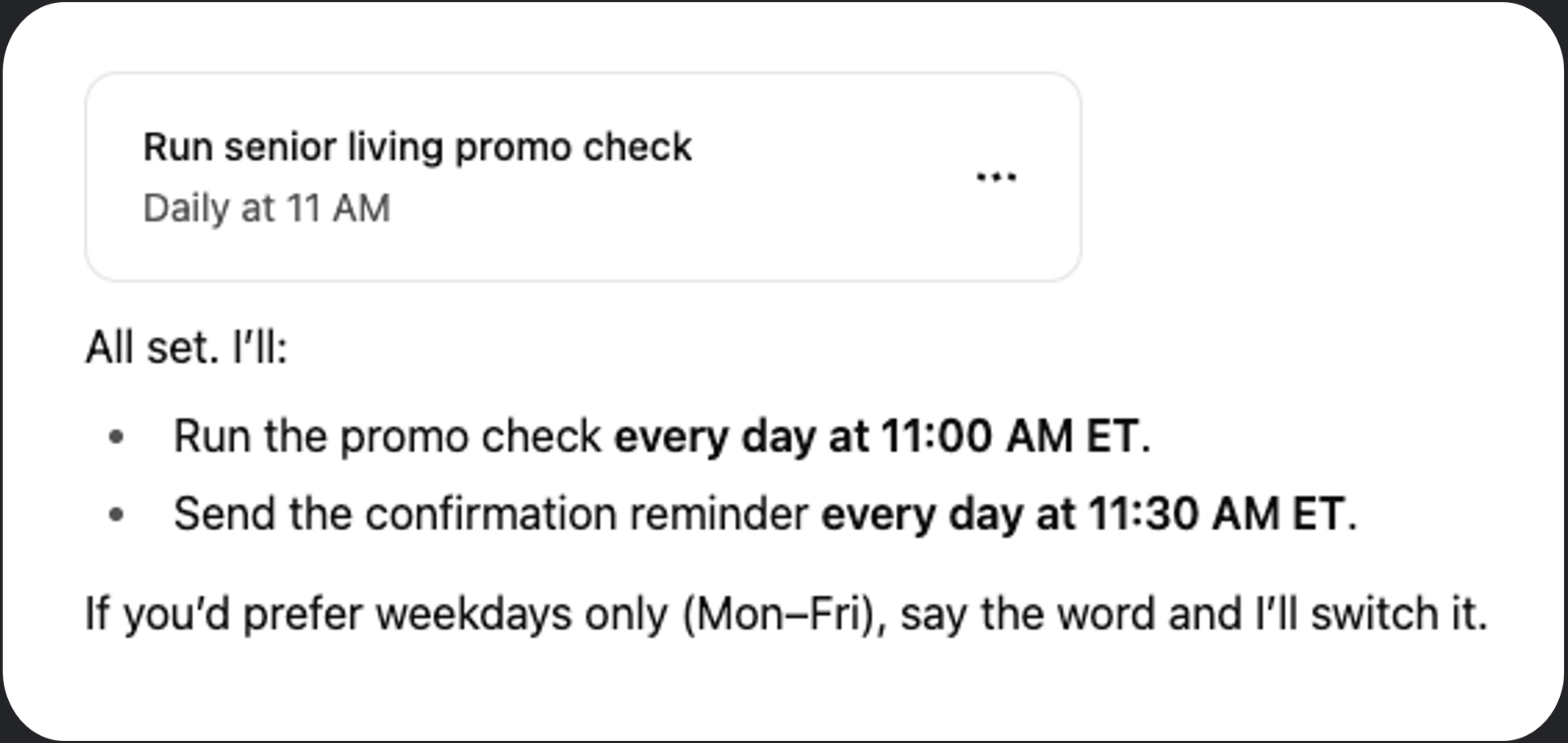
- Adjust campaigns, test new creative, refine offers, reallocate budget.
- Overlay CI insights with your own org's strengths & weaknesses (what you can exploit or defend).
- Synthesizing trends, identifying outliers, comparing positioning and offers.
- Competitor ads, pricing, keywords, creative, customer reviews, etc.

# AI CAN HELP WITH THIS



Ready when you are.

I'm looking to automate some competitor promotional research and would like a report each morning at 11:00am ES. Can you help?



**Run senior living promo check**

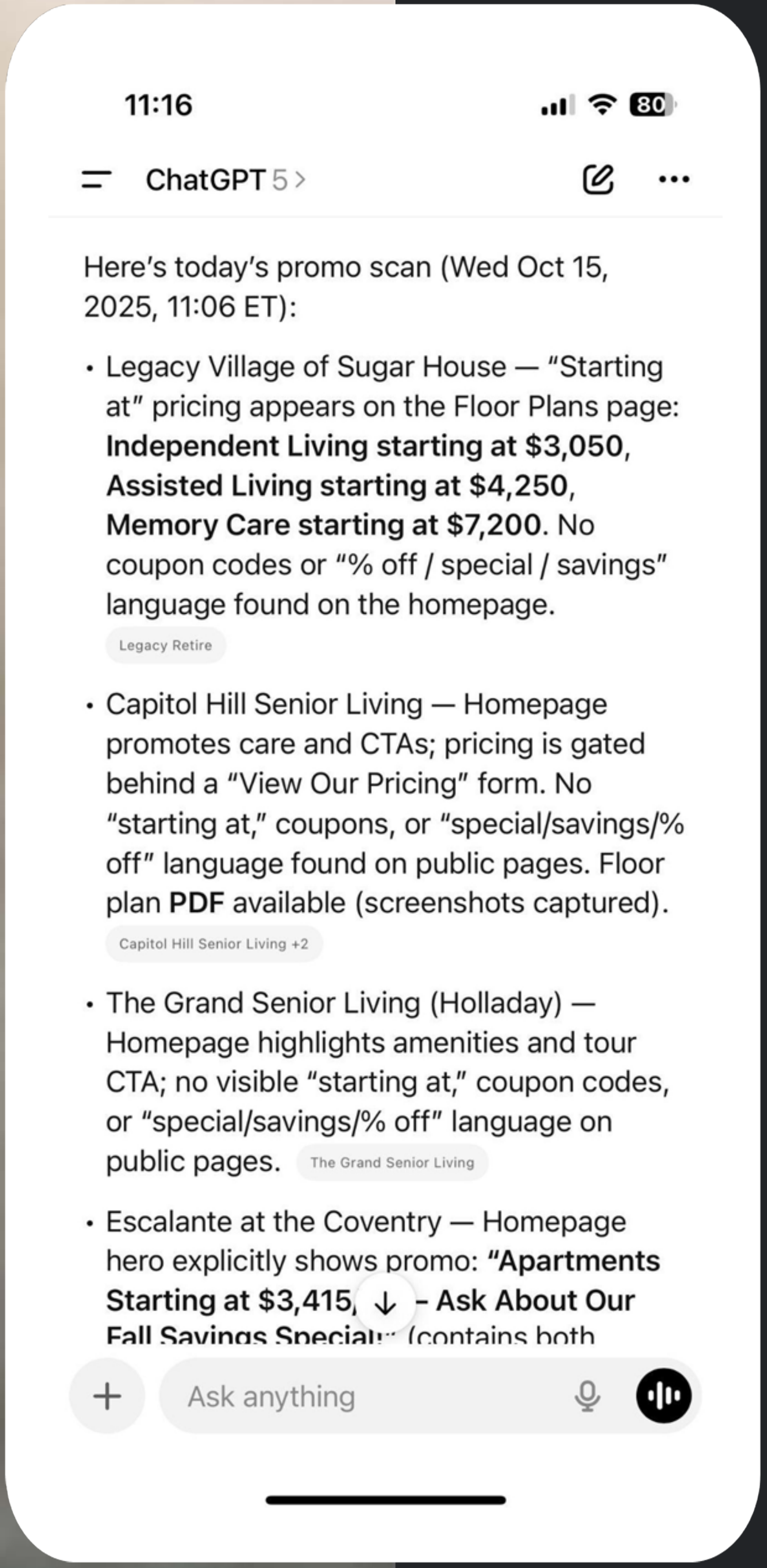
Daily at 11 AM

All set. I'll:

- Run the promo check **every day at 11:00 AM ET.**
- Send the confirmation reminder **every day at 11:30 AM ET.**

If you'd prefer weekdays only (Mon–Fri), say the word and I'll switch it.

Verizon
Wednesday, October 15
11:11
▲DOW +271.95
46,542
Senior living promo scan update
now


11:16
ChatGPT 5 >
Ask anything

Here's today's promo scan (Wed Oct 15, 2025, 11:06 ET):

- Legacy Village of Sugar House — "Starting at" pricing appears on the Floor Plans page: **Independent Living starting at $3,050, Assisted Living starting at $4,250, Memory Care starting at $7,200**. No coupon codes or "% off / special / savings" language found on the homepage. Legacy Retire
- Capitol Hill Senior Living — Homepage promotes care and CTAs; pricing is gated behind a "View Our Pricing" form. No "starting at," coupons, or "special/savings/% off" language found on public pages. Floor plan **PDF** available (screenshots captured). Capitol Hill Senior Living +2
- The Grand Senior Living (Holladay) — Homepage highlights amenities and tour CTA; no visible "starting at," coupon codes, or "special/savings/% off" language on public pages. The Grand Senior Living
- Escalante at the Coventry — Homepage hero explicitly shows promo: **"Apartments Starting at $3,415, – Ask About Our Fall Savings Special"** (contains both

# DON'T STOP THERE

## HOW'S YOUR COMPETITION'S REP?

You have the list of places where your core target audience gets their information (thanks, audience research). You know what sites they trust, where they go to read reviews, how they make decisions. Time to put 2+2 together → set up alerts for them on each of those core sites.

## REAL-TIME FEEDBACK LOOPS

Every community (when you ask) admits that they *should* do more customer insights work – but few actually take the time. Let's stop that. A simple AI workflow (on the next slide) + a Zapier connection to a Google sheet = instant insights on both your community AND your competition.

## MONITOR EVERYTHING OVER TIME

Most senior living communities are wildly predictable in how they approach campaigns, promotions, etc. Once you find the pattern, you can (effectively) run their own marketing program for them. Take the AI summaries, export them to a sheet, then have Gemini find the patterns - when they run promos, why they change things (real time loop), etc.

# THAT’S COOL…NOW WHAT?

## PIVOT YOUR OFFERS 01

- There’s nothing worse than being caught in a never-ending commodity game with other communities – they offer $500 off, you counter with $1,000
- Long-term, this results in margin erosion, lower resident satisfaction + a breakdown in care quality
- The solution is to pivot offers such that they present a non-intuitive comparison

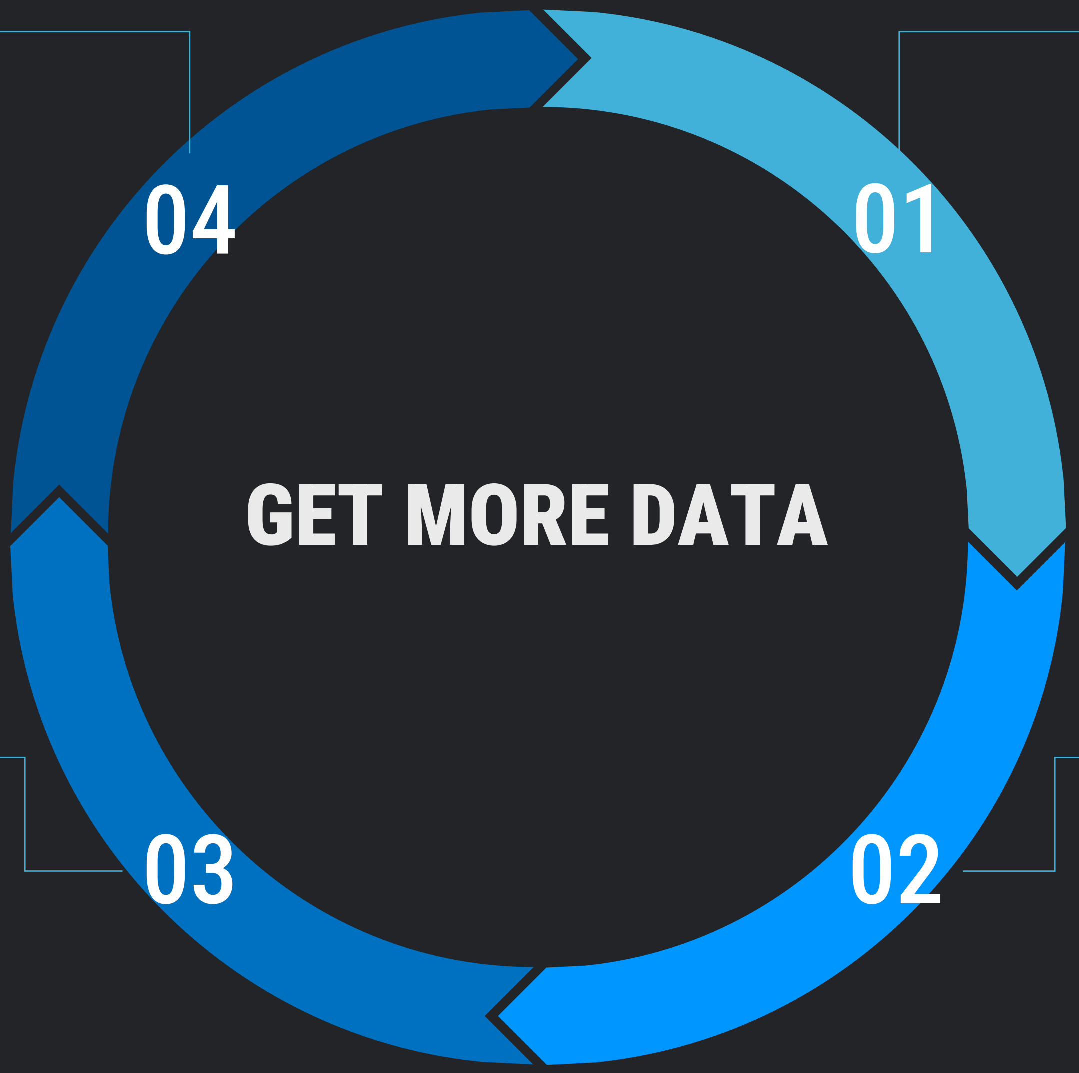
## ADD SOME PSYCHOLOGY 02

- Behavioral economics tells us that people struggle to ”normalize” offers when the terms are different – think: Free Gift with Purchase vs. 25% Off
- Likewise, if you have some wonderful competitive data (like one community has a terrible sales team or is under-staffed), use that in both messaging (positive) and the sales experience
- The point: Instead of trying to compete, change the terms of the competition

## DOMINATE YOUR MARKET 03

- Wouldn’t it be easier to win over those precious undecideds if you knew what your competition was doing? Well, with this method, you can.
- Leverage audience insights to appear where your fence sitters are most likely to be – maximizing your chances of standing out
- Do even better by combining this with remarkable content + distribution (and if you’re not sure how to do that, shameless plug for my session tomorrow)

# REAL TIME FEEDBACK LOOPS



GET MORE DATA

## 01 SEGMENT TOUR/MOVE IN DATA

Build (at least) 2 segments in your CRM – the tours w/ no move-in, and tours with a move-in. Make sure they update in (near) real-time and can export to an email client.

## 02 IDENTIFY WHAT YOU WANT

Identify the (up to) 3 things you wish more of the people in (1) would tell you → maybe it's why they chose your community. What stood out. How you were different from the competition. You want the highest-leverage data points that you can get.

## 03 AUTOMATED PERSONAL EMAIL

Now, go find someone important who's inbox we can borrow – CEO, President, Founder, Chairman…you get the idea. Two rules: it CAN'T BE a marketer (no one thinks we're important enough) and it CAN'T BE the head of sales (they'll assume it's a sales tactic). Write a plain-text, basic-as-a-white-girl-with-a-PSL email, asking those questions. Automate sending it (thanks, AI) every day to the new members of that segment

## 04 ANALYZE + EVOLVE

Filter all of the responses from those emails into a folder/label (gmail), then have Zapier ferry each one into a Google Sheet. Use Gemini to extract answers to each of the questions into columns. Then have it run a weekly analysis on the feedback you've received that week.

# NOW THAT YOU KNOW THE PLAYERS, LET’S TALK THE GAME

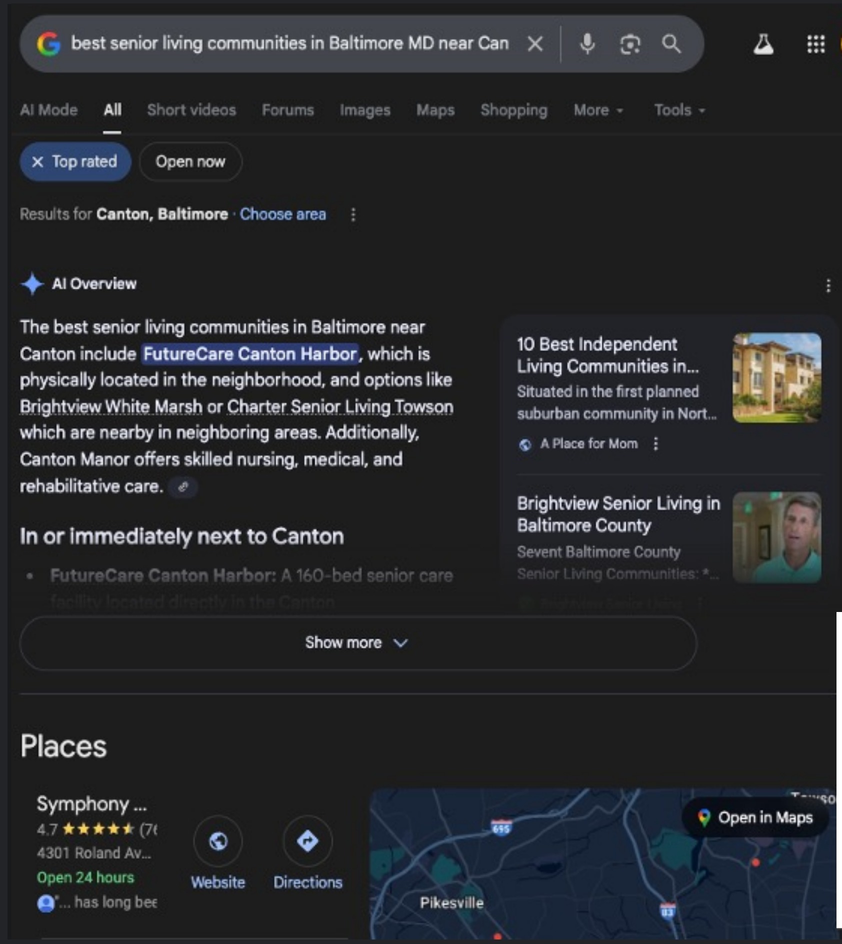
# THE SENIOR LIVING BUYER'S JOURNEY

01

## UNSPOKEN ADMISSION

This is the part where most people are quietly observing. Grandma's getting older, dad is having more trouble remembering than he used to, etc – nothing major, but it's in the back of your mind.

## 02 QUIET AWARENESS


best senior living communities in Baltimore MD near Can

Results for **Canton, Baltimore** · Choose area

**AI Overview**

The best senior living communities in Baltimore near Canton include FutureCare Canton Harbor, which is physically located in the neighborhood, and options like Brightview White Marsh or Charter Senior Living Towson which are nearby in neighboring areas. Additionally, Canton Manor offers skilled nursing, medical, and rehabilitative care.

10 Best Independent Living Communities in...
Situated in the first planned suburban community in Nort...
A Place for Mom

Brightview Senior Living in Baltimore County
Sevent Baltimore County Senior Living Communities: *...

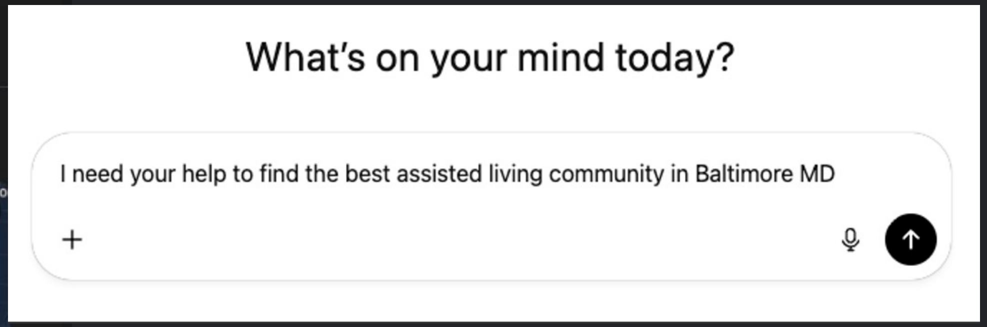
In or immediately next to Canton

- FutureCare Canton Harbor: A 160-bed senior care

Symphony ...
4.7 ★★★★★ (7(
4301 Roland Av...
Open 24 hours
"... has long bee

Nothing formal - but you start to look into senior living. What it might mean. What the transition looks like. What you'd have to do or think about (selling house, downsize, how much it would all cost, can we even afford it?)

This could be weeks, months, even years


What's on your mind today?

I need your help to find the best assisted living community in Baltimore MD

## 03 COMMUNITY RESEARCH

People tap their network, go to reddit, ask questions from trusted people/sources.

Becomes a common talking point in conversations. It's something you reference when talking with friends, it's longer in the back of your mind. You are starting to see this as a clear challenge

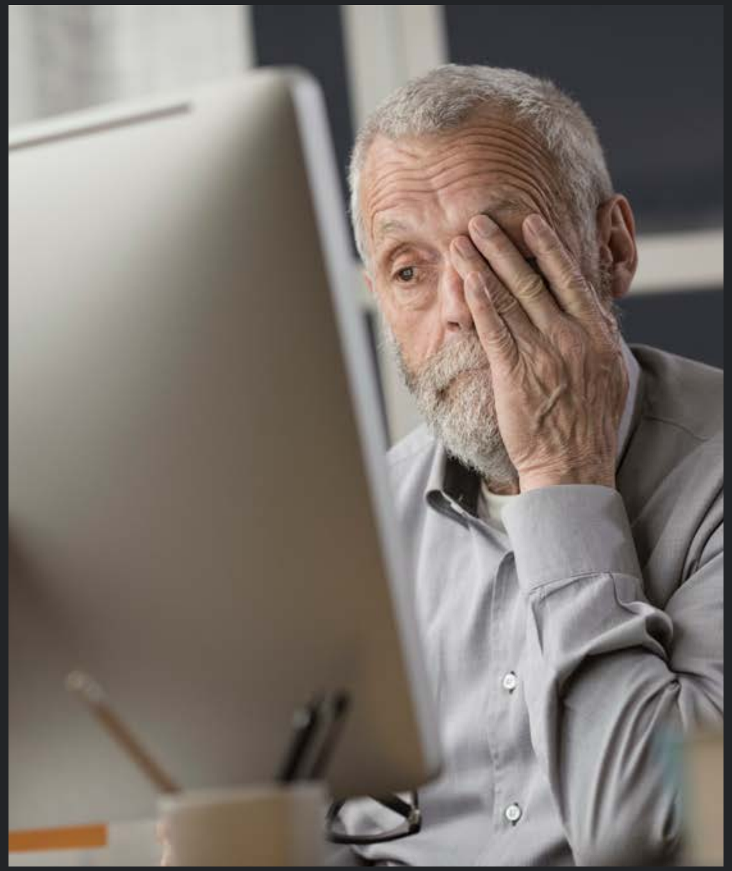
04

# THE TRIGGER

A triggering event, such as a fall or a sudden health scare, is the pivotal moment that shatters the illusion of safety and independence in the current home. This incident transforms the abstract, future thought of senior living into an immediate and emotional need for a solution. It is this urgent shift from passive concern to active planning that marks the true beginning of the buyer's journey.

# 05

# RAPID RESEARCH



With urgency as the new reality, the search begins as a frantic exploration of every available digital channel. This is the awareness stage, defined by a tidal wave of information where blogs, ads, and articles all shout for attention. The immediate goal isn't to find the right community, but simply to find a foothold and make sense of the overwhelming noise.

# 06

# THE STORM

The thing that (inevitably) immediately follows the rapid research phase is the swarm – when everyone (from a place for mom / caring.com to specific communities) all reaches out, right as you're trying to deal with care, career, family, etc.

# FAMILY RESEARCH

07

The broad, overwhelming search now narrows to the family kitchen table, where the conversation becomes intensely personal and practical. This is the family research stage, where tough questions about finances, the sale of a cherished home, and ideal locations bring differing opinions to the surface. It’s a delicate and often difficult phase where family dynamics, emotional attachments, and geographical distances collide, as everyone grapples with what "best" truly means.

08

# TOURS TOURS TOURS

After the emotional debates and financial calculations of the family research stage, the journey moves from the theoretical to the tangible. Spreadsheets and websites can only answer so much; now, the family needs to see, feel, and experience the potential options firsthand. This is the touring phase, where the goal is to translate data points into a gut feeling and answer the most human questions: Does it feel welcoming? Are the residents happy? Can I truly picture Mom living here?

09

## DUE DILIGENCE

After you tour, you do the homework. Does this make sense? Can we afford it? Do I feel comfortable presenting this option to the rest of the family? Have I really thought this through?

10

## FAMILY MEETING TIME

After the emotional debates and financial calculations of the family research stage, the journey moves from the theoretical to the tangible. Spreadsheets and websites can only answer so much; now, the family needs to see, feel, and experience the potential options firsthand. This is the touring phase, where the goal is to translate data points into a gut feeling and answer the most human questions: Does it feel welcoming? Are the residents happy? Can I truly picture Mom living here?

SOMETHING'S OFF

IT'S RIGHT FOR US

*Return To Step 5*

## THE BIG QUESTION

We all get together & figure out if this is where we want to send mom/dad/grandma/grandpa

# THE MOVE IN

After the tours are completed and the thank-you notes have been read, the family enters the final, most consequential stage: the move-in decision. The whirlwind of research and visits slows to a quiet, focused deliberation around the kitchen table. This is the moment where the logical (cost, care level, location) must align perfectly with the emotional (comfort, community, dignity) to justify a final choice.

# WHERE IN THIS JOURNEY CAN WE INFLUENCE PROBABILITY?

# THERE’S A FEW PLACES

**POST-CLICK**

Control the speed and probability of engagement through immediate, personalized follow-up from the sales team. Nurturing content builds trust and quickly drives the prospect toward a scheduled community visit.

**THE LANDER**

Ensure immediate message match with the ad and deliver a clear, frictionless user experience. We maximize conversion by simplifying form fields and clearly articulating the next high-value action.

**AWARENESS**

Focus on precise targeting and mapping ad creative to the prospect’s most relevant emotional state. Ensuring clear articulation of our core differentiators maximizes the chance that every impression initiates a highly qualified user journey.

# TACTICS CHANGE.
# PEOPLE DON'T.

# THE FIVE CORE DRIVES THAT MOTIVATE HUMAN DECISIONS

# THE 5 DRIVES

| | |
|---|---|
| **SURVIVAL** | This is the original trigger. The root of urgency. The voice in your head that says, “If I don’t act now, something bad is going to happen.” We’ve all seen these ads, and we’ve (likely) all converted in response to them at one point or another. |
| **ADMIRATION** | Social currency. It is natural to want to be liked or seen as impressive, intelligent, stylish, trendy, in-the-know. Performance creative that taps into admiration turns products into identity markers. |
| **SUCCESS** | Feeling more competent, more capable, more in control. This drive works because it speaks to the deeply personal story we all tell ourselves: “I want to dominate. To be the best. To reach heights others cannot.” |
| **LOVE** | This is about belonging. Intimacy. Familiarity. Not just romantic love, but any relationship that feels emotionally safe, validating, or personal. Love-based creative works when the brand takes a human-first posture. |
| **PROTECTION** | This is where values, loyalty, and moral positioning live. When you tap the protection drive, you activate something tribal. You create a sense of us versus them. You’re not just selling a product or service. |

| DRIVE | WHAT IT MEANS | EMOTIONAL CORE IN SENIOR LIVING |
|---|---|---|
| **SURVIVAL** | The most primal drive — to stay alive, safe, and stable. | Aging and health uncertainty trigger the instinct for safety, security, and stability. |
| **ADMIRATON** | The desire to be respected, valued, and seen as capable. | Seniors and families want dignity and to feel they're making a wise, respected decision — not giving up. |
| **SUCCESS** | The need to achieve, to move forward, to feel competent. | For adult children, finding "the right place" is success — ensuring parents thrive, not decline. |
| **LOVE** | The deep need to belong, connect, and nurture others. | Senior living isn't a transaction — it's a family act of love and care, often wrapped in **guilt** and hope. |
| **PROTECTION** | The instinct to defend loved ones from harm. | The family's ultimate motivator — safety, reliability, medical readiness — "Will Mom be safe here?" |

# GUILT.

# DEVELOP CREATIVE THAT MOVES THE FENCE SITTERS

# SENIOR LIVING MARKETING JOURNEY

| STAGE | AWARENESS | CONSIDERATION | DECISION / PURCHASE | RETENTION | ADVOCACY |
|---|---|---|---|---|---|
| **MINDSET** | Unsure what senior living is & if it’s right for them/their parent<br>GOAL: Introduce Community/Brand, Build Trust | We know we need to look into this & we’re starting to seriously evaluate options—but we’re nervous & overwhelmed & feeling guilt<br>GOAL: Educate & reassure. Differentiate | This could be the right community for us, but we’re afraid to commit<br>GOAL: Purchase—make it feel like the right step, not an acquiescence. | We want to be sure mom/dad is treated right, we’re not in the dark, and assured we made the right choice.<br>GOAL: Reinforce they made the right choice. | We want others to have the same great experience we did.<br>GOAL: Satisfied residents & families into brand advocates |
| **BEHAVIOR** | Passive research - scrolling, light Googling<br>Unaware of differences or what makes one good/better | Comparing communities & care levels<br>Reading reviews, exploring & comparing pricing & amenities<br>Looking for transparency & emotional reassurance | Scheduling tours & inquiring about pricing details. | Engaging with newsletters & events<br>Sharing resident updates on social media<br>Posting reviews online<br>Inviting friends/family to visit | Positive Reviews/Testimonials<br>Referring other family/friends/neighbors<br>Participate in community marketing (testimonials, newsletter stories, PR) |
| **CONTENT TYPES** | Blog: “10 signs it’s time to consider senior living”<br>Downloadable Guides “Independent vs Assisted living—what’s the difference?”<br>Branding Ads<br>Videos that feature resident stories, life enrichment | Blog: “How to choose the right senior living”<br>Landing Page: apartment floor plans, transparent pricing & what’s included<br>Ads: Testimonials, virtual video tours, trust building proof points “Trusted for 30+ years” | Blog: “What happens after you move into senior living?”<br>Videos: short-form showing welcoming move-ins & family visits<br>Retargeting Ads: “Your loved one deserves a place that feels like home” | Resident stories, milestones, celebrations<br>Blog: “How Senior Living Enriches Daily Life”, “Best Activities for Mental Enrichment”, “Staying Active As You Age—the benefits & how tos”<br>Email nurture series for families with photos/videos | Blog: “A Daughter’s Story: How Senior Living Saved Our Family” / “How The Right Senior Living Community Brought Our Family Closer”<br>Videos: Testimonials from Residents<br>Share Your Story features/programs |
| **KPI FOCUS** | Engagement (video views, CTR, Time on site) | Form leads, Downloads of Brochures, Tour Bookings | Tours, inquiries, 1-on-1 conversions | Retention, Satisfaction, Engagement | Referrals, UGC, Reputation Lift, Organic Traffic Boost |

# SENIOR LIVING MARKETING JOURNEY X HUMAN BEHAVIOR DRIVERS | PERSONA: SENIORS

| STAGE | AWARENESS | CONSIDERATION | DECISION / PURCHASE | RETENTION | ADVOCACY |
|---|---|---|---|---|---|
| **PRIMARY DRIVERS** | Admiration<br>Survival | Success<br>Love | Protection<br>Love | Love<br>Admiration | Admiration<br>Success |
| **HOW TO LEVERAGE** | Show: "This isn't giving up"—it's choosing a vibrant, smart, independent lifestyle. Tap: Social dignity & personal safety | Make them feel capable & proud of being proactive. This is empowerment, not loss. Lead them into the next chapter | Reassurance in stability, *not* losing freedom. Highlight community & safety. | Reinforce belonging & purpose. Show peer connection & recognition. | Position them as exemplary role models & leaders: They made a wise, courageous choice. |
| **EXAMPLE MESSAGING** | "Love where you live"<br>"Stay independent—safely"<br>"Choose while it's still *your* choice" | "Now enjoy the life you've built"<br>"Get the freedom to live your best years yet!" | "A place that feels like home — with care that feels like family." | "You're part of a community that celebrates every story." | "Share your story — inspire others to live well at every age." |

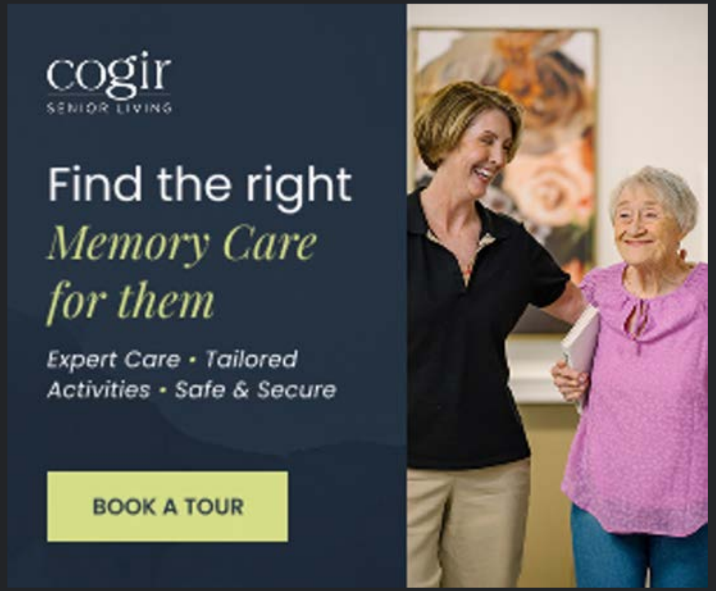
# SENIOR LIVING MARKETING JOURNEY X HUMAN BEHAVIOR DRIVERS | PERSONA: ADULT CHILDREN

| STAGE | AWARENESS | CONSIDERATION | DECISION / PURCHASE | RETENTION | ADVOCACY |
|---|---|---|---|---|---|
| **PRIMARY DRIVERS** | Protection<br>Survival | Success<br>Love | Protection<br>Love + Guilt Alleviation | Love<br>Admiration | Success<br>Admiration |
| **HOW TO LEVERAGE** | Frame as protection & preparedness, *not* fear or disposal. | Make them feel capable & responsible. They're ensuring their parent thrives & stays engaged. | Transform guilt to love-driven empowerment.<br>This is an act of care, not abandonment. | Reinforce the success that they made the right choice. Share updates showing thriving residents & exciting activities | Encourage them to advocate to help others find the same peace & joy. |
| **EXAMPLE MESSAGING** | "Start the conversation before it's urgent."<br>"Start the search with time to make the right choice"<br>"Plans bring peace—for everyone" | "You're not stepping back, you're stepping up"<br>"The best living is one that is cared for—as much or little as needed" | "Assisted Living Is An Act Of Love"<br>"You're not giving up care — you're gaining a team that shares your love." | "See the joy your decision made possible." | "Your story could help another family find comfort." |

# SENIOR LIVING MARKETING JOURNEY X HUMAN BEHAVIOR DRIVERS | PERSONA: SPOUSE/FAMILY

| STAGE | AWARENESS | CONSIDERATION | DECISION / PURCHASE | RETENTION | ADVOCACY |
|---|---|---|---|---|---|
| **PRIMARY DRIVERS** | Love<br>Survival | Protection<br>Love | Protection<br>Love + Guilt Alleviation | Love<br>Admiration | Admiration<br>Love |
| **HOW TO LEVERAGE** | Validate emotional toll of caregiving.<br>This is support, not surrender | Emphasize safety & trust. Frame as partnership, not replacement | Acknowledge—but redefine—guilt. This decision protects their loved one's dignity & safety. | Keep them involved emotionally. Celebrate their continued role. | Honor their story and emotional strength — turn them into empathy-led advocates. |
| **EXAMPLE MESSAGING** | "Caring for your loved one also means caring for yourself." | "You don't need to do this alone"<br>"We care for them like you do." | "Love means finding the best possible care — together." | "You're still part of every smile, every memory." | "Your strength helps other families find peace." |

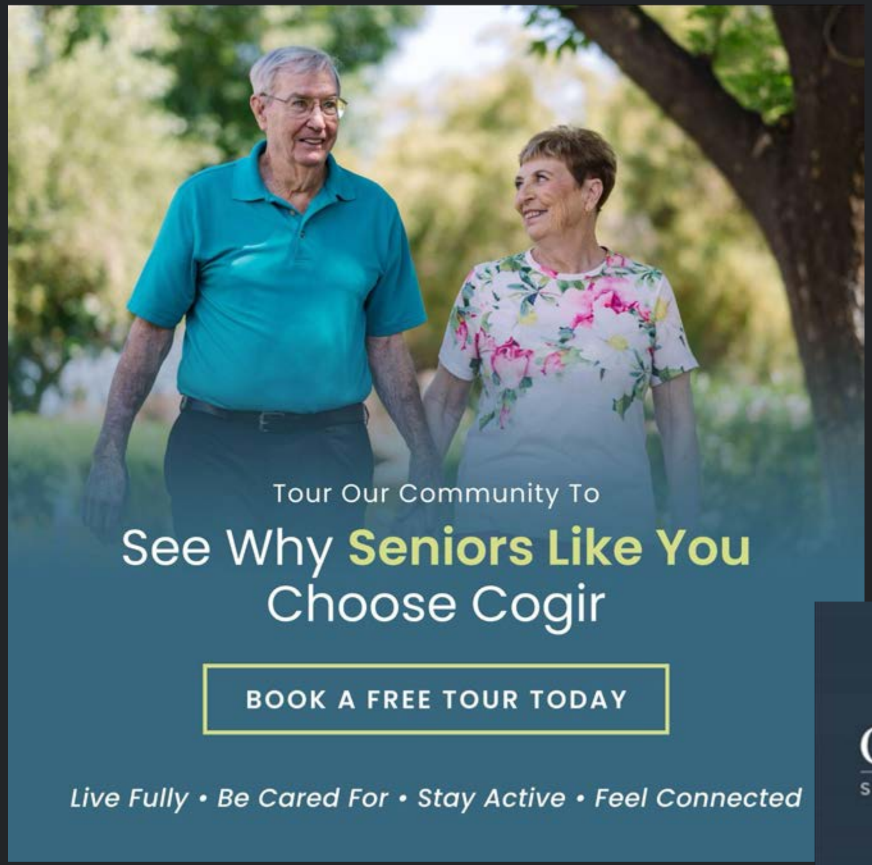
| SURVIVAL | ADMIRATION | SUCCESS | LOVE | PROTECTION |
|---|---|---|---|---|



cogir SENIOR LIVING

Find the right *Memory Care for them*

*Expert Care • Tailored Activities • Safe & Secure*

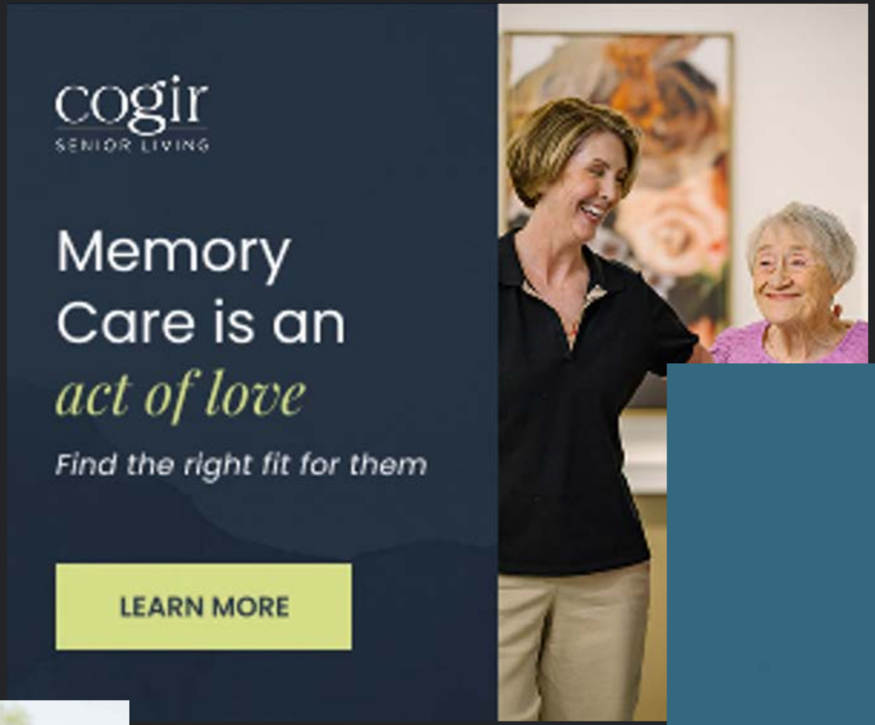


Tour Our Community To

See Why **Seniors Like You** Choose Cogir

BOOK A FREE TOUR TODAY

*Live Fully • Be Cared For • Stay Active • Feel Connected*



cogir SENIOR LIVING

Memory Care is an *act of love*

*Find the right fit for them*

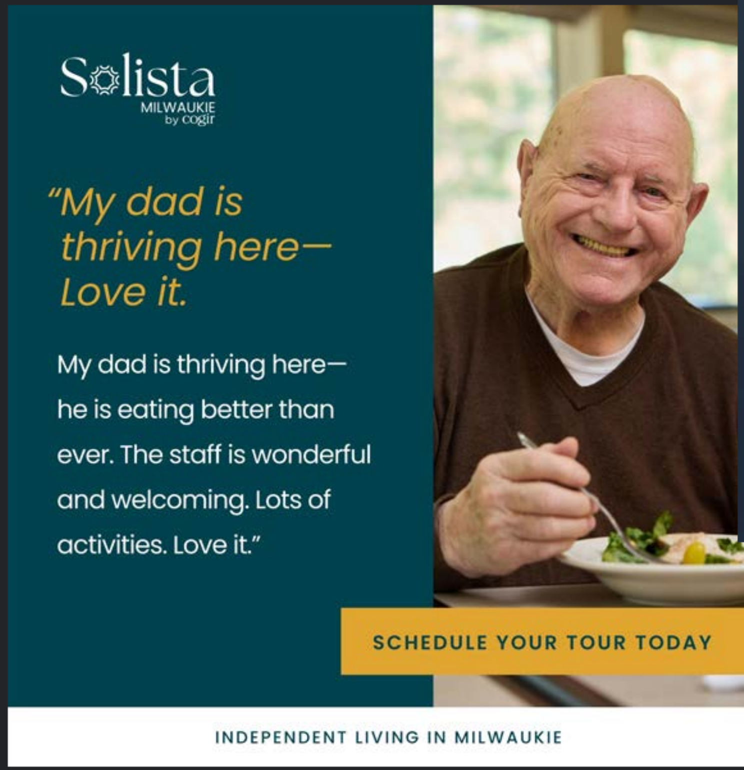
*Seniors—want*

orry-free, upscale living?

*Book Your Private Tour Today* →

cogir SENIOR LIVING

Schedule a tour ›



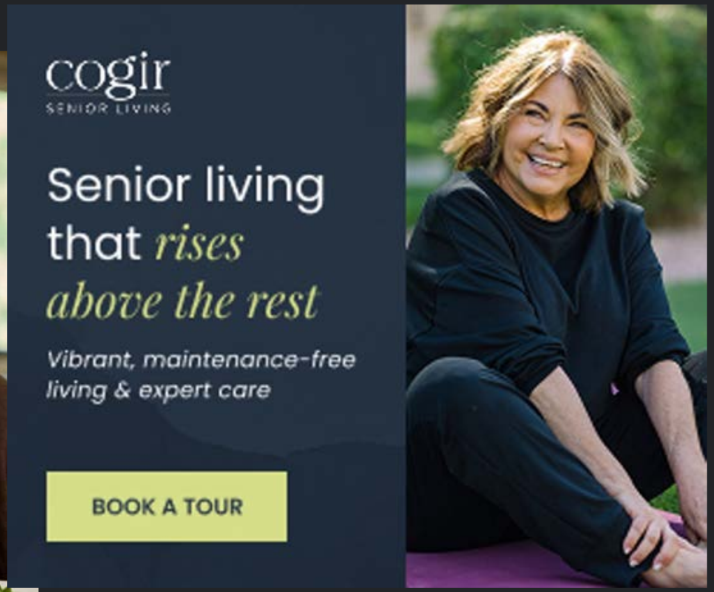
Solista MILWAUKIE by cogir

*"My dad is thriving here— Love it.*

My dad is thriving here—he is eating better than ever. The staff is wonderful and welcoming. Lots of activities. Love it."

SCHEDULE YOUR TOUR TODAY

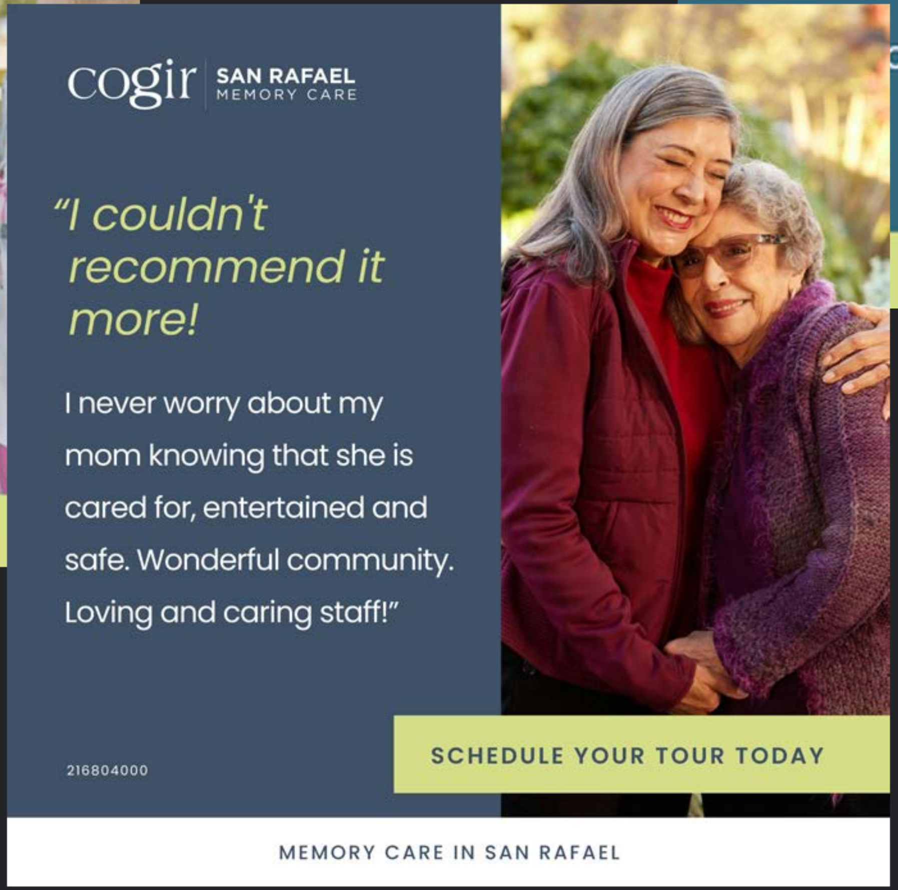
INDEPENDENT LIVING IN MILWAUKIE



cogir SENIOR LIVING

Senior living that *rises above the rest*

*Vibrant, maintenance-free living & expert care*



cogir SAN RAFAEL MEMORY CARE

*"I couldn't recommend it more!*

I never worry about my mom knowing that she is cared for, entertained and safe. Wonderful community. Loving and caring staff!"

216804000

SCHEDULE YOUR TOUR TODAY

MEMORY CARE IN SAN RAFAEL

YOUR AUDIENCE
GENERIC ADS YOU ARE RUNNING
ADS THAT ARE AUTHENTIC & RELEVANT TO THEIR PAIN POINTS

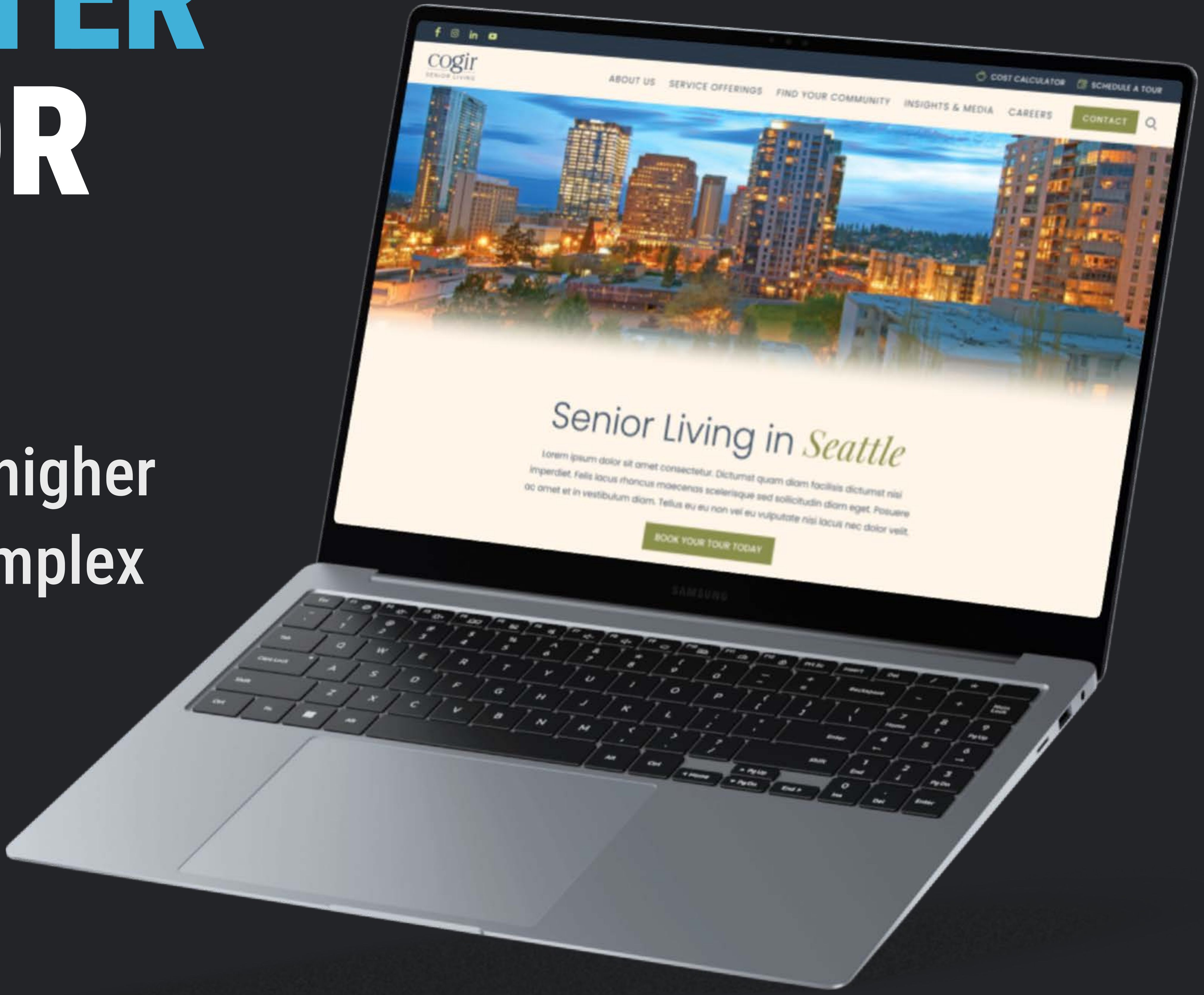
THE AD'S JOB IS TO EARN THE CLICK

THE LANDER'S JOB IS TO GET THE LEAD

# 80% OF THE ACTION HAPPENS ON THE LANDER

# LANDERS MATTER MORE IN SENIOR LIVING

- The emotional stakes are much higher
- The decision journey is more complex
- Trust is extremely fragile
- Low tolerance for digital friction
- High LTV / Margin Sensitivity


cogir
SENIOR LIVING
COST CALCULATOR
SCHEDULE A TOUR
ABOUT US
SERVICE OFFERINGS
FIND YOUR COMMUNITY
INSIGHTS & MEDIA
CAREERS
CONTACT
BOOK YOUR TOUR TODAY
SAMSUNG

Senior Living in *Seattle*

Lorem ipsum dolor sit amet consectetur. Dictumst quam diam facilisis dictumst nisi imperdiet. Felis lacus rhoncus maecenas scelerisque sed sollicitudin diam eget. Posuere ac amet et in vestibulum diam. Tellus eu eu non vel eu vulputate nisi lacus nec dolor velit.

# REFRAME THE ROLE OF YOUR LANDER

# IMPROVING YOUR LANDERS

**THE LANDER OPTIMIZATION PLAYBOOK**

## AUDIENCE INSIGHT

High-performing landing pages are not accidents. They are intentionally designed around deep audience insight. To convert effectively, you must understand who your audience is, what motivates them, and what challenges they face. Tailor every element, including message, tone, and offer, so it feels like it was made specifically for them.

## JOURNEY CONGRUENCE

Many brands fail to align their ad content with their landing pages, creating a disconnected experience for users. The offer, visuals, and tone from the ad should carry through to the page so it feels like a natural extension. Building tailored pages for each audience improves relevance and conversion, often turning underperforming ads into winners.

## SOCIAL PROOF & VALIDATION

Strengthen your landing pages with meaningful social proof such as reviews, testimonials, and case studies. People connect with other people, not just brands, so use social proof that reflects the values of your specific audience. Include multiple formats such as video, text, and longer examples to engage different preferences and build trust.

## BENEFITS & OUTCOMES

Use audience research to tailor your landing page benefits to the specific needs and motivations of each segment. Avoid focusing on features or company bragging. Instead, highlight how your offering improves your audience’s life or solves their challenges. Talk with sales and customer service teams to uncover which benefits and messages resonate most.

# YOUR LANDING PAGE NEEDS TO ESTABLISH TRUST

# TEST DIFFERENT LANDERS

## FAUX HOMEPAGE

A familiar structure that looks and feels like a brand's main site, often used because it's comfortable and easy to produce. While it can perform well, relying only on this format limits discovery of higher-performing options.

## LISTICLE

A content-driven page that presents information as a numbered list, offering an easy-to-scan, story-like experience. This structure often outperforms traditional pages because it feels less like an ad and more like useful content.

## SQUEEZE PAGE

A hyper-focused page designed to capture a single action, such as an email sign-up or consultation request. With minimal distractions, it drives strong conversion when the message and offer are tightly aligned to audience intent.

## VIRTUAL SALES LETTER

A long-form persuasive page that mimics a personal sales pitch, walking visitors through a logical and emotional journey toward conversion. It works well when storytelling and proof elements build momentum and trust.

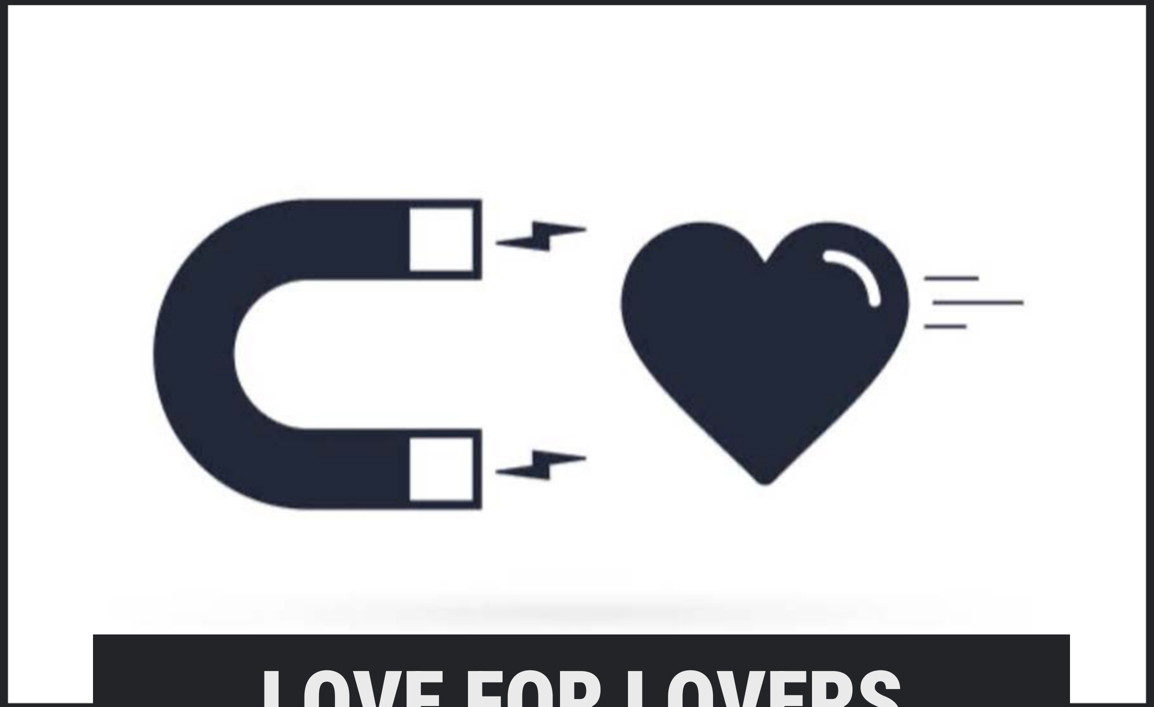
## QUIZ

An interactive format that engages visitors by letting them self-identify needs, preferences, or challenges. Quizzes perform well because they make the experience personal and increase the likelihood of action at the end.

## TROJAN HORSE

A value-first approach that attracts visitors with helpful or entertaining content while subtly introducing your product or service. This format builds trust and curiosity, converting users who might otherwise have ignored a direct pitch.

# THE BIG THREE OUTCOMES



## LOVE FOR LOVERS

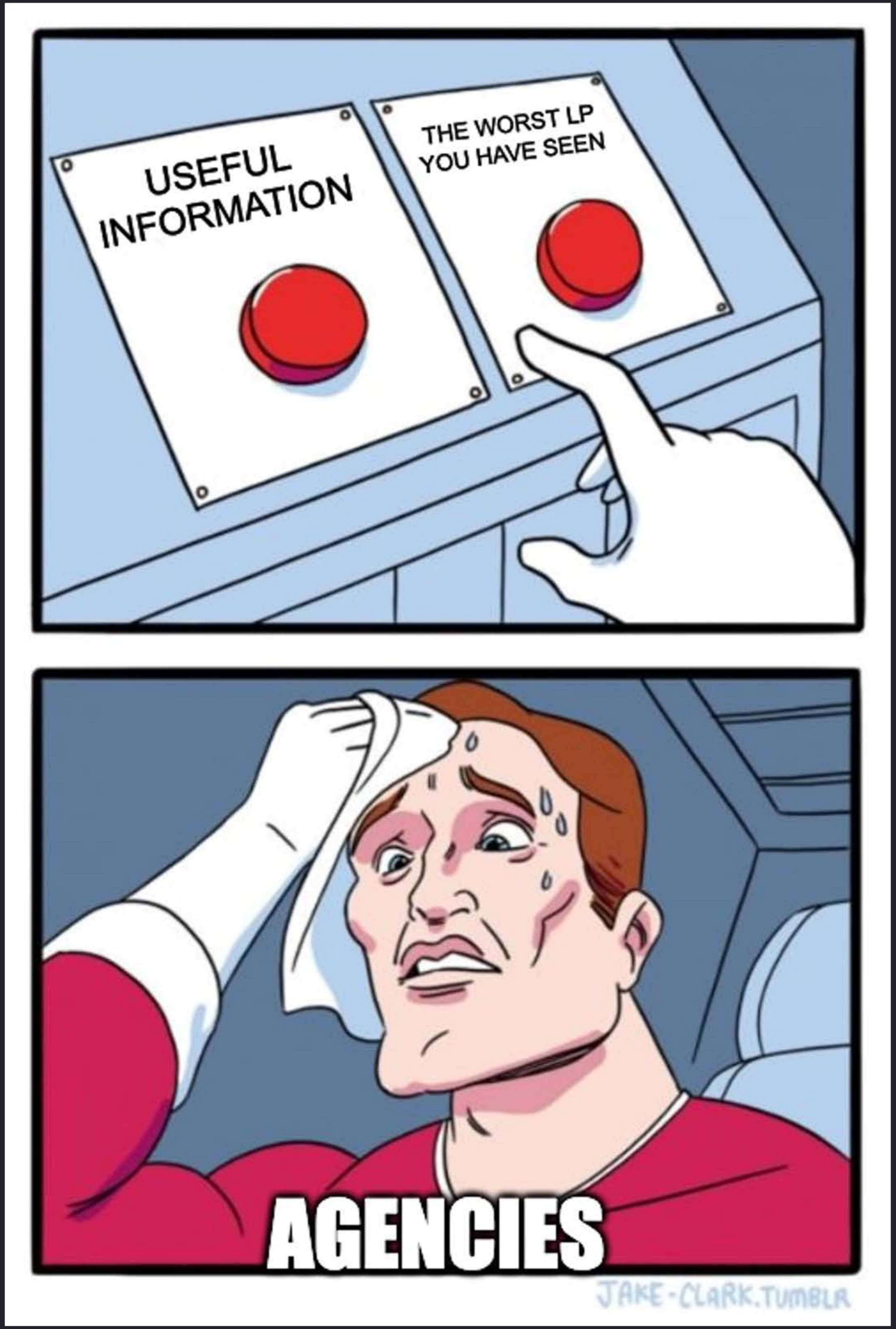
Make it easy for the right people to find what they're looking for and fall in love with your offering. The experience should feel effortless, relevant, and built just for them.

## WEED OUT PRETENDERS

Not everyone is the right fit and that's a good thing. Strong audience alignment naturally filters out those who will never convert, saving time and resources.

## MOVE THE MIDDLE

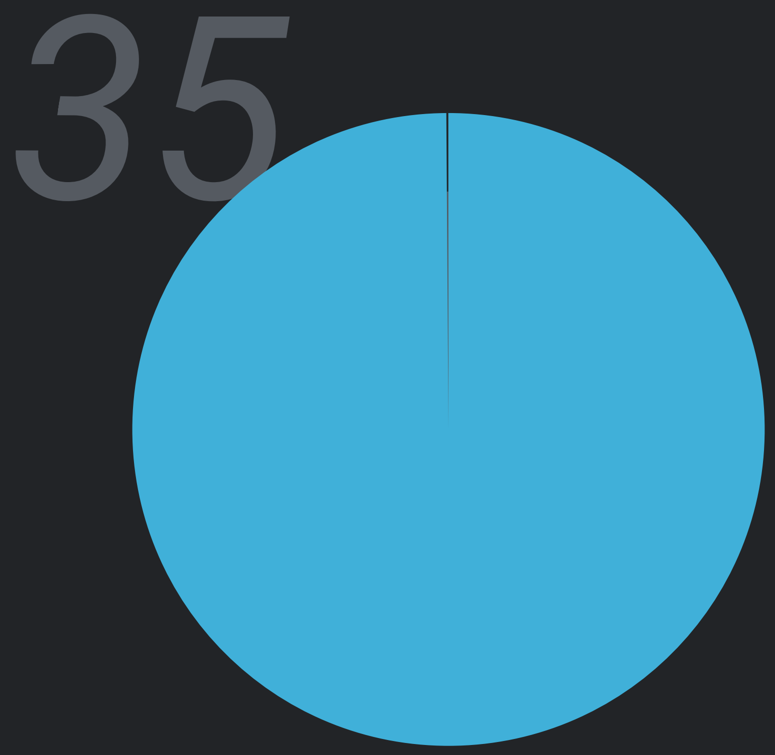
Focus on the fence sitters who hold the most potential. By aligning message and landing page experience, you can nudge these undecided prospects toward confident action.


USEFUL INFORMATION
THE WORST LP YOU HAVE SEEN
AGENCIES
JAKE-CLARK.TUMBLR

# MOST SENIOR LIVING LANDERS ARE NOT GREAT

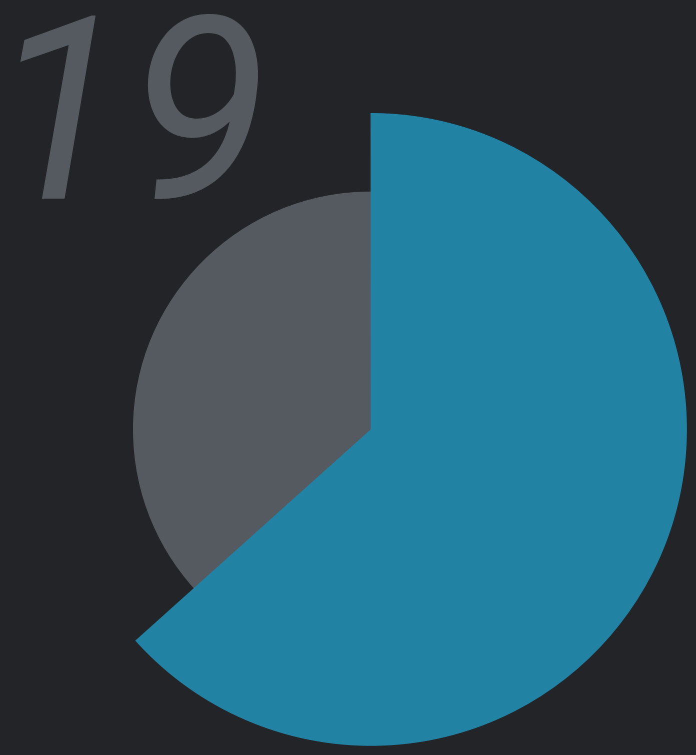
# ACTUALLY, THAT’S NOT FAIR

# MOST ARE TERRIBLE



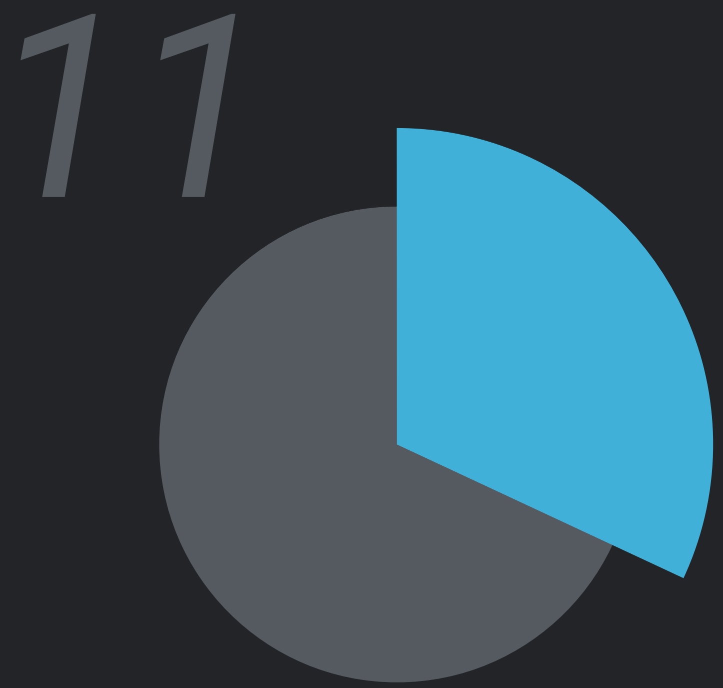
### LANDERS REVIEWED

We conducted a total of 26 searches from 12 different states (thanks, VPNs). We clicked on a total of 42 ads and assessed each lander using the framework above.



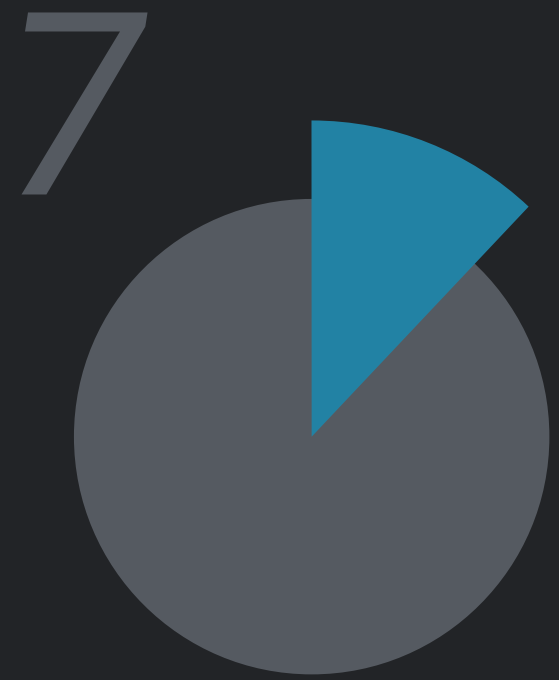
### HAD LANDERS

Only about 54% of ads actually went to landers – the rest went either to a homepage, a 404 (only 1) or a general community/service page



### CONTACT PAGES

11 of the 35 sent people directly to a contact us page (yeah…..) – no information, no content, just a straight-up generic squeeze page.

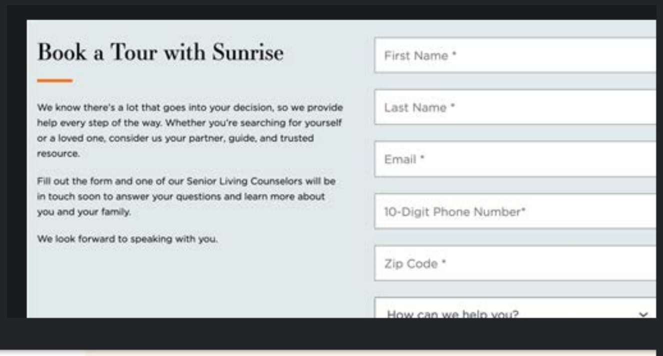


### GOOD JOB!

Of the 35, only 20% delivered what can reasonably be considered as a ”good” post-click experience that followed all of the principles above.

# YIKES ON BIKES

Your competition is going about this all wrong.



Book a Tour with Sunrise

We know there's a lot that goes into your decision, so we provide help every step of the way. Whether you're searching for yourself or a loved one, consider us your partner, guide, and trusted resource.

Fill out the form and one of our Senior Living Counselors will be in touch soon to answer your questions and learn more about you and your family.

We look forward to speaking with you.

First Name *

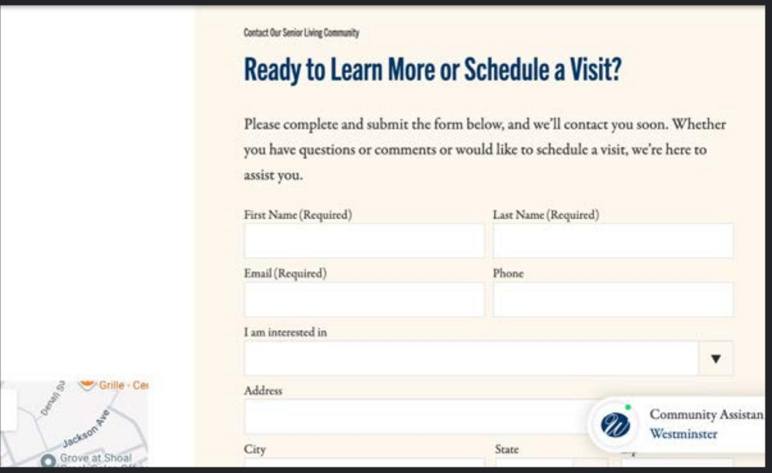
Last Name *

Email *

10-Digit Phone Number*

Zip Code *

How can we help you?



Contact Our Senior Living Community

Ready to Learn More or Schedule a Visit?

Please complete and submit the form below, and we'll contact you soon. Whether you have questions or comments or would like to schedule a visit, we're here to assist you.

First Name (Required)

Last Name (Required)

Email (Required)

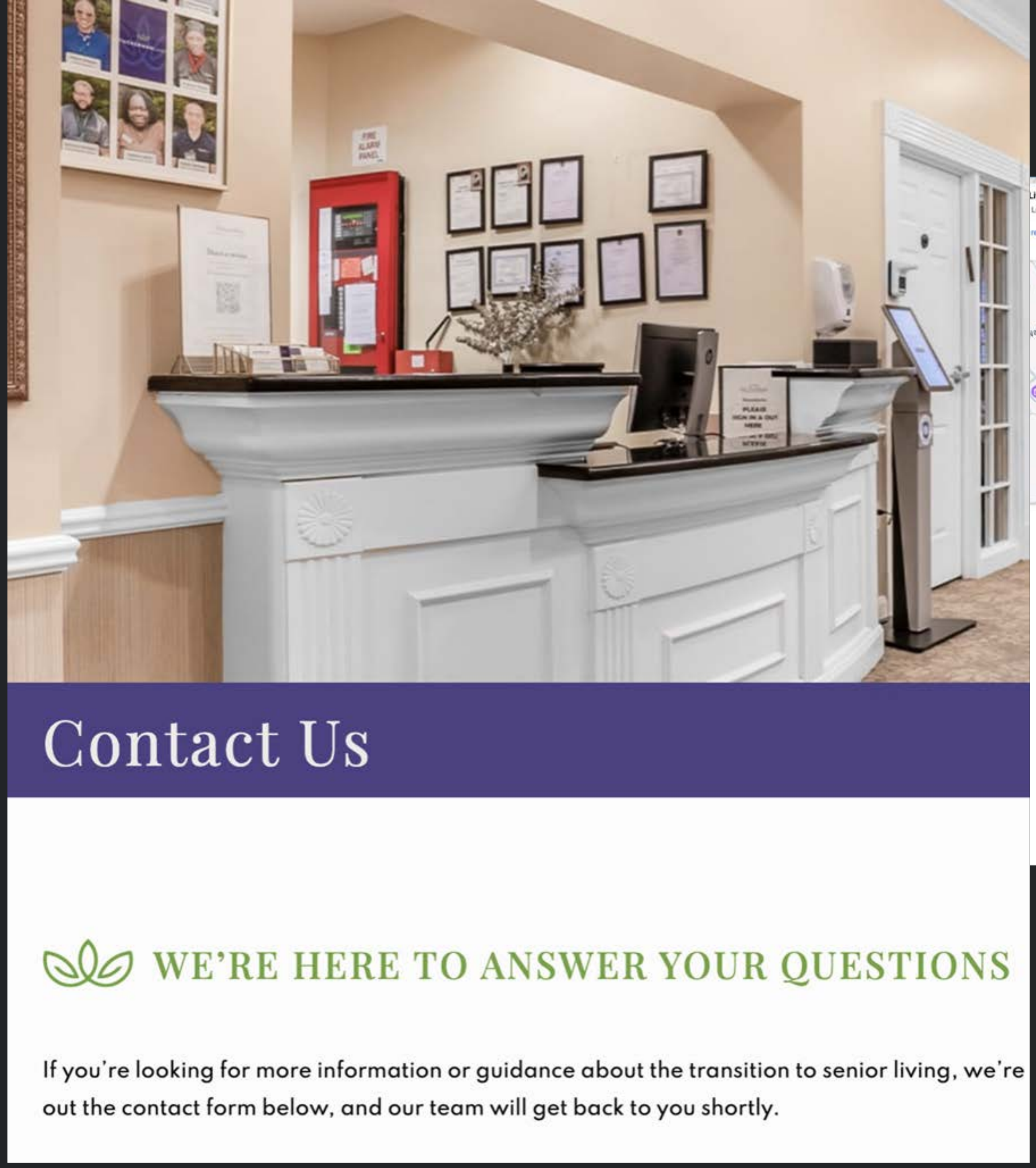
Phone

I am interested in

Address

City

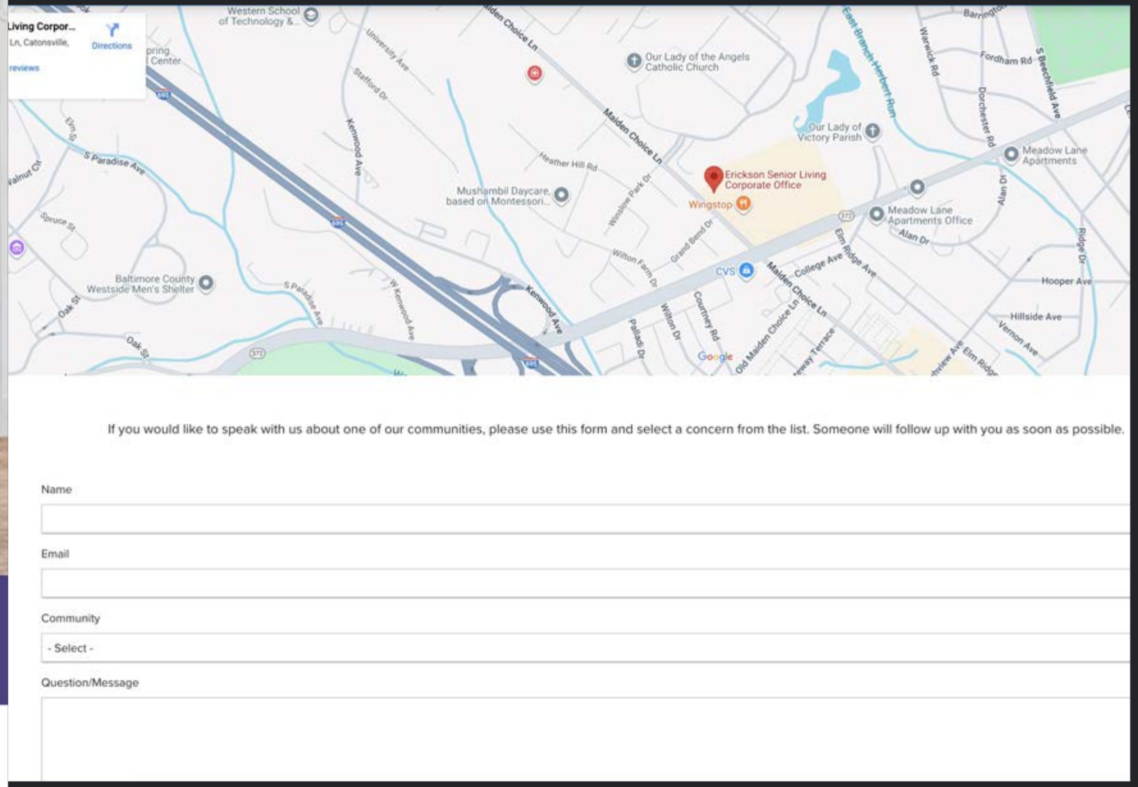
State



Contact Us

WE'RE HERE TO ANSWER YOUR QUESTIONS

If you're looking for more information or guidance about the transition to senior living, we're out the contact form below, and our team will get back to you shortly.



If you would like to speak with us about one of our communities, please use this form and select a concern from the list. Someone will follow up with you as soon as possible.

Name

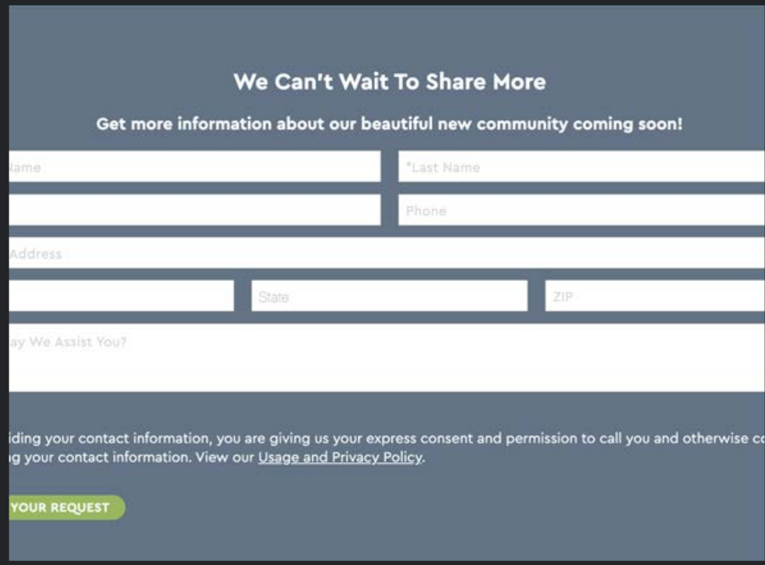
Email

Community

- Select -

Question/Message

Erickson Senior Living Corporate Office
Wingstop
CVS
Baltimore County Westside Men's Shelter
Hooper Ave
Hillside Ave
Directions



We Can't Wait To Share More

Get more information about our beautiful new community coming soon!

ame

*Last Name

Phone

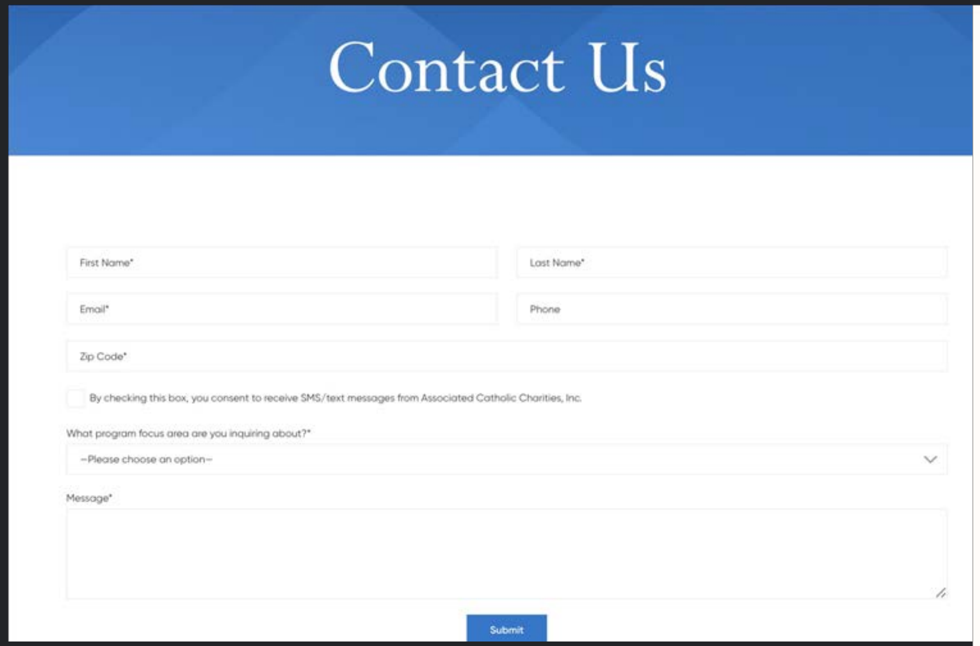
Address

State

ZIP

ay We Assist You?

iding your contact information, you are giving us your express consent and permission to call you and otherwise c
g your contact information. View our Usage and Privacy Policy.



Contact Us

First Name*

Last Name*

Email*

Phone

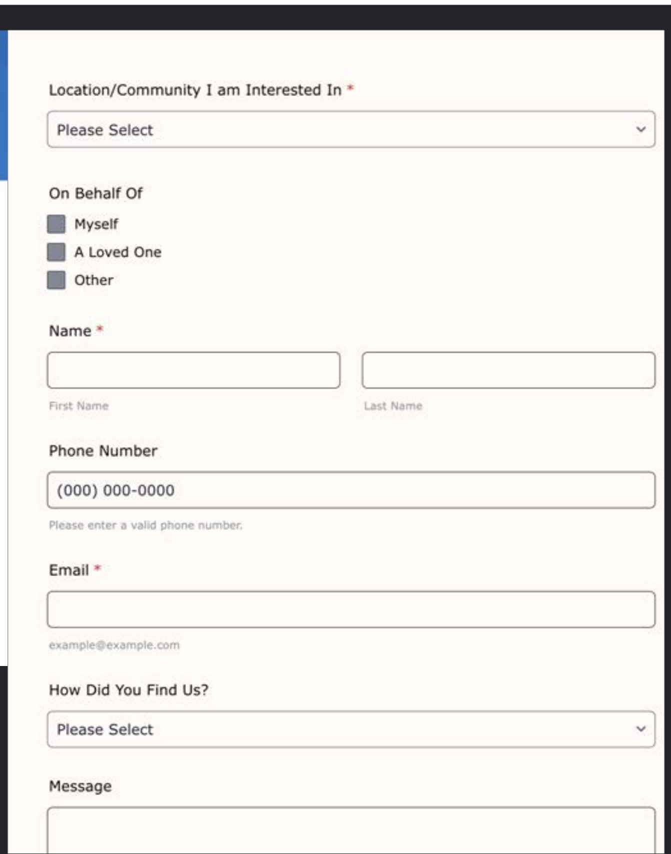
Zip Code*

☐ By checking this box, you consent to receive SMS/text messages from Associated Catholic Charities, Inc.

What program focus area are you inquiring about?*

--Please choose an option--

Message*



Location/Community I am Interested In *

Please Select

On Behalf Of

☐ Myself

☐ A Loved One

☐ Other

Name *

First Name

Last Name

Phone Number

(000) 000-0000

Please enter a valid phone number.

Email *

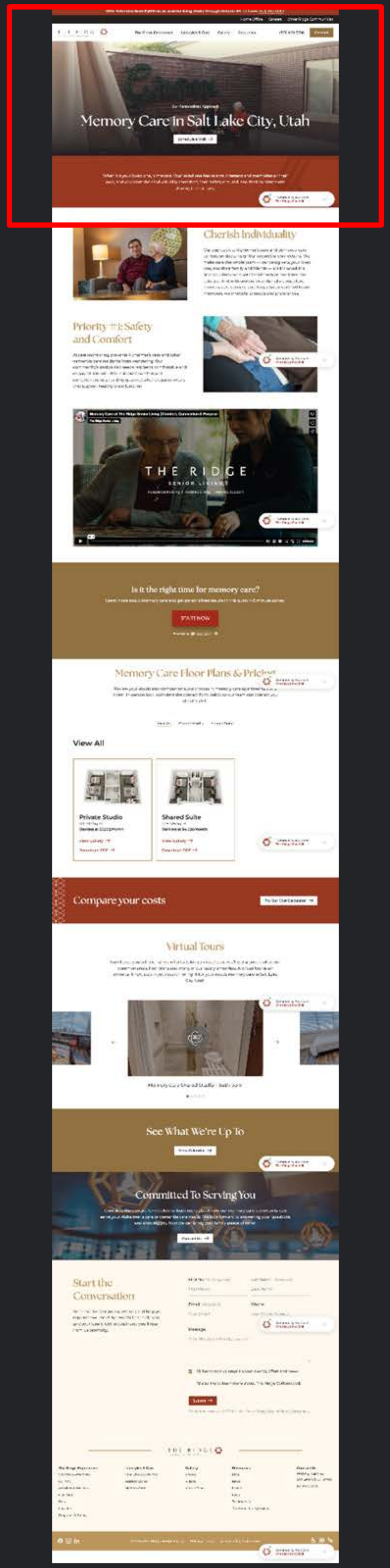
example@example.com

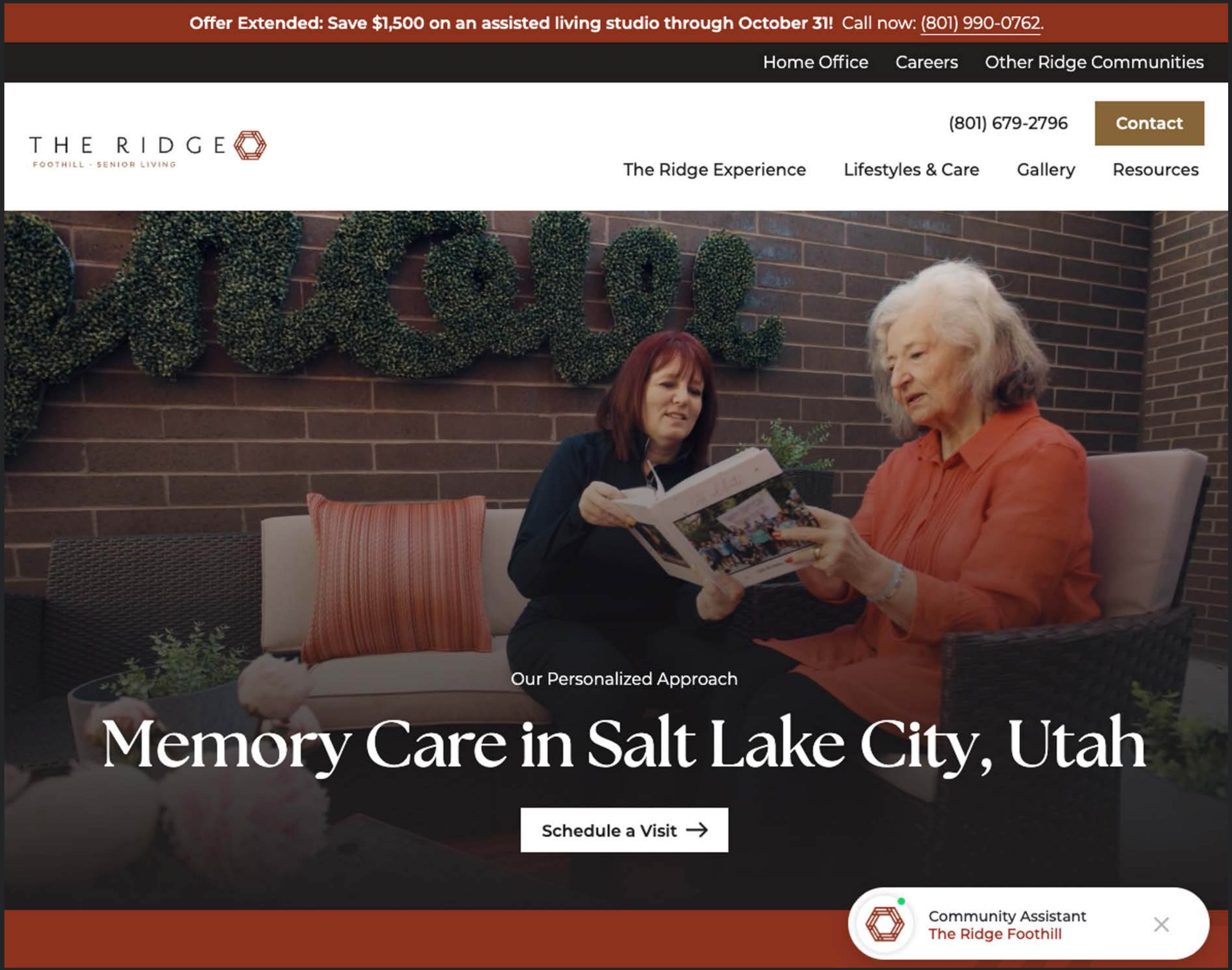
How Did You Find Us?

Please Select

Message

# THERE IS AN EDGE IN AN EXCEPTIONAL LP EXPERIENCE





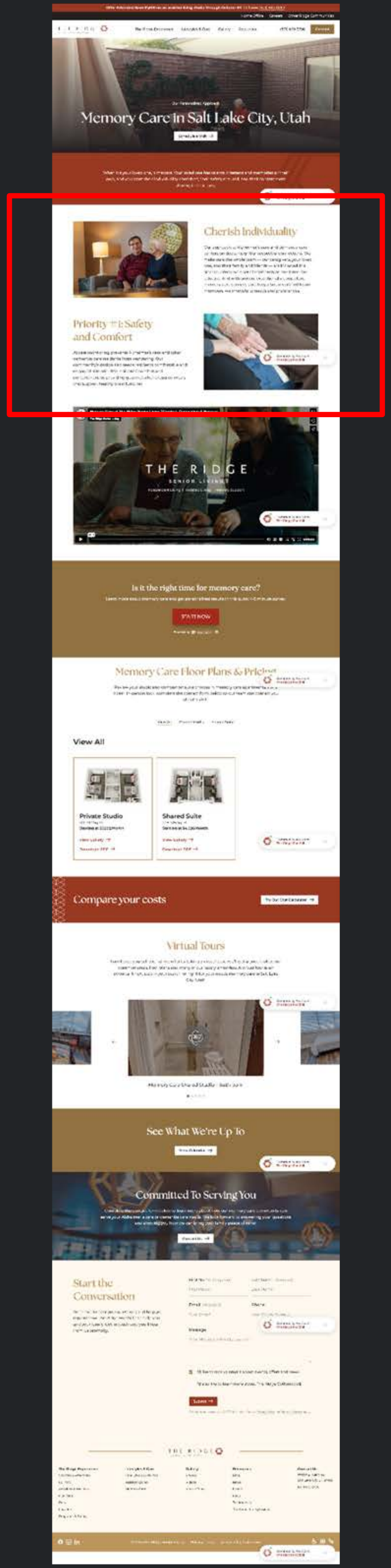
**Offer Extended: Save $1,500 on an assisted living studio through October 31!** Call now: (801) 990-0762.

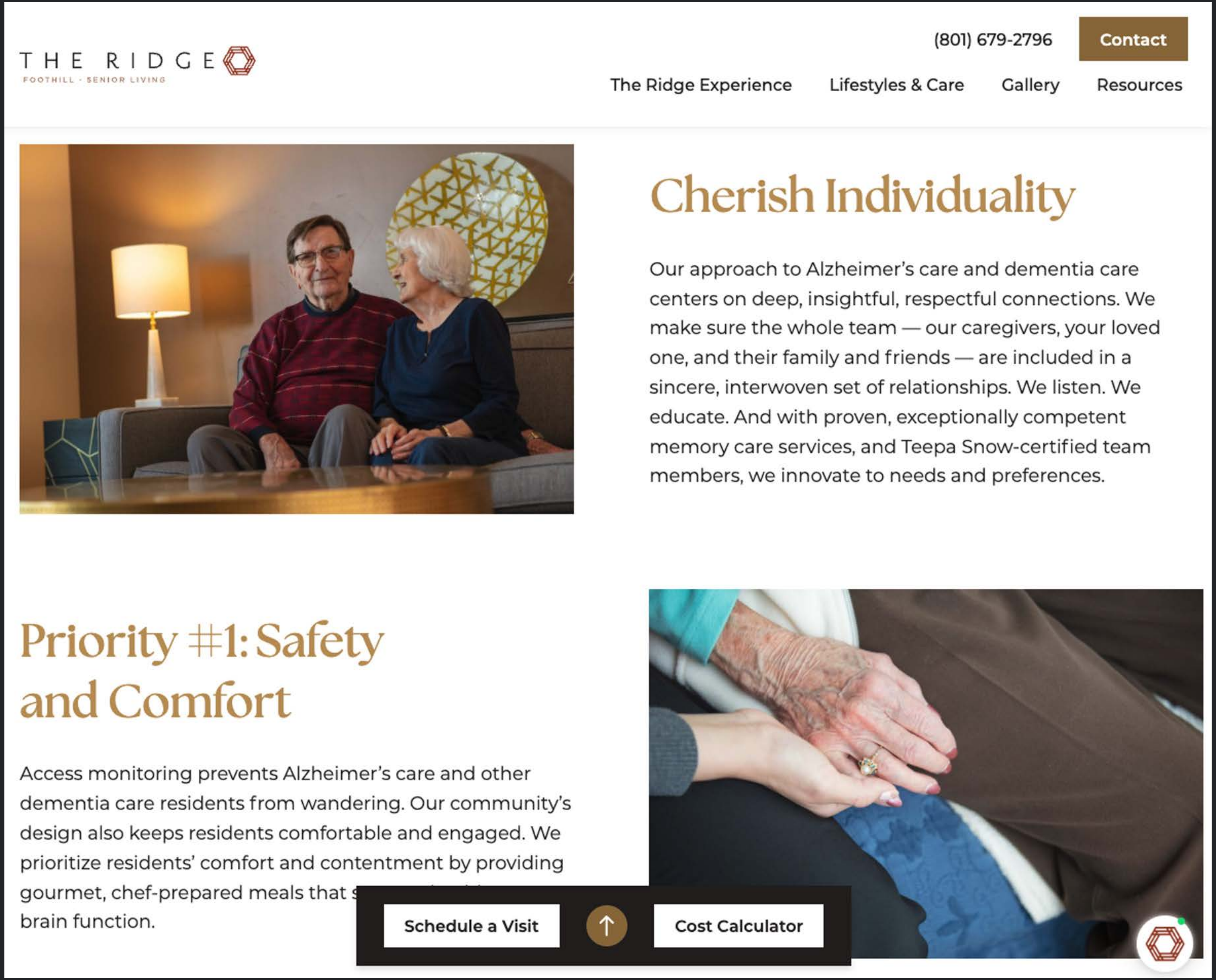
Home Office
Careers
Other Ridge Communities
THE RIDGE
FOOTHILL · SENIOR LIVING
(801) 679-2796
Contact
The Ridge Experience
Lifestyles & Care
Gallery
Resources

Our Personalized Approach

Memory Care in Salt Lake City, Utah

Schedule a Visit →
Community Assistant
The Ridge Foothill





THE RIDGE
FOOTHILL · SENIOR LIVING

(801) 679-2796

Contact

The Ridge Experience
Lifestyles & Care
Gallery
Resources

## Cherish Individuality

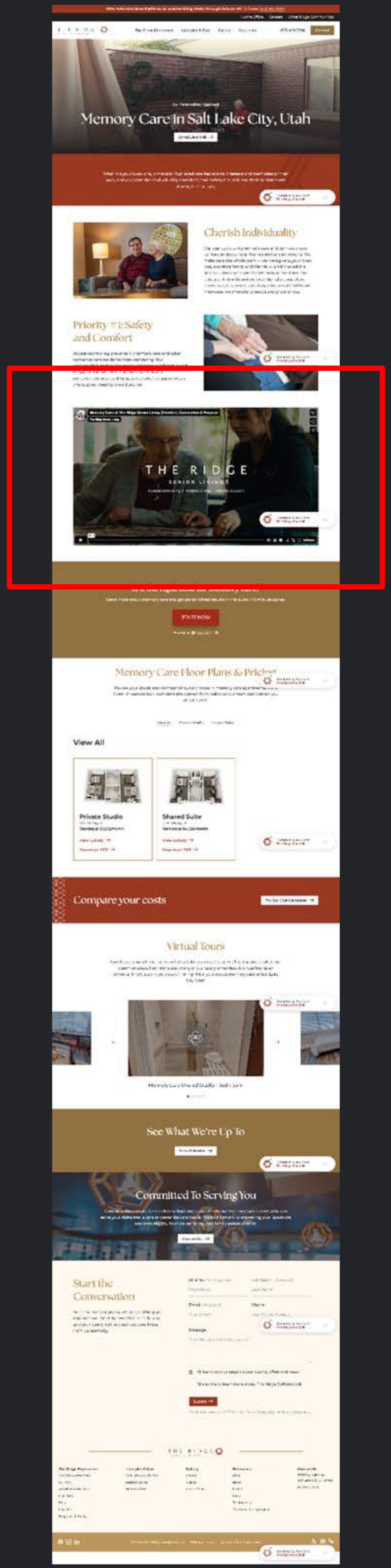
Our approach to Alzheimer's care and dementia care centers on deep, insightful, respectful connections. We make sure the whole team — our caregivers, your loved one, and their family and friends — are included in a sincere, interwoven set of relationships. We listen. We educate. And with proven, exceptionally competent memory care services, and Teepa Snow-certified team members, we innovate to needs and preferences.

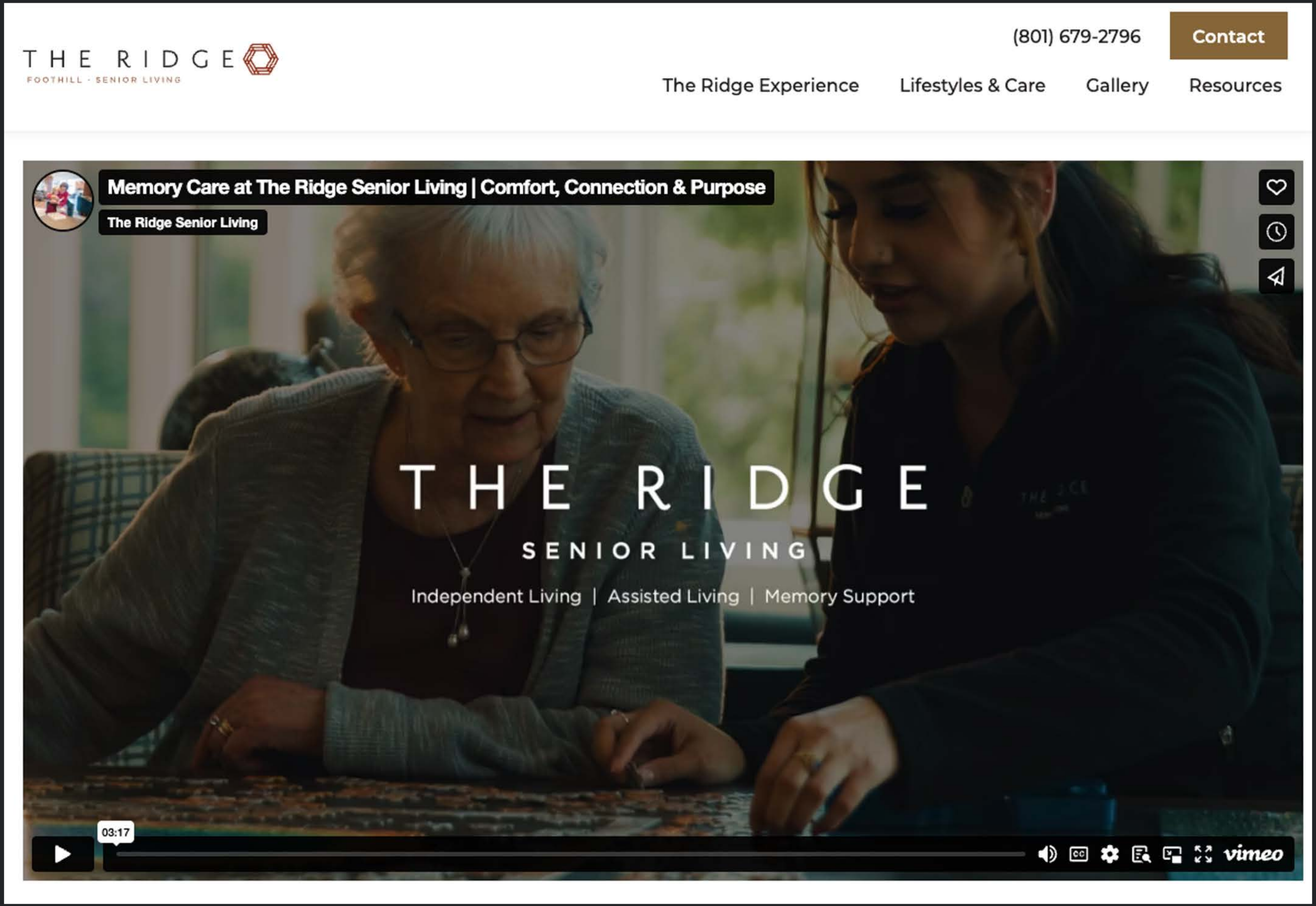
## Priority #1: Safety and Comfort

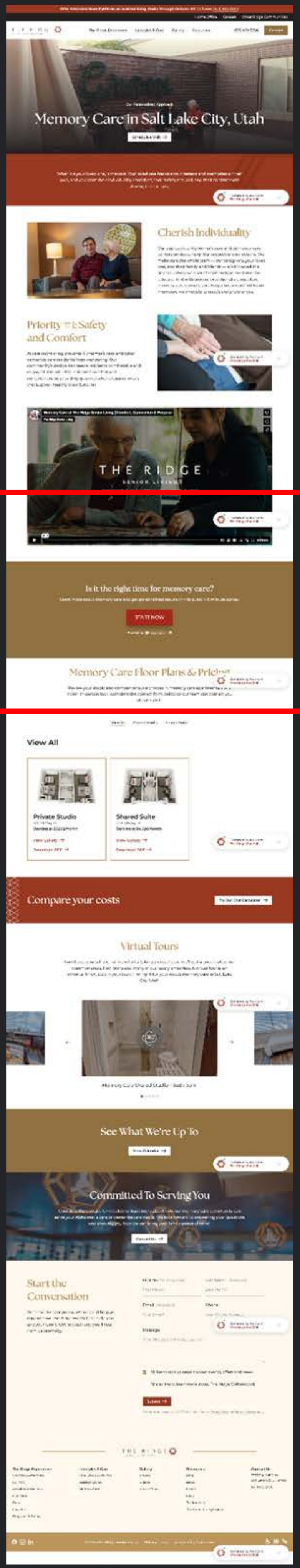
Access monitoring prevents Alzheimer's care and other dementia care residents from wandering. Our community's design also keeps residents comfortable and engaged. We prioritize residents' comfort and contentment by providing gourmet, chef-prepared meals that s

brain function.

Schedule a Visit
Cost Calculator


Memory Care in Salt Lake City, Utah
Cherish Individuality
Priority on Safety and Comfort
THE RIDGE
Memory Care Floor Plans & Pricing
View All
Private Studio
Shared Suite
Compare your costs
Virtual Tours
See What We're Up To
Committed To Serving You
Start the Conversation


THE RIDGE
FOOTHILL · SENIOR LIVING
(801) 679-2796
Contact
The Ridge Experience
Lifestyles & Care
Gallery
Resources
Memory Care at The Ridge Senior Living | Comfort, Connection & Purpose
The Ridge Senior Living
THE RIDGE
SENIOR LIVING
Independent Living | Assisted Living | Memory Support
03:17
vimeo



Memory Care in Salt Lake City, Utah

Cherish Individuality

Is it the right time for memory care?

Memory Care Floor Plans & Pricing

View All

Private Studio

Shared Suite

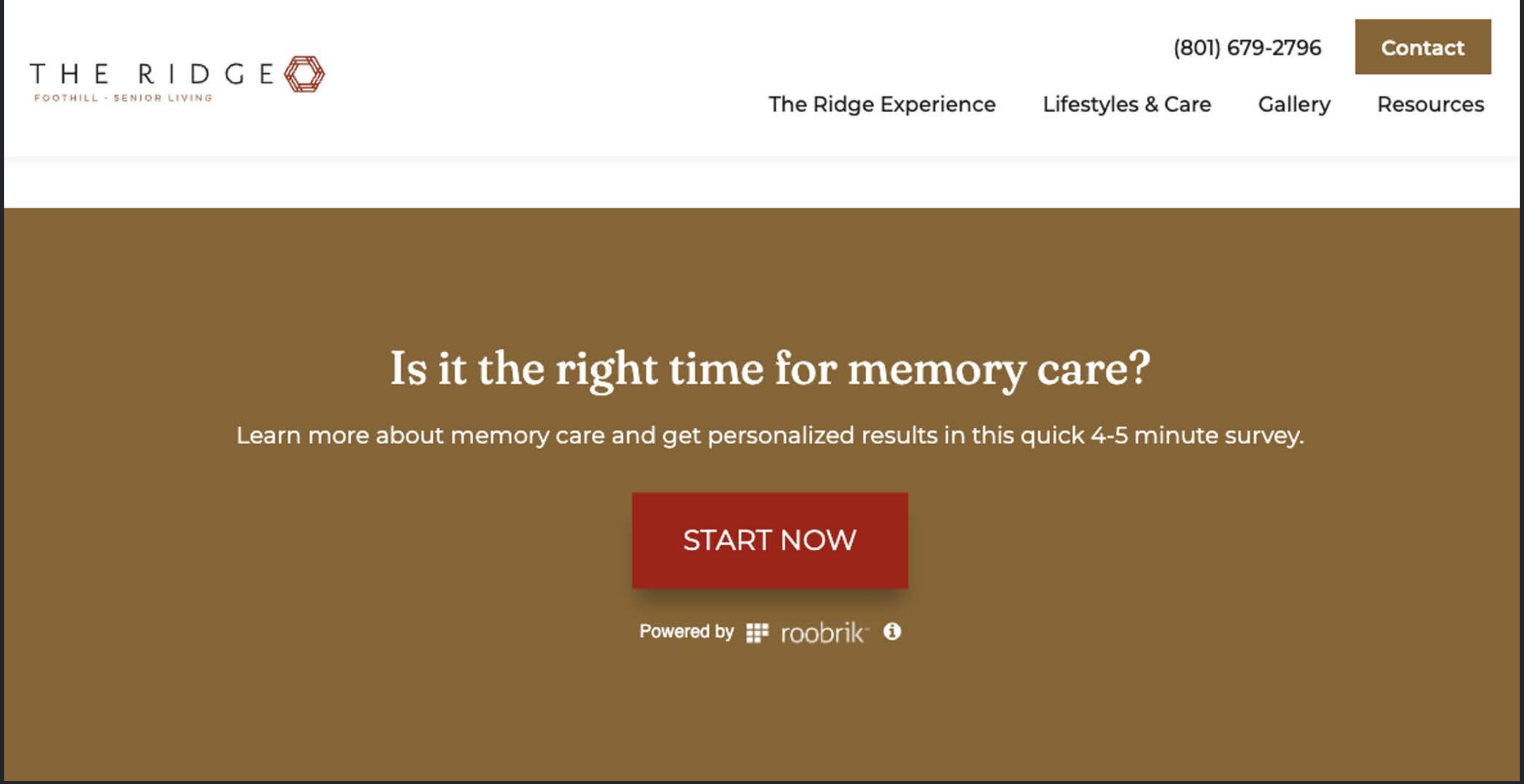
Compare your costs

Virtual Tours

See What We're Up To

Committed To Serving You

Start the Conversation

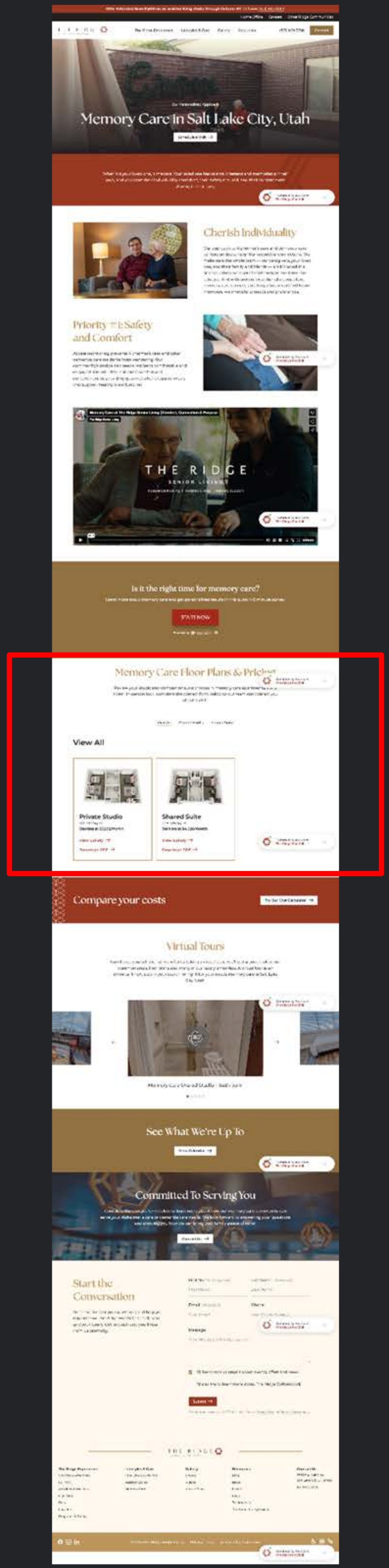


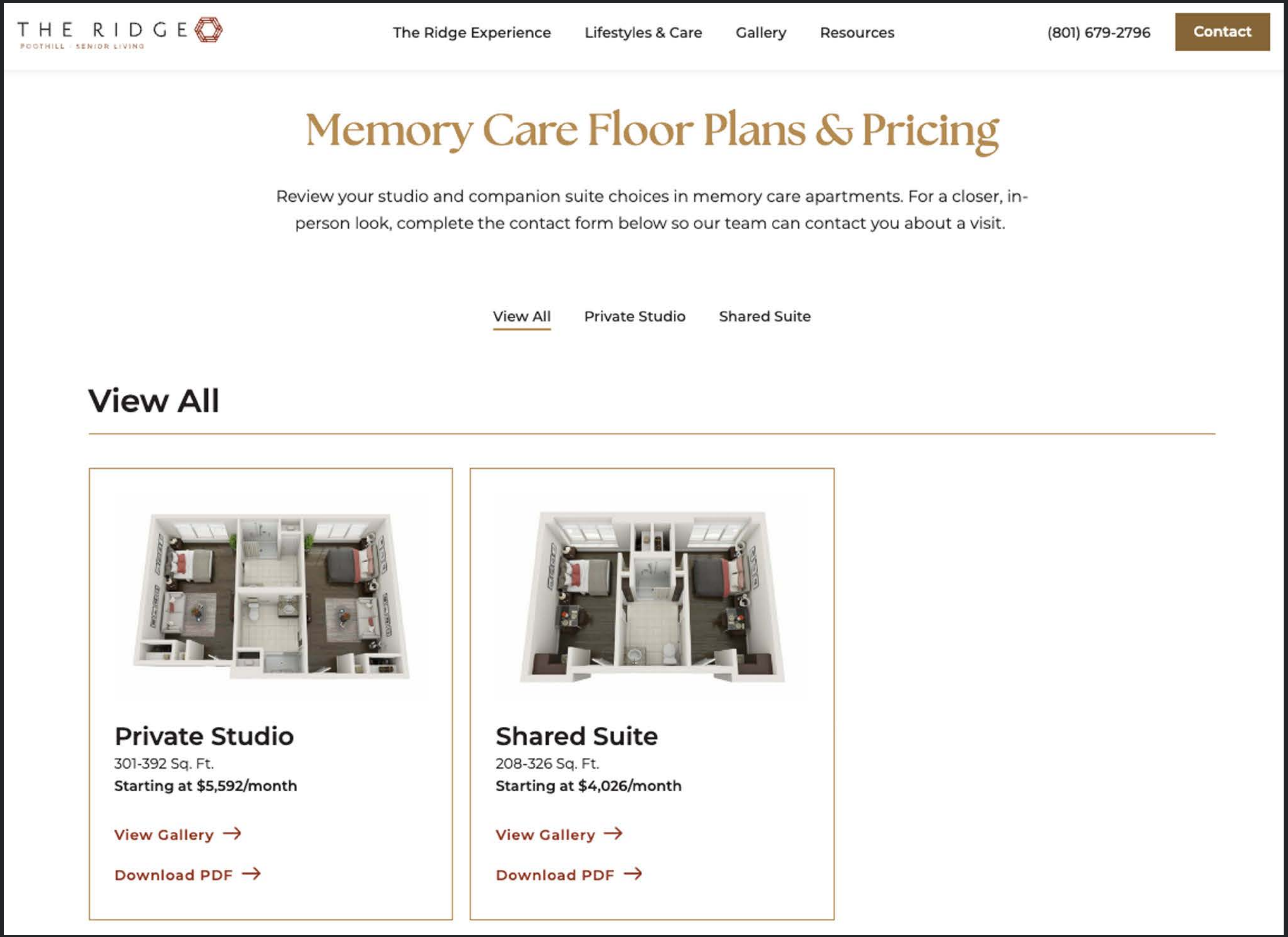
THE RIDGE
FOOTHILL - SENIOR LIVING
(801) 679-2796
Contact
The Ridge Experience
Lifestyles & Care
Gallery
Resources

Is it the right time for memory care?

Learn more about memory care and get personalized results in this quick 4-5 minute survey.

START NOW
Powered by roobrik




THE RIDGE
FOOTHILL · SENIOR LIVING
The Ridge Experience
Lifestyles & Care
Gallery
Resources
(801) 679-2796
Contact

# Memory Care Floor Plans & Pricing

Review your studio and companion suite choices in memory care apartments. For a closer, in-person look, complete the contact form below so our team can contact you about a visit.

View All
Private Studio
Shared Suite

## View All

### Private Studio

301-392 Sq. Ft.

**Starting at $5,592/month**

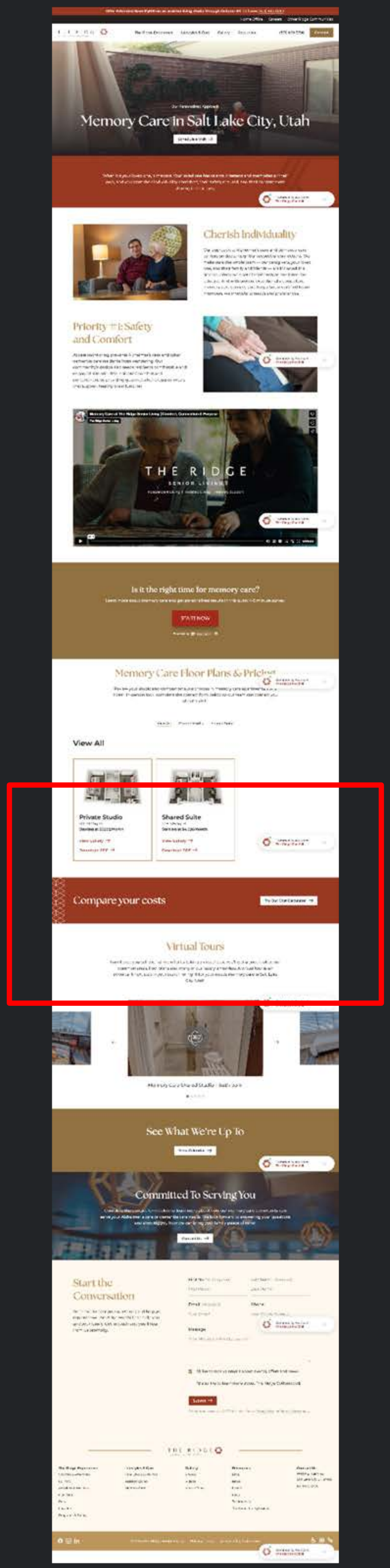
View Gallery →
Download PDF →

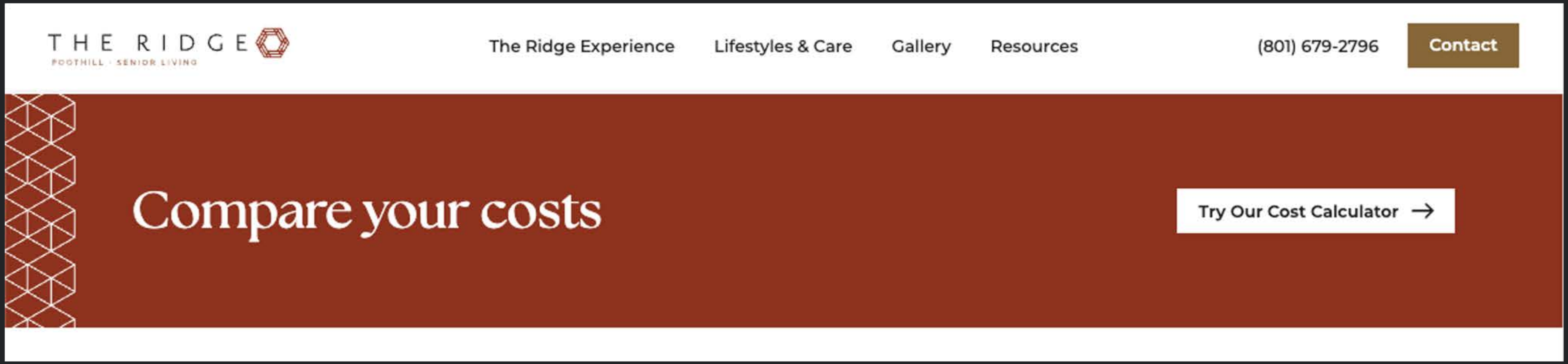
### Shared Suite

208-326 Sq. Ft.

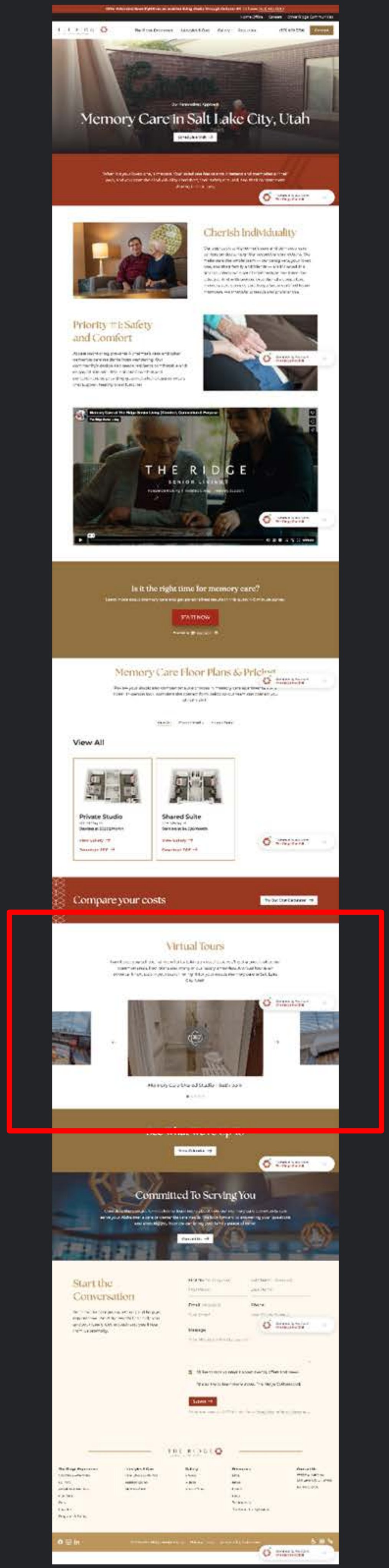
**Starting at $4,026/month**

View Gallery →
Download PDF →


Memory Care in Salt Lake City, Utah
Cherish Individuality
Priority #1: Safety and Comfort
THE RIDGE
Is it the right time for memory care?
Memory Care Floor Plans & Pricing
View All
Private Studio
Shared Suite
Compare your costs
Virtual Tours
See What We're Up To
Committed To Serving You
Start the Conversation


THE RIDGE
FOOTHILL · SENIOR LIVING
The Ridge Experience
Lifestyles & Care
Gallery
Resources
(801) 679-2796
Contact
Try Our Cost Calculator →

Compare your costs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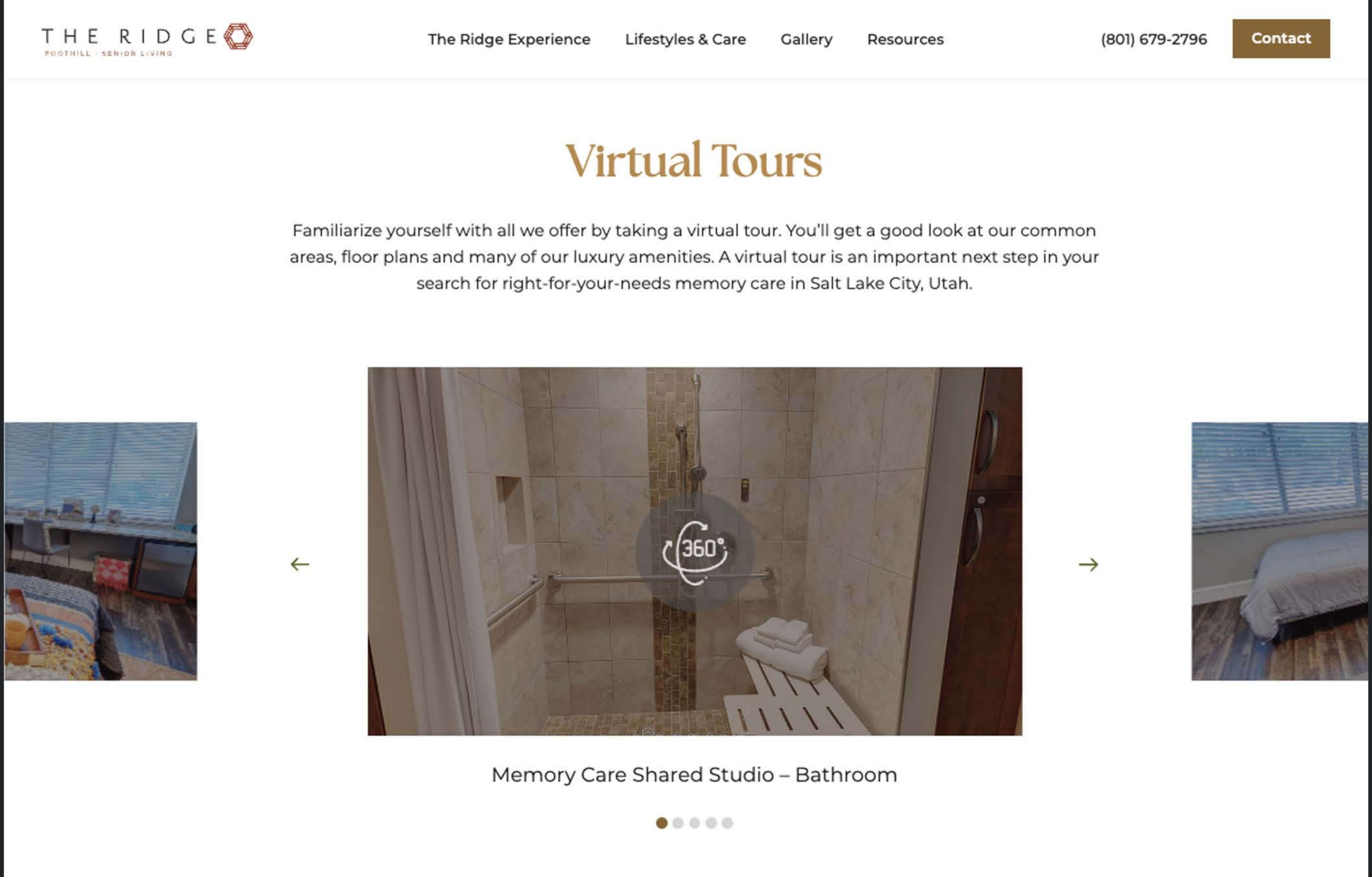
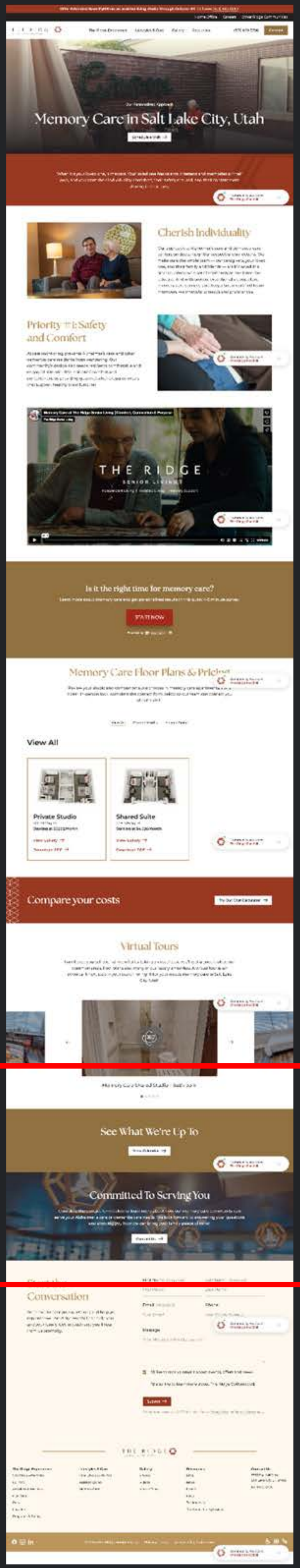

THE RIDGE
FOOTHILL · SENIOR LIVING
The Ridge Experience
Lifestyles & Care
Gallery
Resources
(801) 679-2796
Contact
360°
←
→

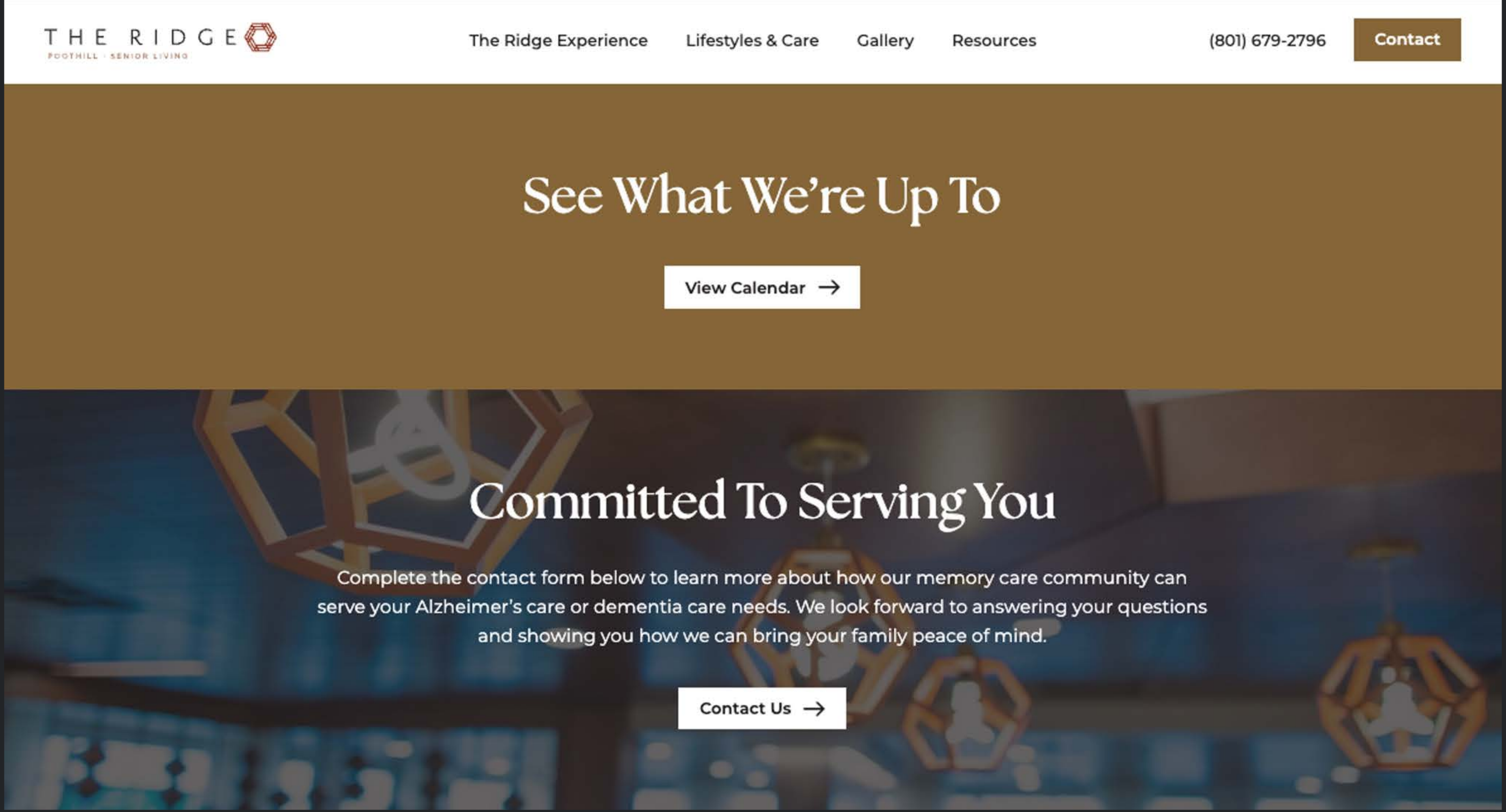
## Virtual Tours

Familiarize yourself with all we offer by taking a virtual tour. You'll get a good look at our common areas, floor plans and many of our luxury amenities. A virtual tour is an important next step in your search for right-for-your-needs memory care in Salt Lake City, Utah.

Memory Care Shared Studio – Bathroom

● ○ ○ ○ ○




THE RIDGE
FOOTHILL · SENIOR LIVING
The Ridge Experience
Lifestyles & Care
Gallery
Resources
(801) 679-2796
Contact

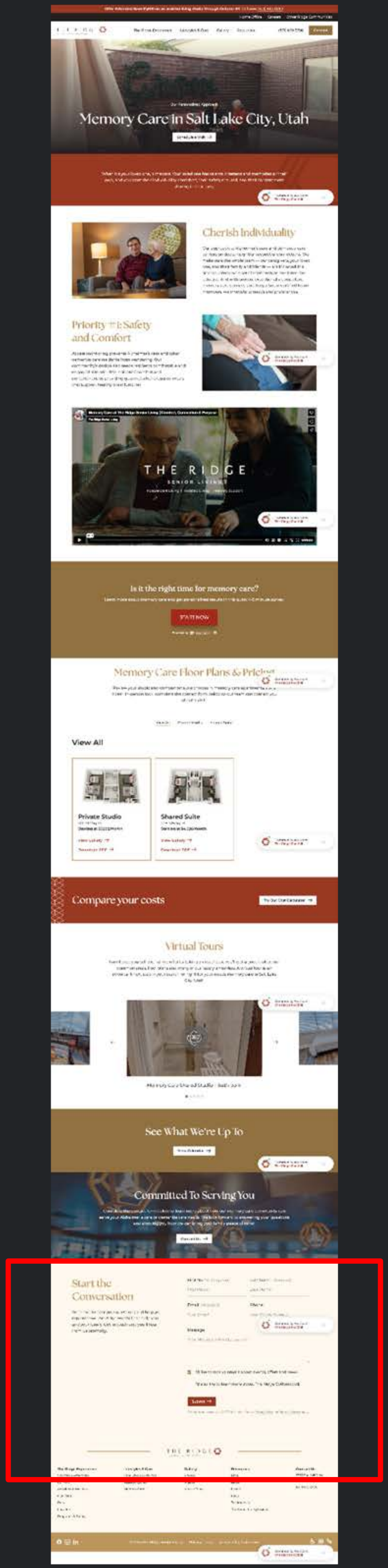
See What We're Up To

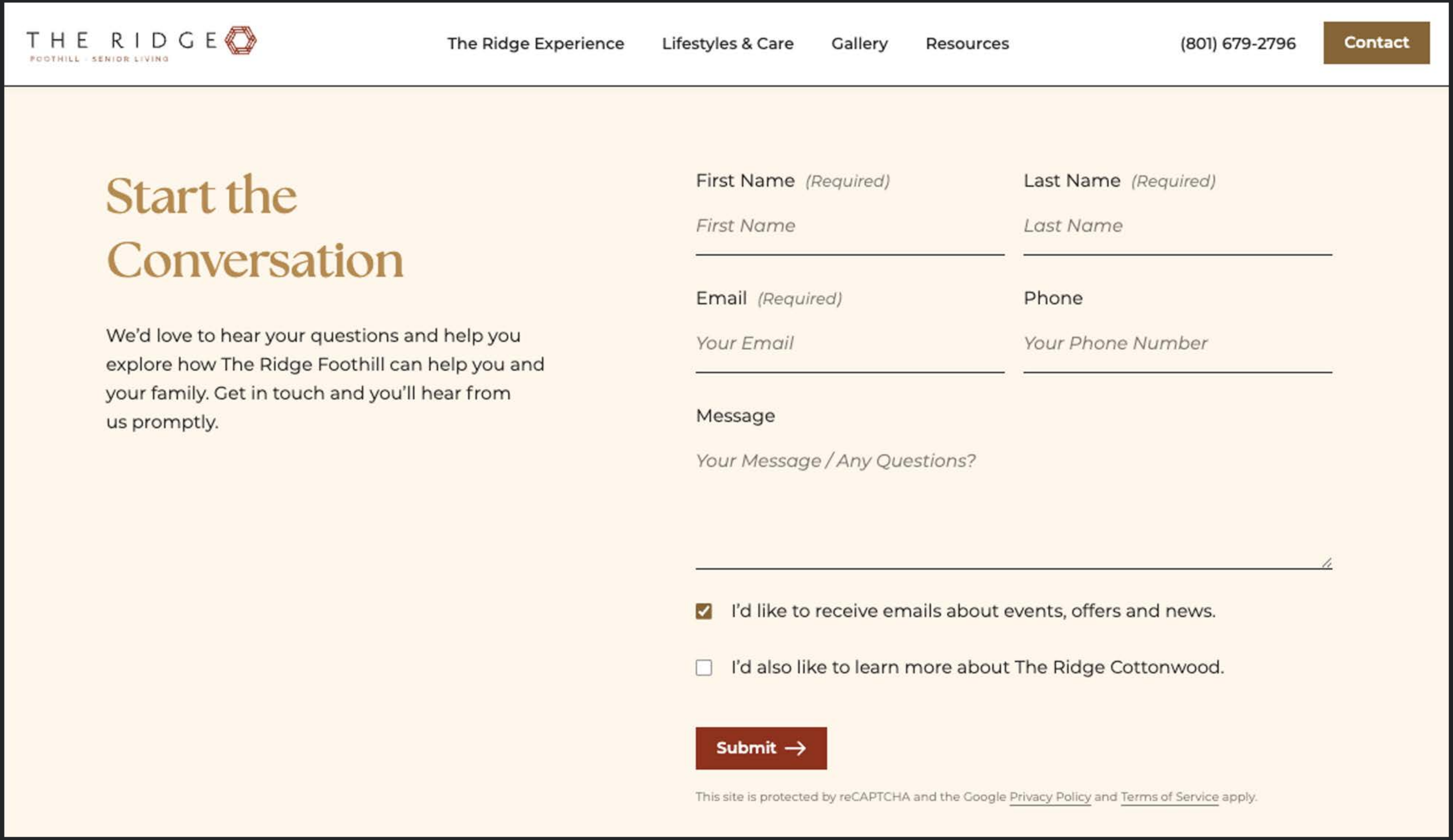
View Calendar →

Committed To Serving You

Complete the contact form below to learn more about how our memory care community can serve your Alzheimer's care or dementia care needs. We look forward to answering your questions and showing you how we can bring your family peace of mind.

Contact Us →





THE RIDGE
FOOTHILL · SENIOR LIVING
The Ridge Experience
Lifestyles & Care
Gallery
Resources
(801) 679-2796
Contact

## Start the Conversation

We'd love to hear your questions and help you explore how The Ridge Foothill can help you and your family. Get in touch and you'll hear from us promptly.

First Name *(Required)*
*First Name*

Last Name *(Required)*
*Last Name*

Email *(Required)*
*Your Email*

Phone
*Your Phone Number*

Message
*Your Message / Any Questions?*

☑ I'd like to receive emails about events, offers and news.

☐ I'd also like to learn more about The Ridge Cottonwood.

Submit →

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

# GREAT LANDERS CREATE EXCEPTIONAL RESULTS

**+368%**

**CONVERSION RATE**

**-10%**

**BOUNCE RATE**

**+15%**

**SESSION DURATION**

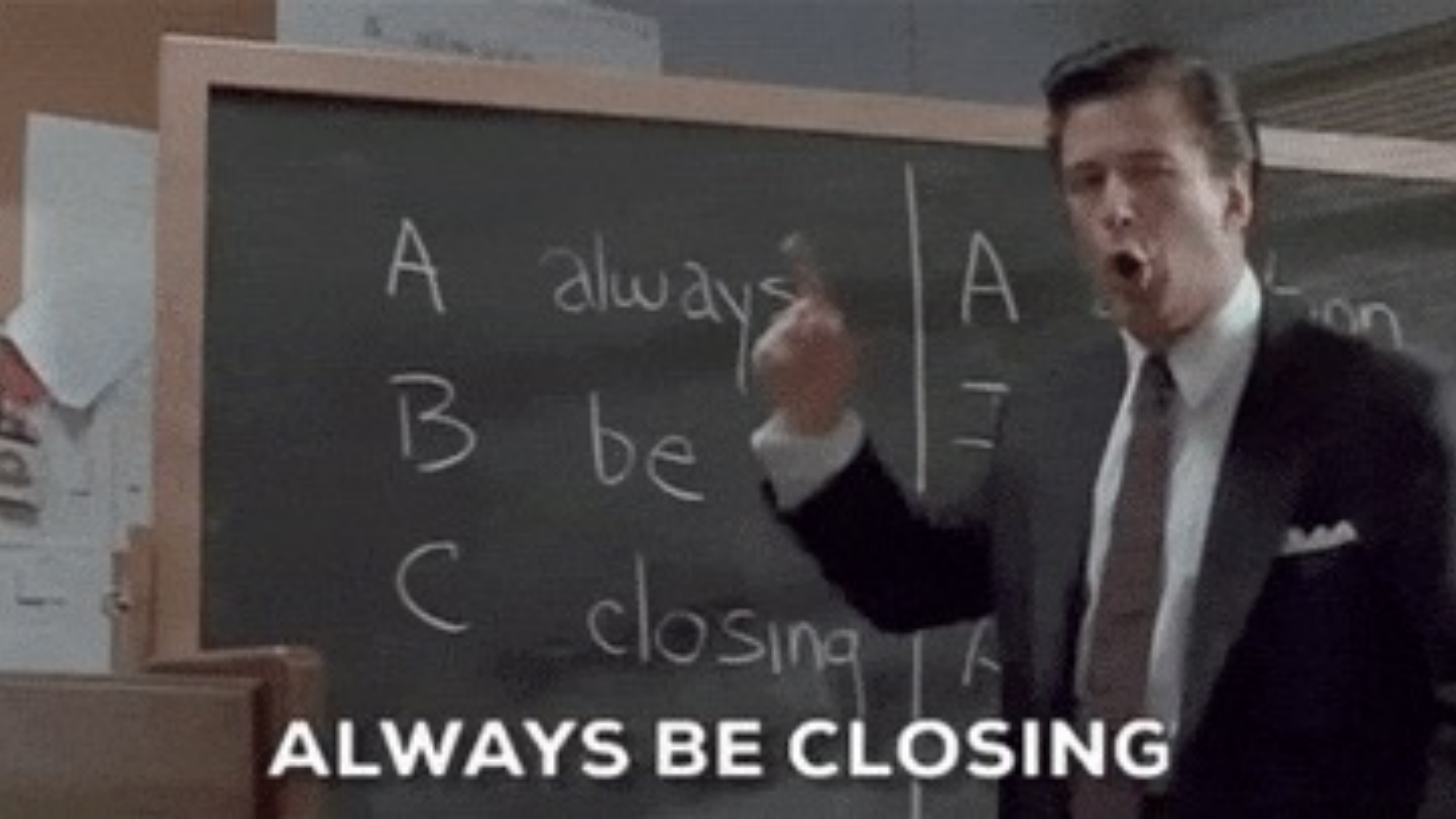
**+239%**

**VIEWS**

# YOUR POST CONVERSION EXPERIENCE MATTERS

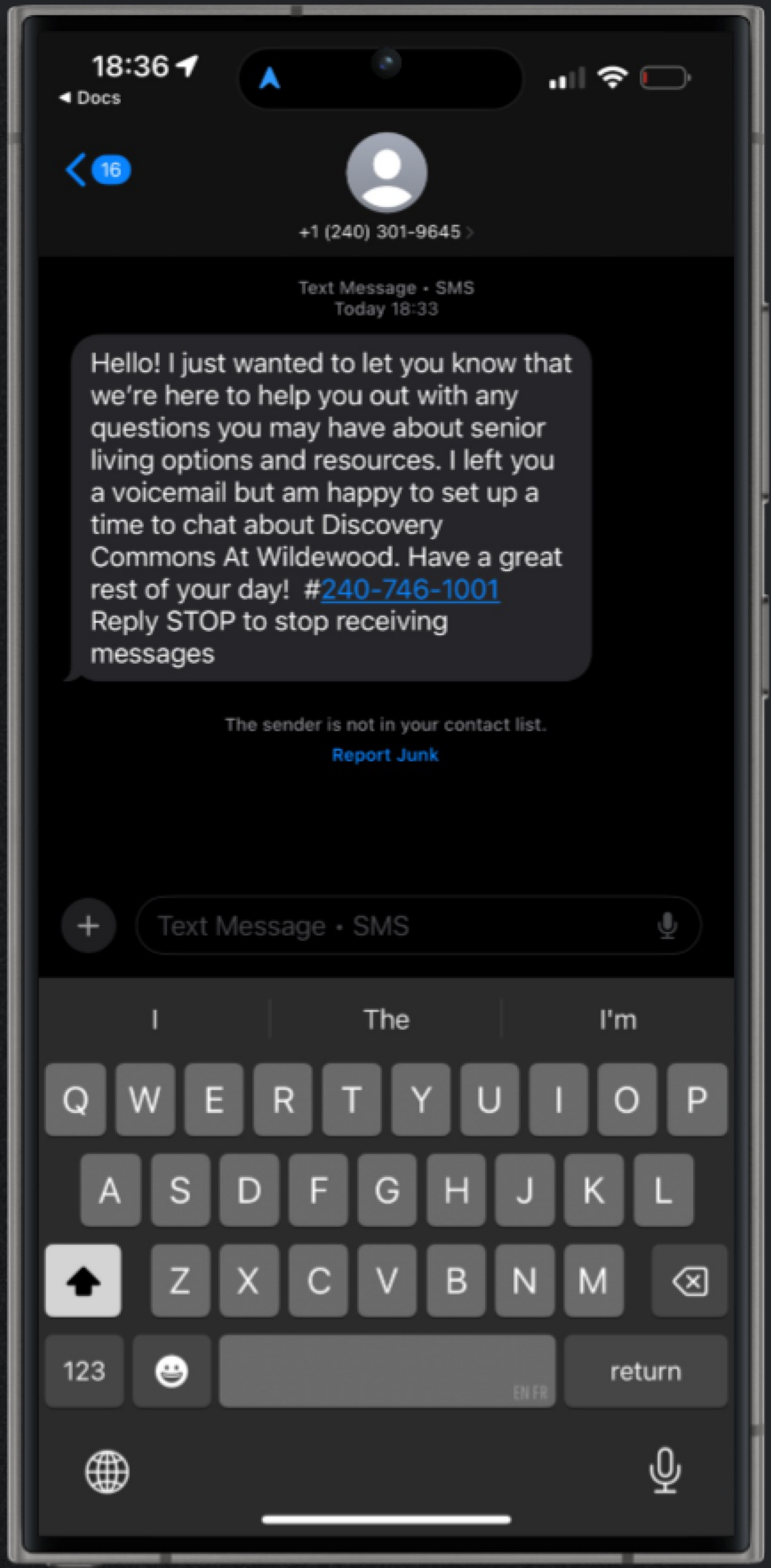
THE LEADS ARE WEAK

# A LEAD IS NOT A MOVE IN


A always
B be
C closing
A
ALWAYS BE CLOSING

# OK LET’S DO SOME SECRET SHOPPING

# (THE FOLLOWING CONTENT MAY BE DISTURBING TO SOME VIEWERS)

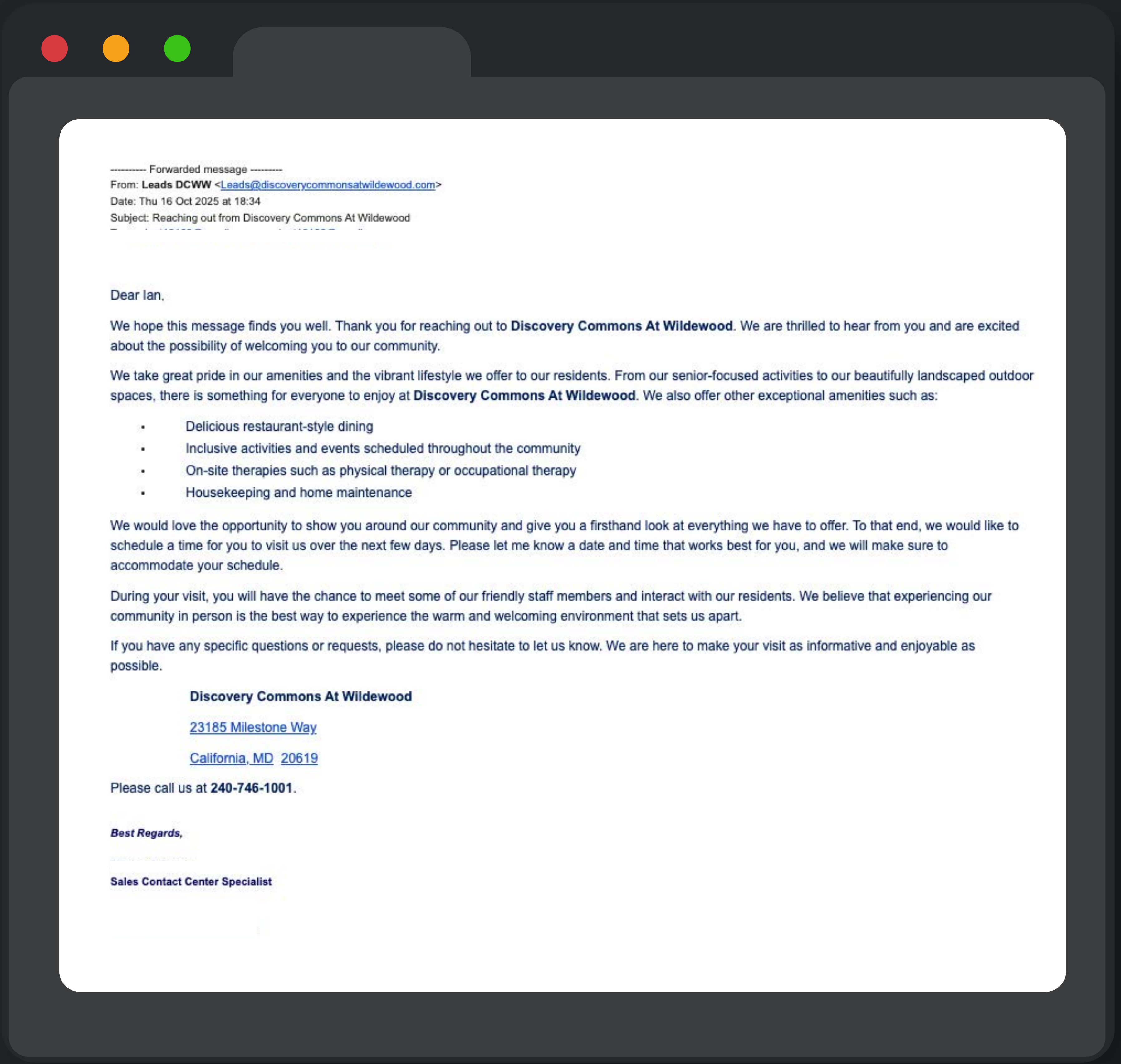


+1 (240) 301-9645

Text Message • SMS
Today 18:33

Hello! I just wanted to let you know that we're here to help you out with any questions you may have about senior living options and resources. I left you a voicemail but am happy to set up a time to chat about Discovery Commons At Wildewood. Have a great rest of your day! #240-746-1001
Reply STOP to stop receiving messages

The sender is not in your contact list.
Report Junk



---------- Forwarded message ---------
From: **Leads DCWW** <Leads@discoverycommonsatwildewood.com>
Date: Thu 16 Oct 2025 at 18:34
Subject: Reaching out from Discovery Commons At Wildewood
[redacted]

Dear Ian,

We hope this message finds you well. Thank you for reaching out to **Discovery Commons At Wildewood**. We are thrilled to hear from you and are excited about the possibility of welcoming you to our community.

We take great pride in our amenities and the vibrant lifestyle we offer to our residents. From our senior-focused activities to our beautifully landscaped outdoor spaces, there is something for everyone to enjoy at **Discovery Commons At Wildewood**. We also offer other exceptional amenities such as:

- Delicious restaurant-style dining
- Inclusive activities and events scheduled throughout the community
- On-site therapies such as physical therapy or occupational therapy
- Housekeeping and home maintenance

We would love the opportunity to show you around our community and give you a firsthand look at everything we have to offer. To that end, we would like to schedule a time for you to visit us over the next few days. Please let me know a date and time that works best for you, and we will make sure to accommodate your schedule.

During your visit, you will have the chance to meet some of our friendly staff members and interact with our residents. We believe that experiencing our community in person is the best way to experience the warm and welcoming environment that sets us apart.

If you have any specific questions or requests, please do not hesitate to let us know. We are here to make your visit as informative and enjoyable as possible.

**Discovery Commons At Wildewood**

23185 Milestone Way

California, MD 20619

Please call us at **240-746-1001**.

***Best Regards,***

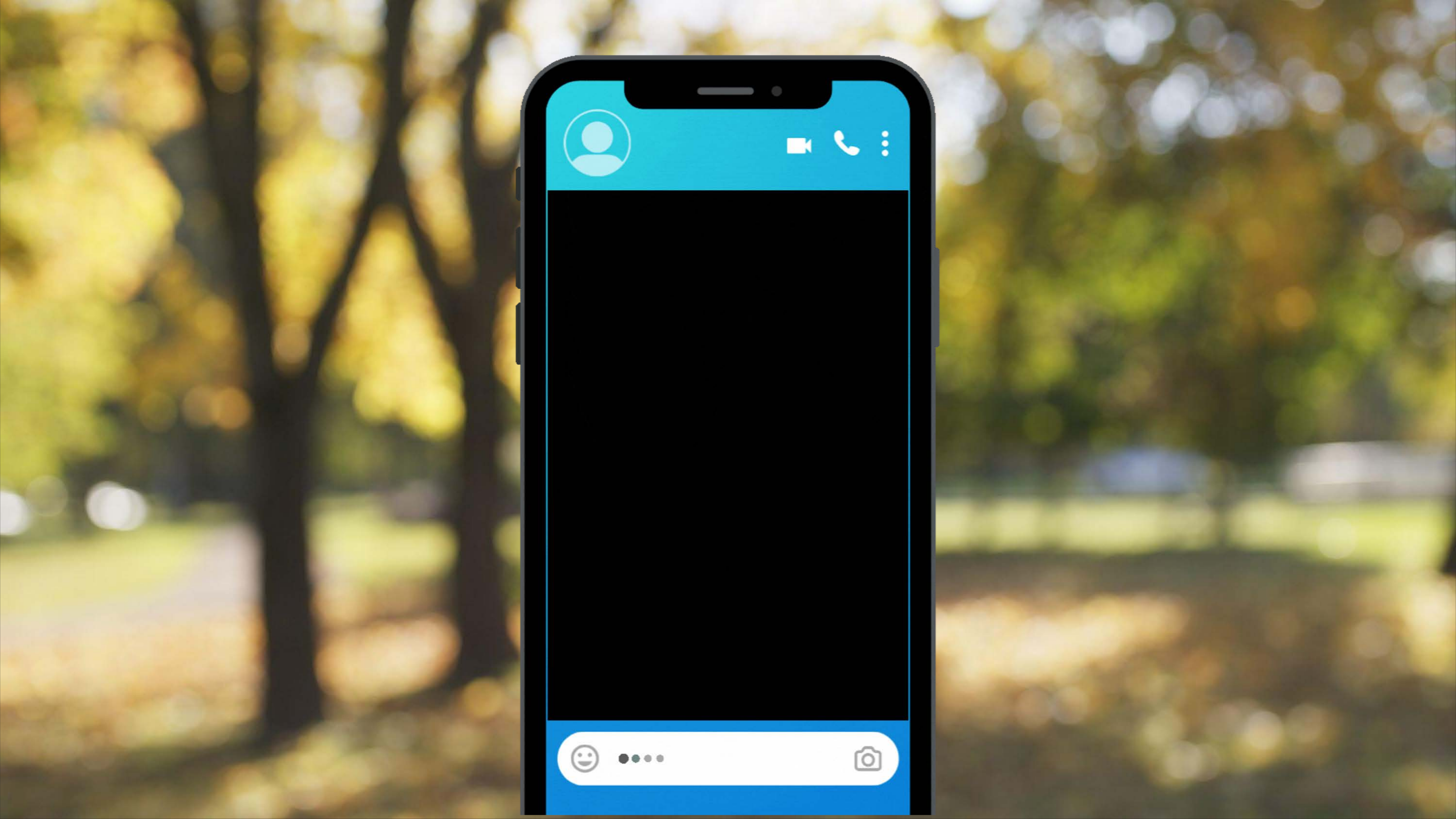
[redacted]

**Sales Contact Center Specialist**

# LET’S PLAY A GAME…

# HOW LONG DO YOU THINK THAT RESPONSE TOOK?

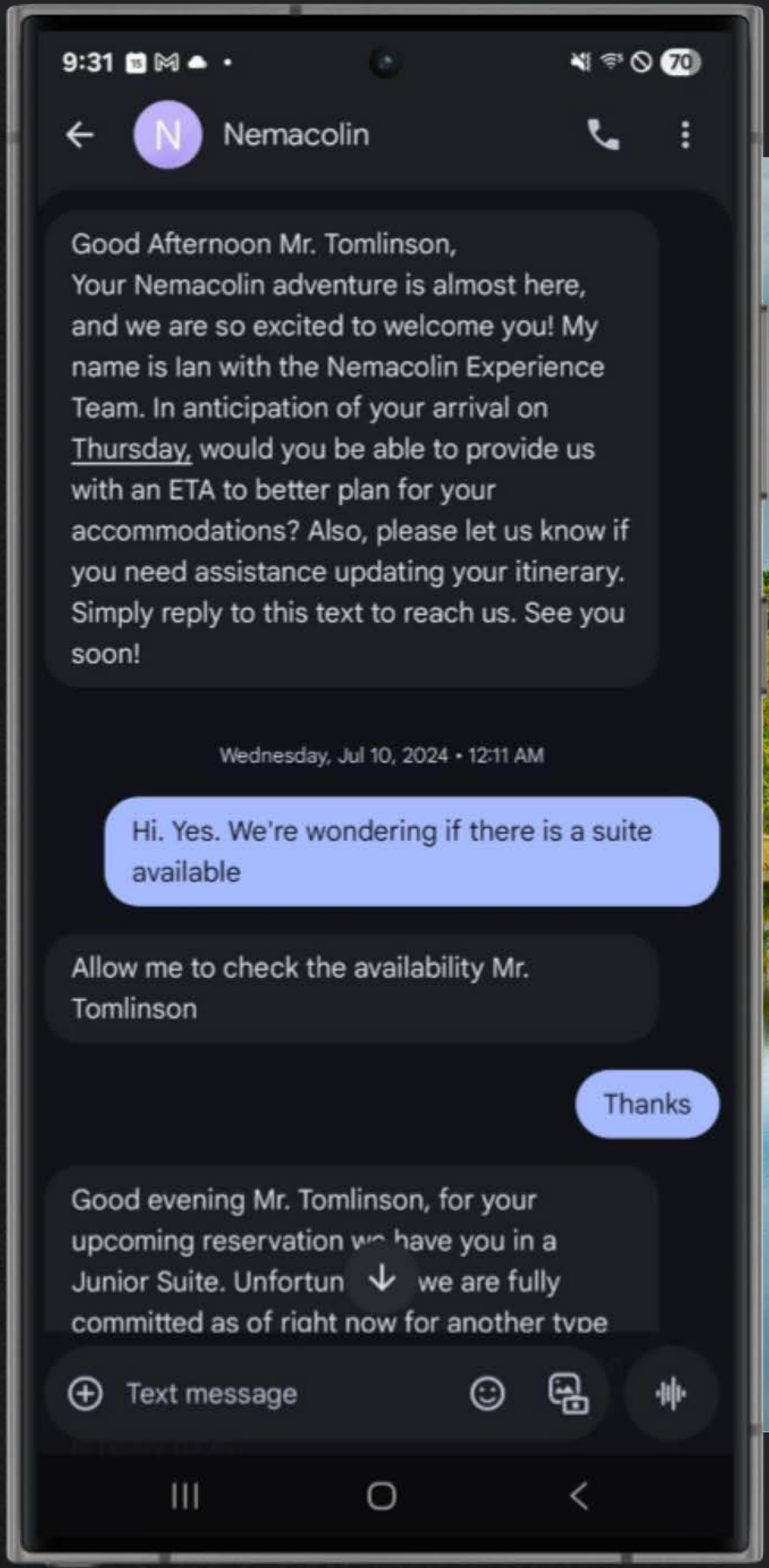
# 27 HOURS



# BLAND EMAIL + SMS IS EVERYWHERE.

DON’T BE BLAND

# FIRST IMPRESSIONS MATTER.



Good Afternoon Mr. Tomlinson,
Your Nemacolin adventure is almost here, and we are so excited to welcome you! My name is Ian with the Nemacolin Experience Team. In anticipation of your arrival on Thursday, would you be able to provide us with an ETA to better plan for your accommodations? Also, please let us know if you need assistance updating your itinerary. Simply reply to this text to reach us. See you soon!

Wednesday, Jul 10, 2024 • 12:11 AM

Hi. Yes. We're wondering if there is a suite available

Allow me to check the availability Mr. Tomlinson

Thanks

Good evening Mr. Tomlinson, for your upcoming reservation we have you in a Junior Suite. Unfortun we are fully committed as of right now for another type

# A NEW MINDSET

## CUSTOMERS FIRST

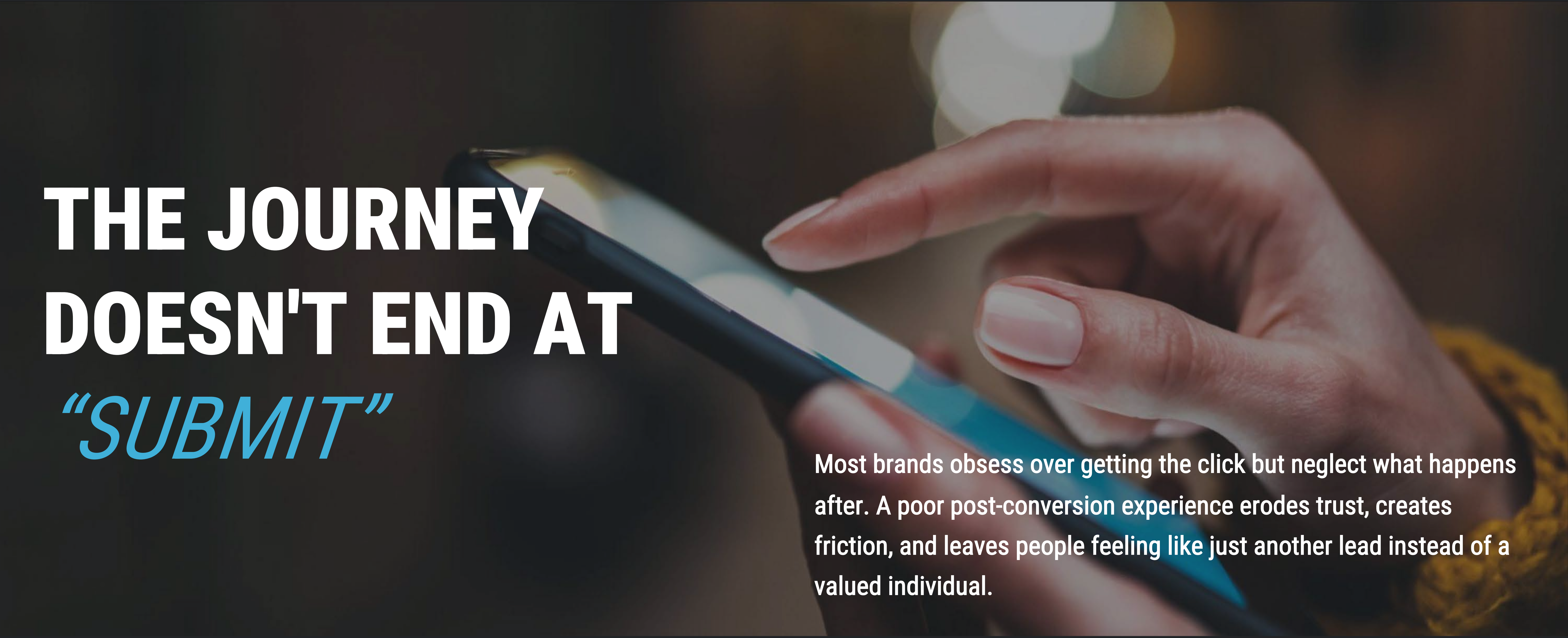
Every aspect of the current sales process is company-centric – it's all about what *you* want to do (generate a lead, contact the lead, close the prospect) – and very little about what the customer wants/needs. Any good nurturing campaign will put the needs of the customer first.

## BE BRILLIANT AT THE BASICS

Obsess about doing the little things well – reaching out in a timely manner, following instructions on lead forms, sending up-to-date information on your community, ensuring lists + leads are uploaded promptly – to minimize friction for your prospects.

## GUIDE, DON'T SELL

Today's users are hyper-resistant to being "sold" – which is one of the many reasons why (a) contact rates are below 50% for leads generated and (b) 80% of leads passed to sales NEVER convert. But it's not all bleak: organizations with a robust post-conversion program report 50% more qualified opportunities per dollar spent, and 47% larger purchases made by a nurtured lead vs. a non-nurtured lead.



# THE JOURNEY DOESN'T END AT *“SUBMIT”*

Most brands obsess over getting the click but neglect what happens after. A poor post-conversion experience erodes trust, creates friction, and leaves people feeling like just another lead instead of a valued individual.

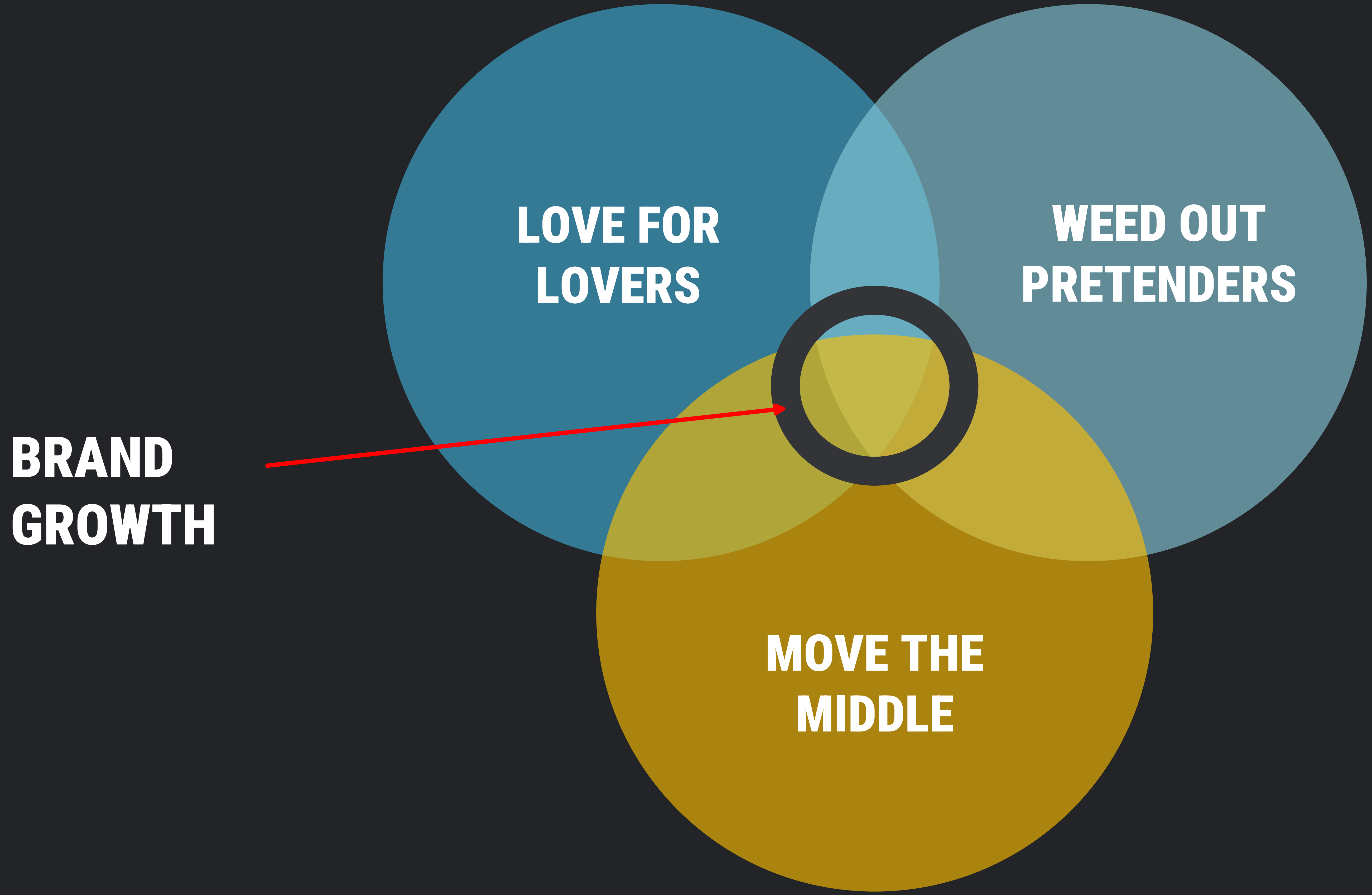
# CREATE THE EXPERIENCE

Every post-conversion touchpoint, including thank-you pages, emails, confirmations, and follow-ups, should feel intentional, human, and personal. You have to curate something that's both on-brand AND remarkable.

Use these moments to show appreciation, reinforce value, and set clear expectations for what happens next.

# YOU'D WANT TO RECEIVE

# CONVERSIONS → CONNECTIONS



LOVE FOR LOVERS

WEED OUT PRETENDERS

MOVE THE MIDDLE

BRAND GROWTH

# BE BRILLIANT @ BASICS

# THE BASICS

**RE-ENGAGE**

Think about the last time you willingly answered a phone call from a number you didn’t recognize during non-work hours. Great post-conversion marketing starts with the realization that marketing shouldn’t cease.

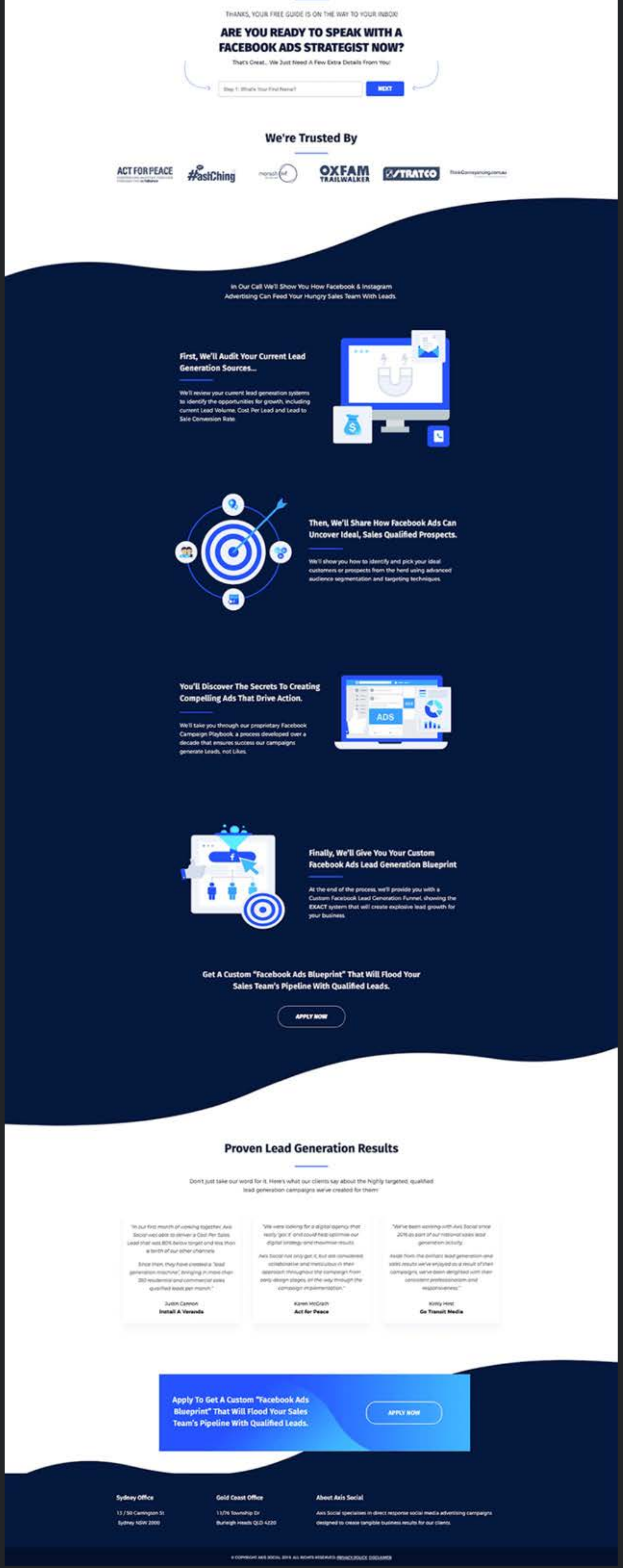
**FOLLOW-UP**

Following up with a lead within 10 minutes increases the chances of conversion by up to 400% - yet almost half of Senior Care organizations don’t follow up within 24 hours.

**THANK-YOU PAGE**

Most companies invest thousands (if not hundreds of thousands) of dollars testing, refining + optimizing their lead capture, but virtually nothing on the page that immediately follows. What better time to capitalize on the momentum created + the attention you currently have?

# THANK-YOU
# PAGE PRINCIPLES



THANKS, YOUR FREE GUIDE IS ON THE WAY TO YOUR INBOX!

**ARE YOU READY TO SPEAK WITH A FACEBOOK ADS STRATEGIST NOW?**

That's Great... We Just Need A Few Extra Details From You!

Step 1: What's Your First Name?

**We're Trusted By**

In Our Call We'll Show You How Facebook & Instagram Advertising Can Feed Your Hungry Sales Team With Leads.

**First, We'll Audit Your Current Lead Generation Sources...**

We'll review your current lead generation systems to identify the opportunities for growth, including current Lead Volume, Cost Per Lead and Lead to Sale Conversion Rate

**Then, We'll Share How Facebook Ads Can Uncover Ideal, Sales Qualified Prospects.**

We'll show you how to identify and pick your ideal customers or prospects from the herd using advanced audience segmentation and targeting techniques.

**You'll Discover The Secrets To Creating Compelling Ads That Drive Action.**

We'll take you through our proprietary Facebook Campaign Playbook, a process developed over a decade that ensures success our campaigns generate Leads, not Likes.

**Finally, We'll Give You Your Custom Facebook Ads Lead Generation Blueprint**

At the end of the process, we'll provide you with a Custom Facebook Lead Generation Funnel, showing the **EXACT** system that will create explosive lead growth for your business.

**Get A Custom "Facebook Ads Blueprint" That Will Flood Your Sales Team's Pipeline With Qualified Leads.**

**Proven Lead Generation Results**

Don't just take our word for it. Here's what our clients say about the highly targeted, qualified lead generation campaigns we've created for them:

Justin Cannon
**Install A Veranda**

Karen McGrath
**Act for Peace**

**Go Transit Media**

**Apply To Get A Custom "Facebook Ads Blueprint" That Will Flood Your Sales Team's Pipeline With Qualified Leads.**

**Sydney Office**
13 / 50 Carrington St
Sydney NSW 2000

**Gold Coast Office**
11/76 Township Dr
Burleigh Heads QLD 4220

**About Axis Social**
Axis Social specialises in direct response social media advertising campaigns designed to create tangible business results for our clients.

## CONTINUES THE CONVERSATION

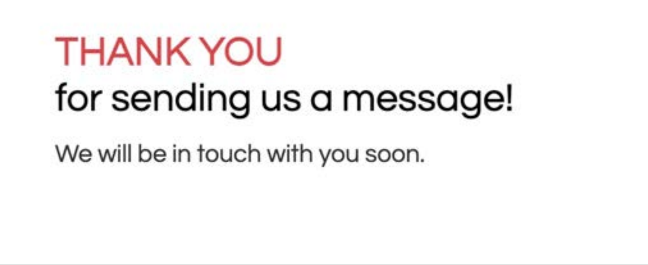
The thank-you page is the "impulse zone" for your website – anyone who reaches it has already made the commitment to submit a form, so your job (marketing + sales) is to get more information

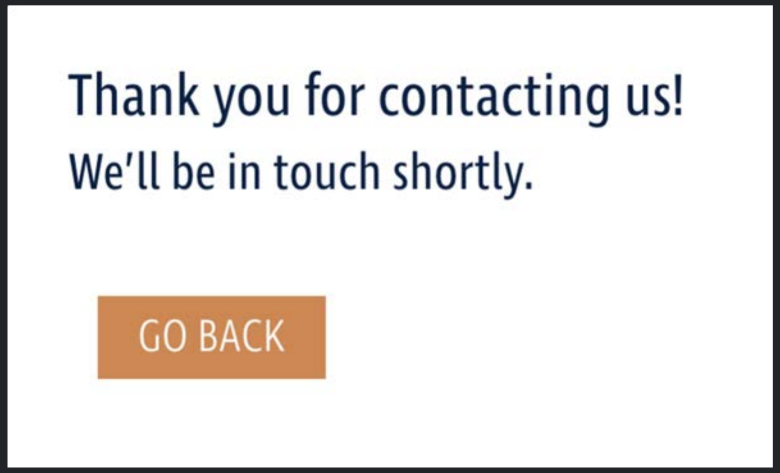
## ALLOWS FOR SELF-SELECTION

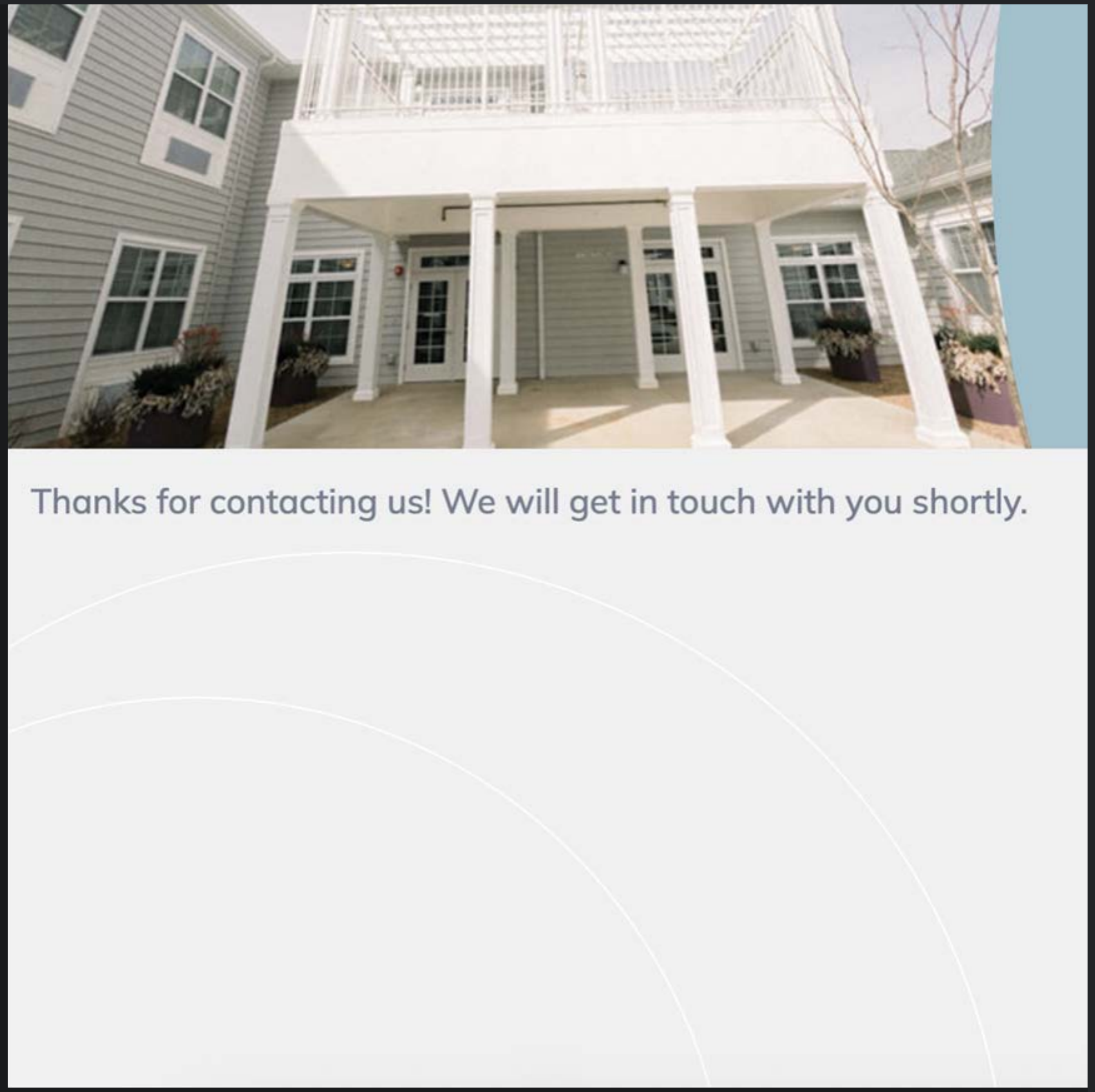
Providing new converters with "recommended resources" – whether they be videos, guides, questions/concerns, quizzes, infographics, brochures, shareable content, etc. – allows the prospect to *tell you* their objections.

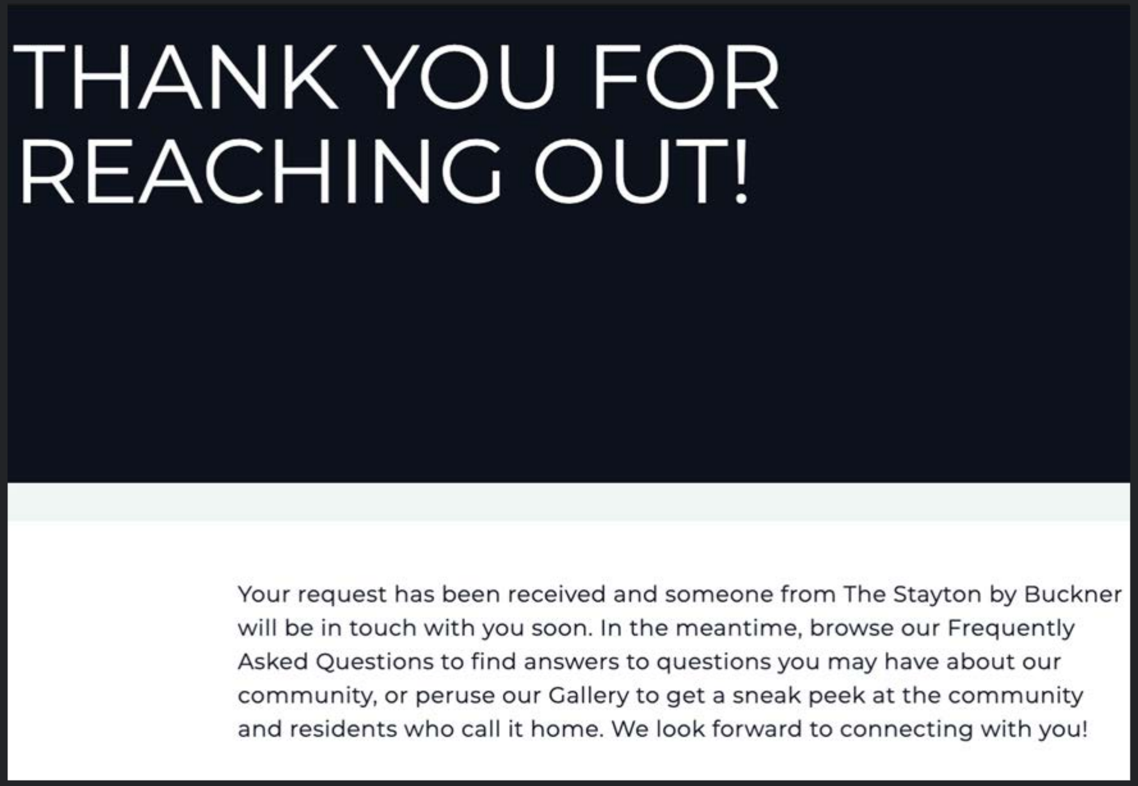
# BAD THANK YOU PAGES

These are all great examples of conversation-enders. Nothing else is happening – and all it's saying is, "Thanks for the info, bye!"

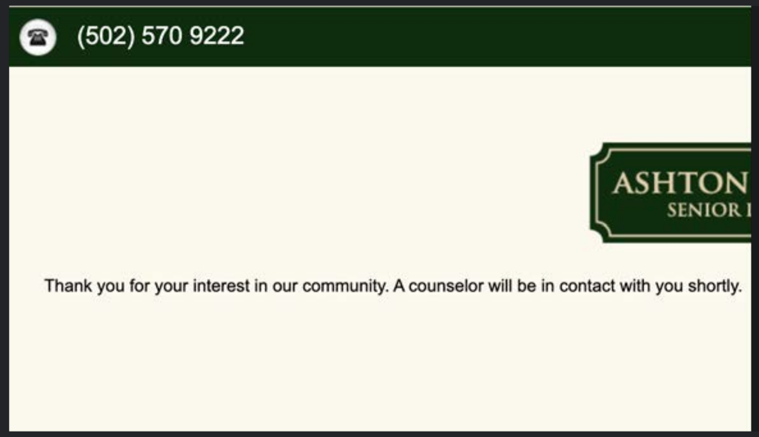

THANK YOU
for sending us a message!
We will be in touch with you soon.


Thank you for contacting us!
We'll be in touch shortly.

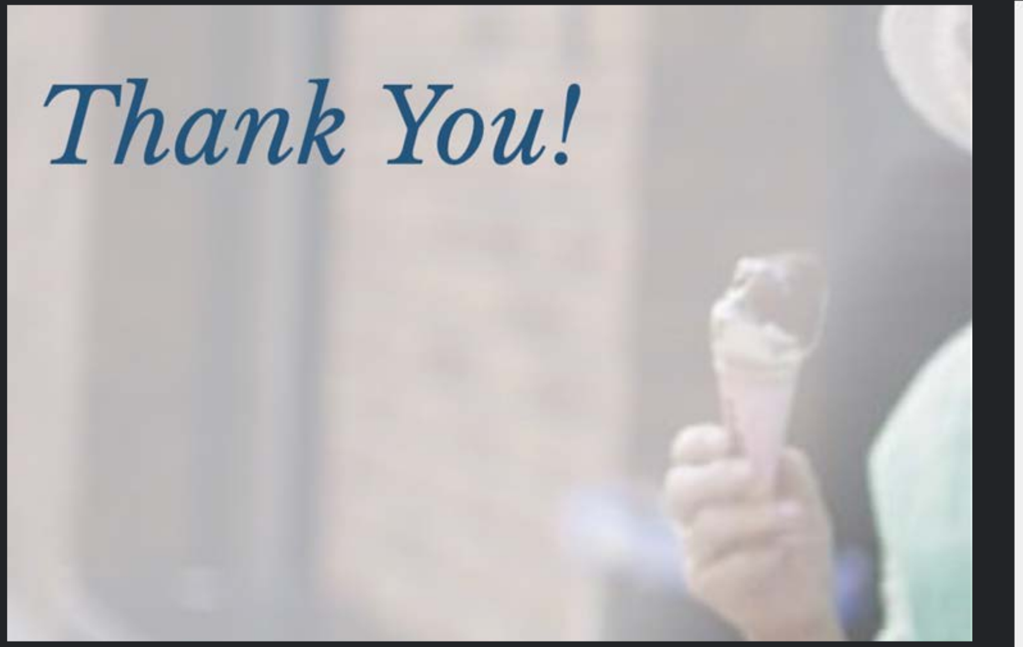

Thanks for contacting us! We will get in touch with you shortly.

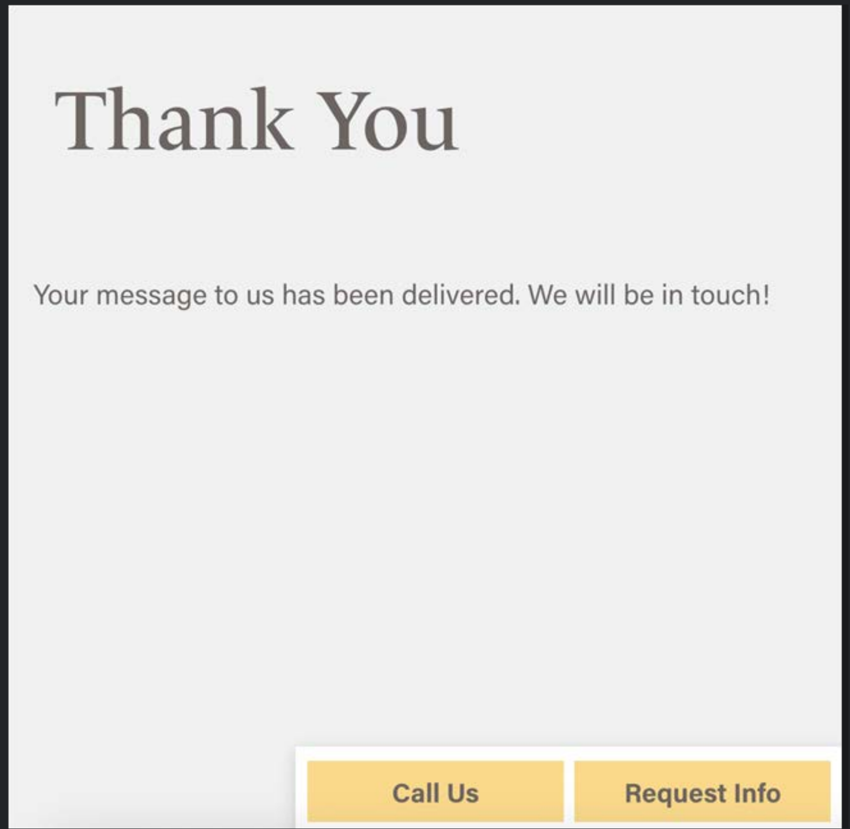

THANK YOU FOR REACHING OUT!

Your request has been received and someone from The Stayton by Buckner will be in touch with you soon. In the meantime, browse our Frequently Asked Questions to find answers to questions you may have about our community, or peruse our Gallery to get a sneak peek at the community and residents who call it home. We look forward to connecting with you!


☎ (502) 570 9222

Thank you for your interest in our community. A counselor will be in contact with you shortly.


Thank You!


Thank You

Your message to us has been delivered. We will be in touch!

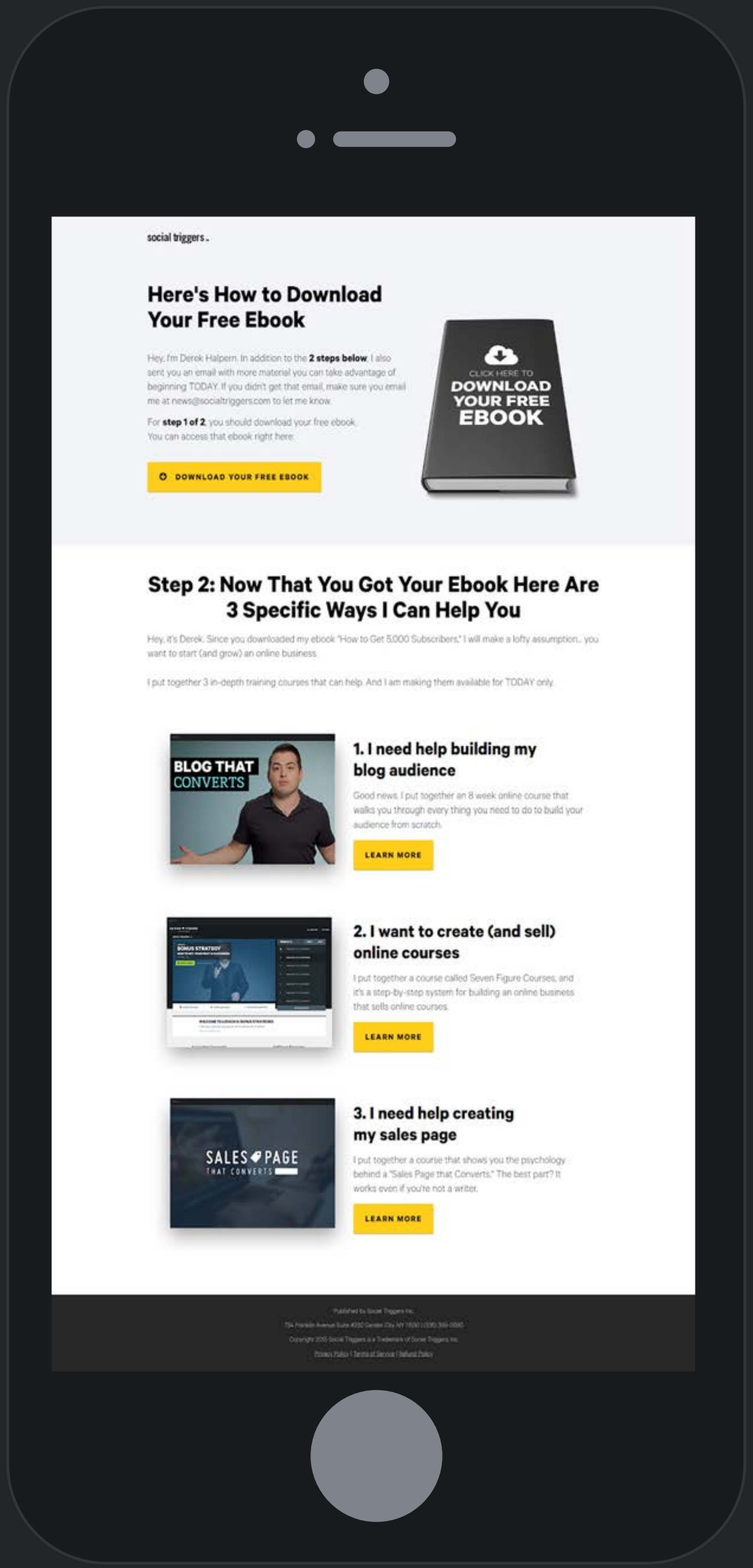
# A GREAT PAGE

## USE THE HEADLINE

Most companies use a generic “thank you” headline, with a “blah” message about how someone will contact the prospect. It’s a conversation-ender, until we decide to contact you. Not a great look.

## ACTIONABLE NEXT STEPS

Provide your new prospects with next steps to do now, and expectations for when you’ll reach them – this gives them things they can do in the interim between now and then to keep them interested in your community (and – bonus! – not looking at other ones).



social triggers.

Here's How to Download Your Free Ebook

Hey, I'm Derek Halpern. In addition to the **2 steps below**, I also sent you an email with more material you can take advantage of beginning TODAY. If you didn't get that email, make sure you email me at news@socialtriggers.com to let me know.

For **step 1 of 2**, you should download your free ebook. You can access that ebook right here:

Step 2: Now That You Got Your Ebook Here Are 3 Specific Ways I Can Help You

Hey, it's Derek. Since you downloaded my ebook "How to Get 5,000 Subscribers," I will make a lofty assumption... you want to start (and grow) an online business.

I put together 3 in-depth training courses that can help. And I am making them available for TODAY only.

1. I need help building my blog audience

Good news. I put together an 8 week online course that walks you through every thing you need to do to build your audience from scratch.

2. I want to create (and sell) online courses

I put together a course called Seven Figure Courses, and it's a step-by-step system for building an online business that sells online courses.

3. I need help creating my sales page

I put together a course that shows you the psychology behind a "Sales Page that Converts." The best part? It works even if you're not a writer.

## DIFFERENT CONTENT TYPES

One of the things this page does incredibly well is provide content in several formats (PDF, video, audio, infographic). There is something for everyone, regardless of if you’re on-the-go, a reader sitting on the couch or someone who’s looking to get the quick hits

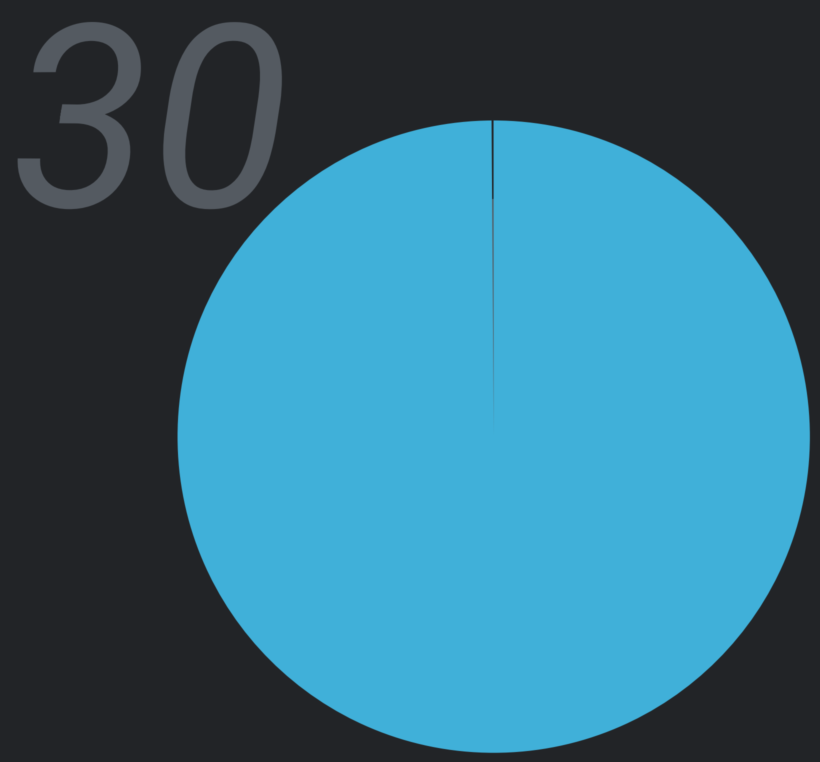
## PROVIDE ANOTHER CTA

One of the easiest ways to weed out the information-seekers from the ready-to-buyers is to provide a SECOND call to action/form with a higher-intent offer. That could be registering for a virtual tour, taking a “find my unit” interactive quiz, using an affordability calculator, or something else entirely.

# GET IN TOUCH WITH YOUR LEADS

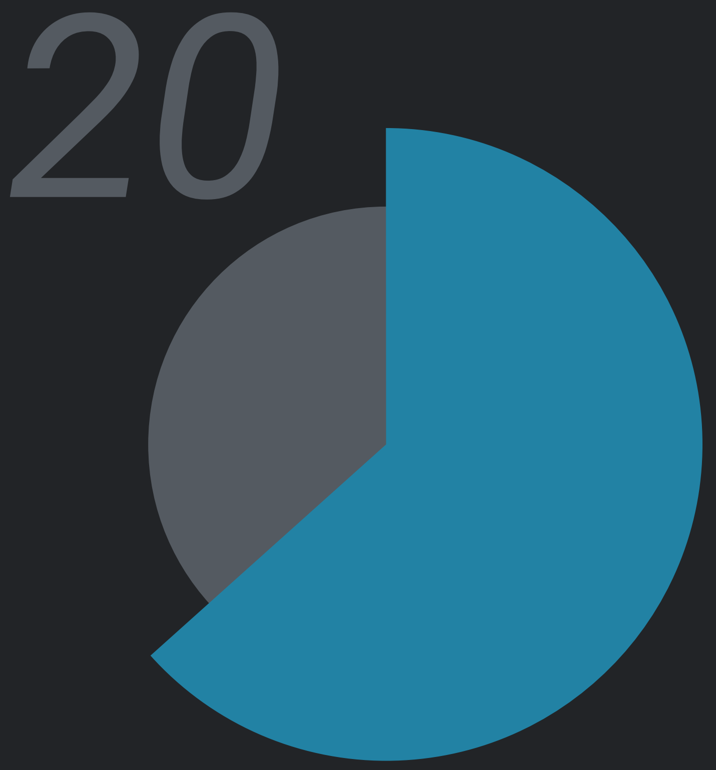
Speed counts, but it isn't the only factor – responsiveness, relevance + quality all play a major role in shaping a prospect's opinion of your organization.

# FOLLOW UP ISSUES



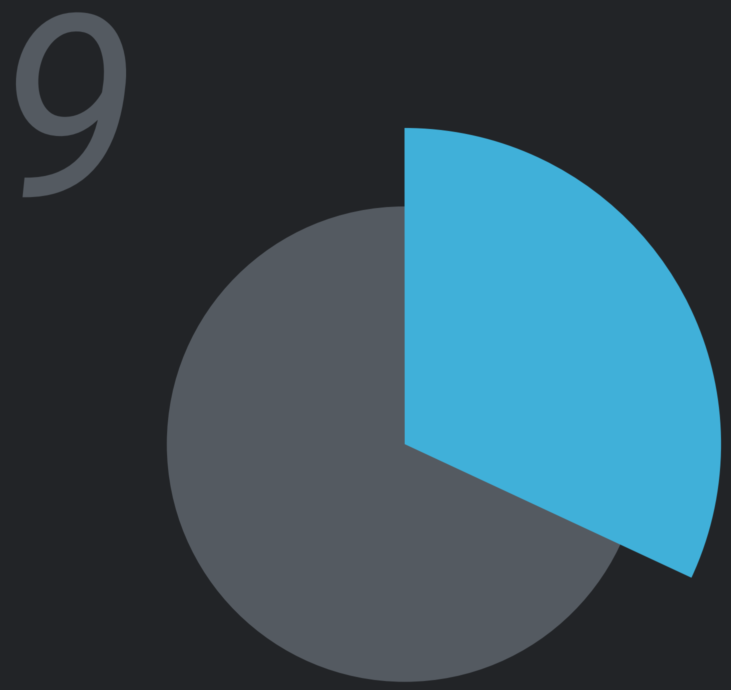
## INITIAL CONTACTS

All communities were contacted via their lead form on the website, all with a similar message and all requested for an informational + pricing brochure to be e-mailed (no calls).



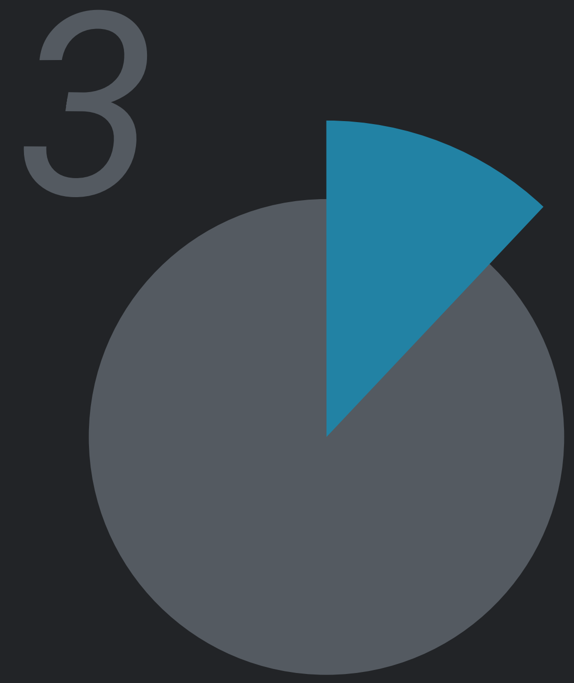
## 24 HR RESPONSES

Of the initial 30, only about 67% responded within 24 hours.



## NO CALLS

Of the 20 who responded promptly, 9 did so via a phone call despite directions to the contrary.



## GOOD JOB!

Organizations who promptly followed up with relevant content and engaged me through some type of post-conversion marketing

# MOST E-MAIL = GARBAGE

## IT'S NOT NICE TO SAY, BUT IT'S THE HONEST TRUTH. MOST E-MAIL MARKETING IS HOT GARBAGE THAT ENDS UP WHERE IT BELONGS: JUNK.

One of the first items I recommend clients re-vamp is their post-conversion e-mail flow (if it exists) – often, we find that at best, these e-mails go ignored by prospects (bad) or (at worst) they actively undermine the prospect's trust + confidence in the brand. Generic blast e-mails, hard-core sales pushes and meaningless bragging all contribute to this – so let's address it by sending better e-mail.

# HOW TO SEND BETTER EMAIL

01

## BE USEFUL

Based on the buyer stage (lead score is a good predictor) and type of user, identify the relevant challenges + goals for each e-mail communication; don't just send e-mail for the sake of sending e-mail – send email with a purpose

02

## BE ULTRA-SPECIFIC

Wide-ranging, meandering, company-focused e-mails don't do much for prospects – keep them focused on the challenge + the prospect. Add value. Solve problems.

03

## CRAETE URGENCY

Provide an opportunity for the ready-to-buy prospect to take the next step (similar to the landing page) – always provide overt ways for high-intent prospects to jump to the front of the sales queue.

04

## BE UNIQUELY VALUABLE

The rules for post-conversion marketing are the same as the rules for SEO + SEM: add value to the lives of your prospects; provide them with information they can't get anywhere else. They've given you something (their info); return the favor.

# WHEN LEADS DISAPPEAR

- One of the most frustrating times for a sales + marketing team is when a previously-promising lead just disappears – they stop opening emails, responding to communications + answering the phone
- When a prospect goes cold, SHIFT YOUR EXPECTATIONS – they are no longer a prospect; your new objective should be to (a) determine if they are still in-market, and if so, (b) begin to re-build the relationship.

Resist The Obnoxious Email Urge – no one likes the "do you still like me" e-mail or the desperate "let me know what I should do" email

Text or Mail – texting is one of the most effective methods to reach the adult child; mail works phenomenally well for older seniors

Try A Softer Entry Point – treat colder leads like brand-new prospects; focus on getting a small milestone (i.e. download, tool use) vs a direct sales call or tour.

Multi-Channel Is Key – being present everywhere + adding value with content are critical for cold leads; you're not going to sell them, so focus on getting them back on track.

# WHERE TO START

| | |
|---|---|
| **REVIEW** | You can't fix what you don't know is broken – so conduct a 360° party audit/review of your entire marketing + sales experience |
| **PRIORITIZE** | Rome wasn't built in a day, and your post-conversion marketing experience won't be, either. Any good review should provide you with prioritized action items. |
| **COMMIT** | The single-most-prominent issue we encounter working with companies across the ecosystem is a failure to commit – this is a hot-button issue one day, and forgotten the next. |
| **EXPECTATIONS** | Set expectations + goals for your post-conversion marketing efforts up-front – we are currently at X. Our goal is Y, within Z time and with $A budget. How do we get there? |
| **EVOLVE** | Marketing is about the journey, not the destination; the day you think you've "made it" and no additional work is done is the day your competition leaps you. Keep evolving. Keep pushing. |

# MAXIMIZE VALUE

# WHAT IS EXPECTED VALUE
# HOW DO WE MAX IT?

$$E(x) = \sum_{i=1}^{n} (x_i) P(x_i)$$

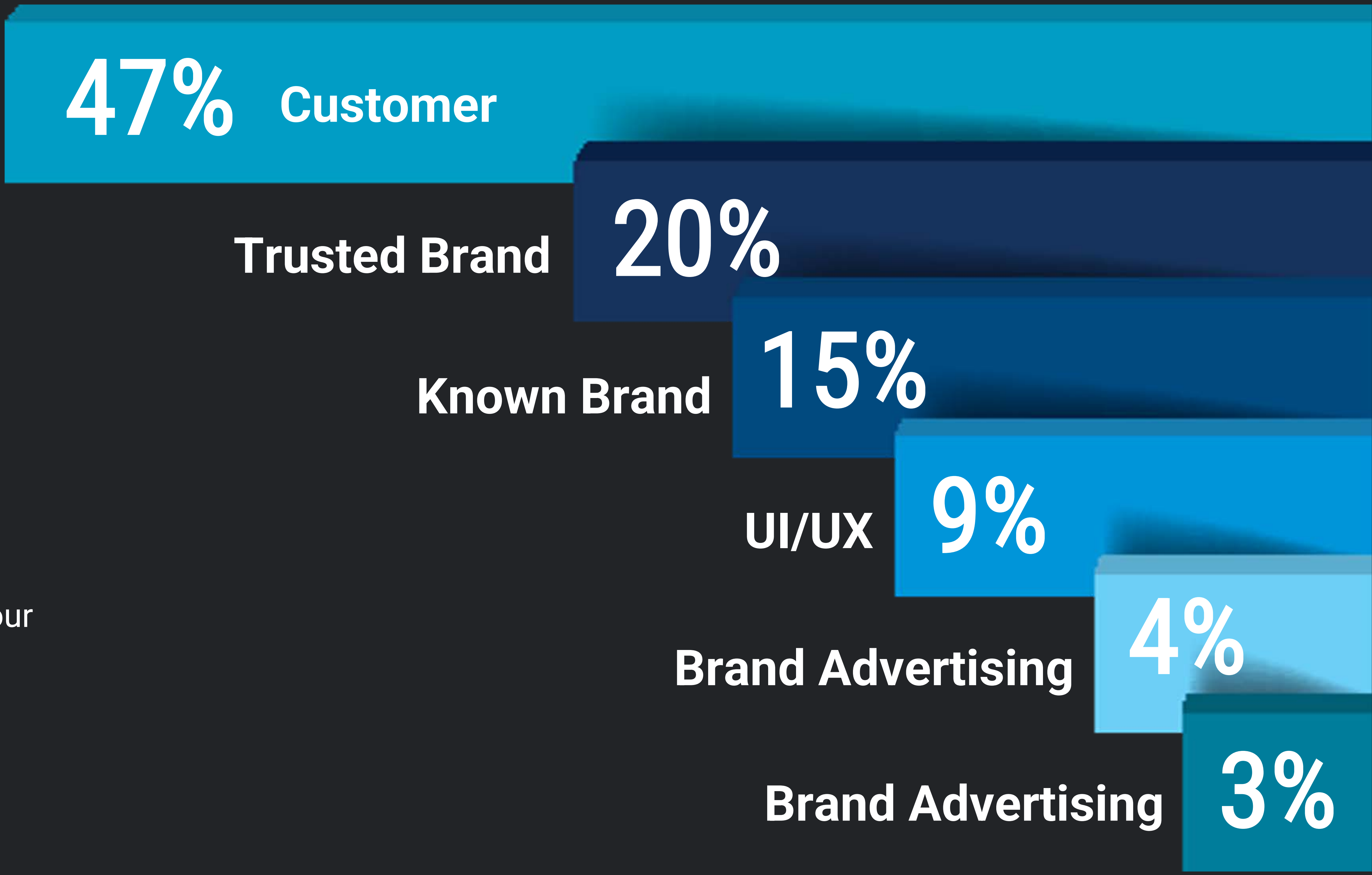
# COOL MATH.
# HOW DOES THIS WORK?

# THE IMPACT OF BRANDING

## 96%

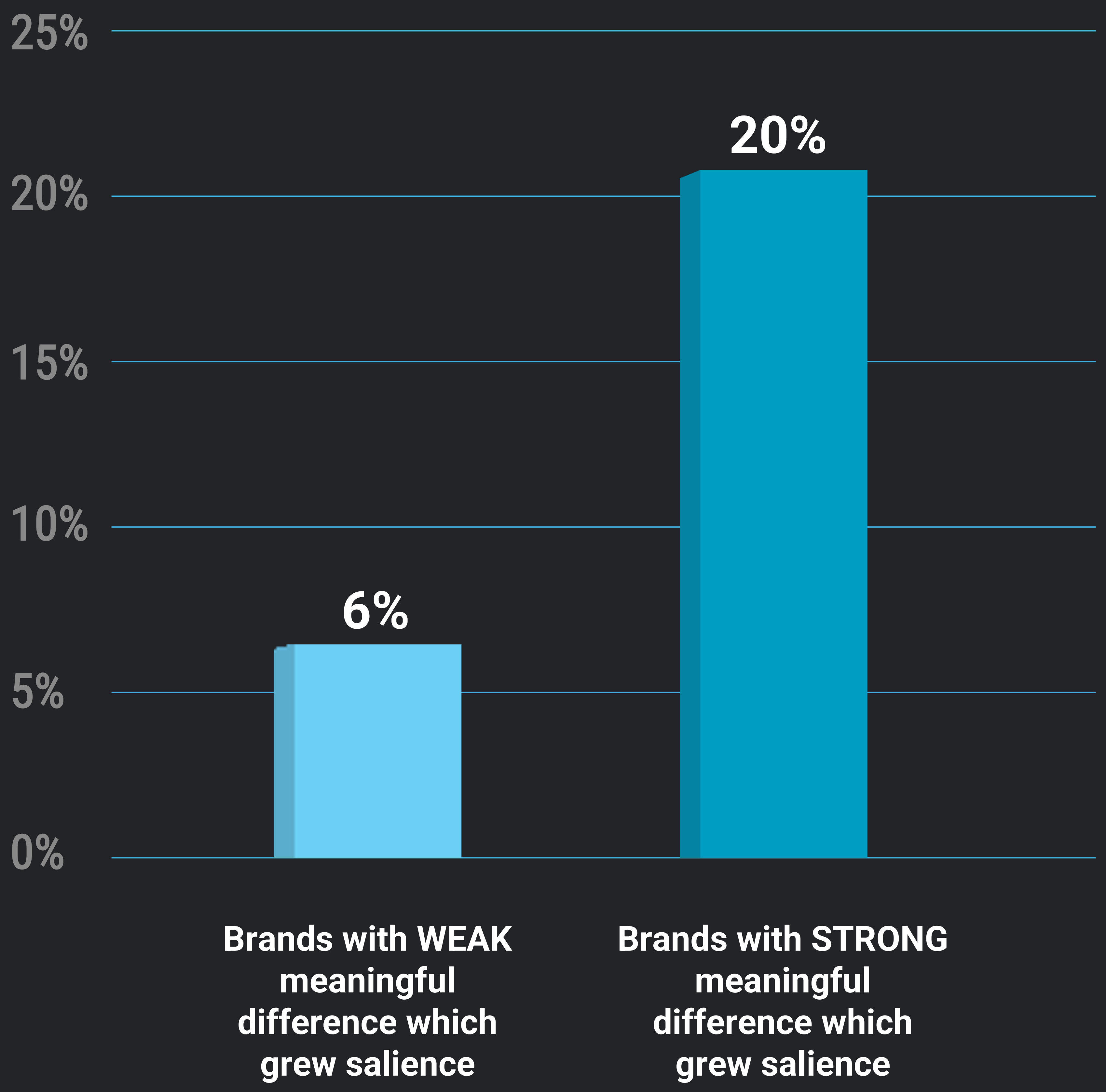
of the Decision is Based on Experience & Emotions

For most marketers, this comes as both (a) not too surprising but (b) REALLY alarming. We spend most of our days focusing on finding the perfect phrase to include in copy, or the exact keywords to target, or the ideal target search position. And….most of that doesn't matter.

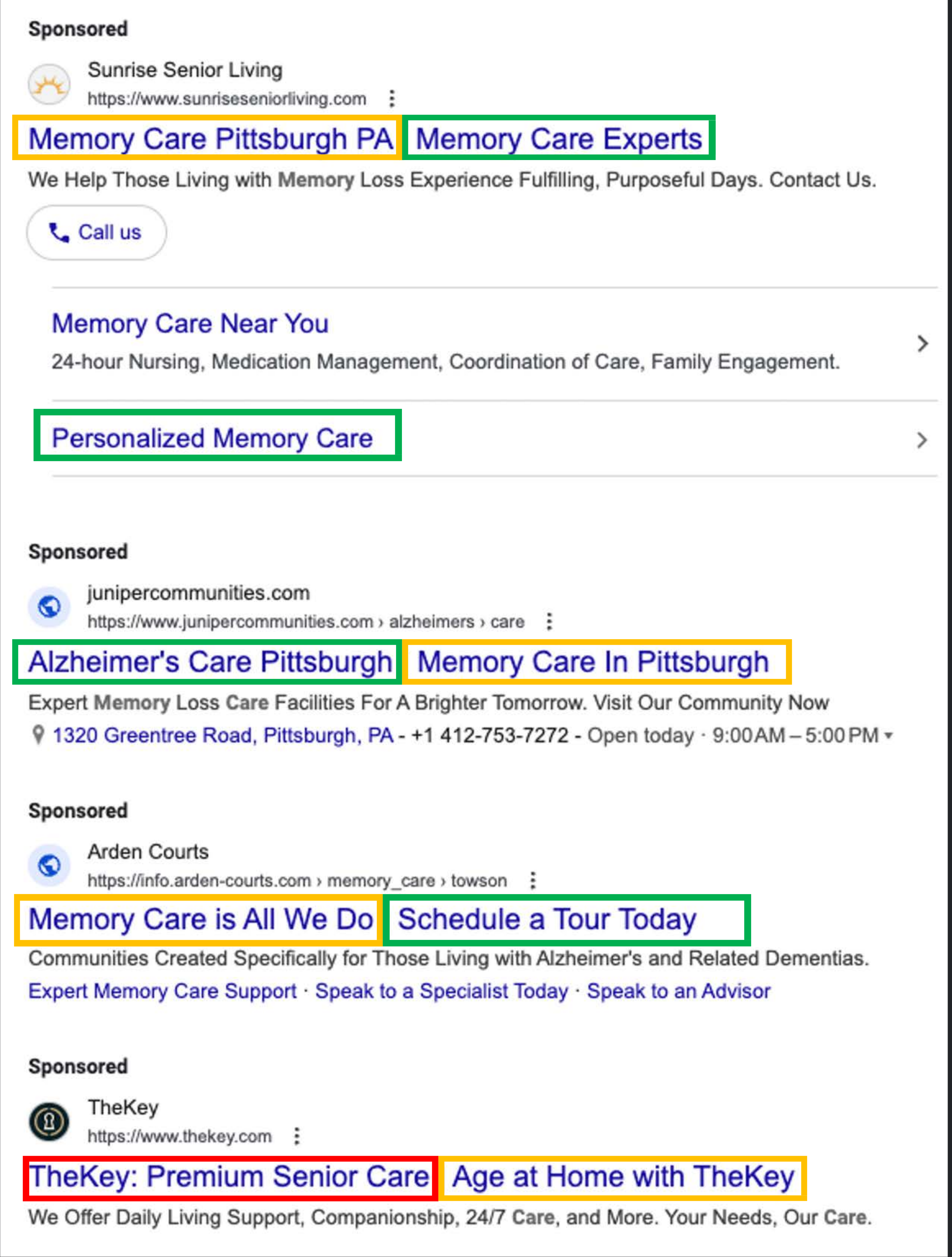


# % OF GROWTH IN MARKET SHARE

Win the heart of your target audience, and their mind will follow. Try to compete only on logic…and things will go sideways faster than most of Taylor's relationships



# SENIOR LIVING HAS A BRAND PROBLEM



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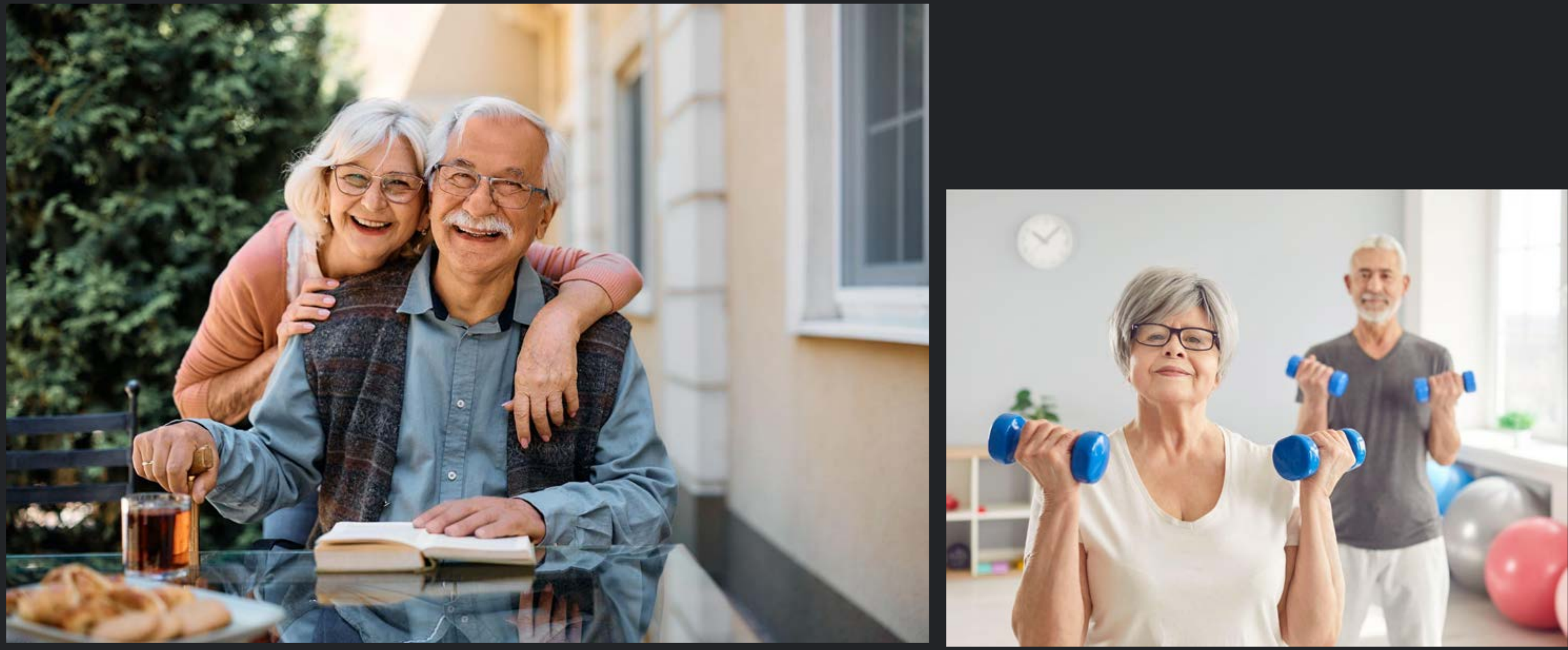
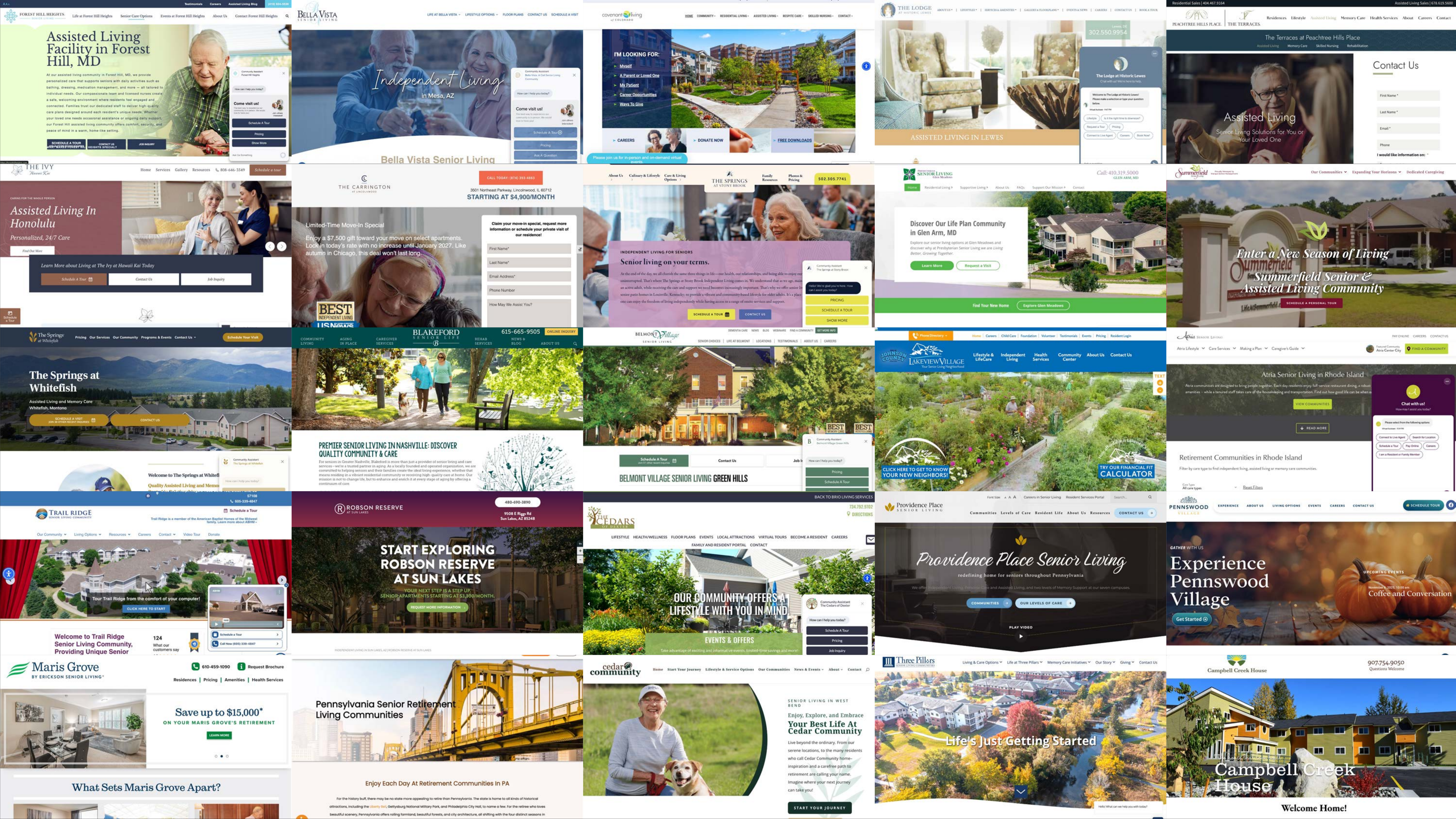


# THE CREATIVE IS THE SAME

DO THEY LOOK FAMILIAR?

# AND……THE WEBSITES



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Campbell Creek House

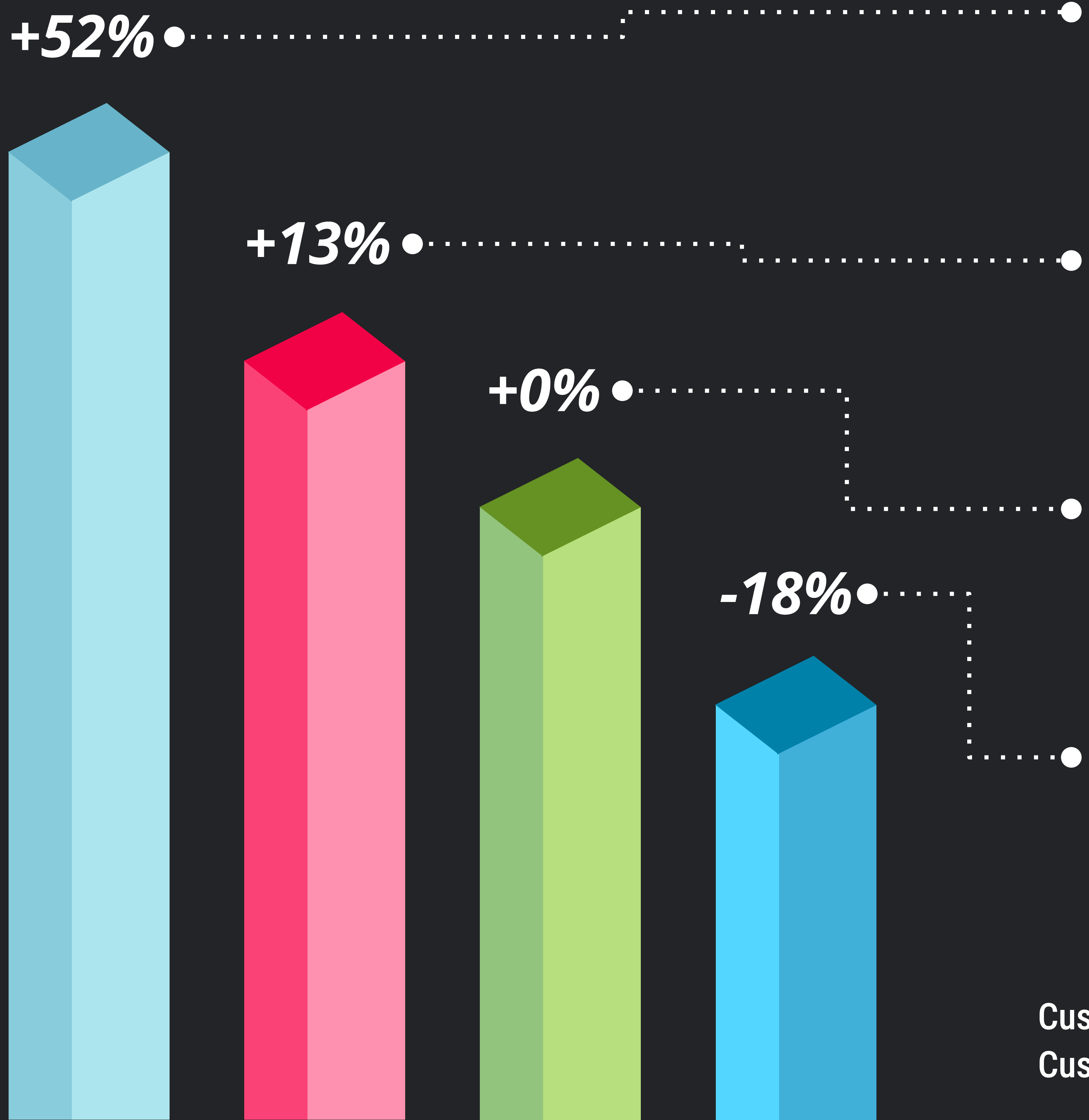
Welcome Home!

# I’M NOTICING A PATTERN

# EVERYTHING IN SENIOR LIVING LOOKS & SOUNDS THE SAME

# WHEN THERE’S NO EMOTIONAL DIFFERENTIATION, WE DEFAULT TO COMMODITY

# EMOTIONAL CONNECTION IS KEY



## Fully Satisfied

Residents are satisfied with the quality of product + service, and able to perceive brand differentiation..

## Perceived Brand Differentiation

Residents can perceive differentiation + are satisfied, but don’t feel emotionally connected.

## Highly Satisfied (Baseline)

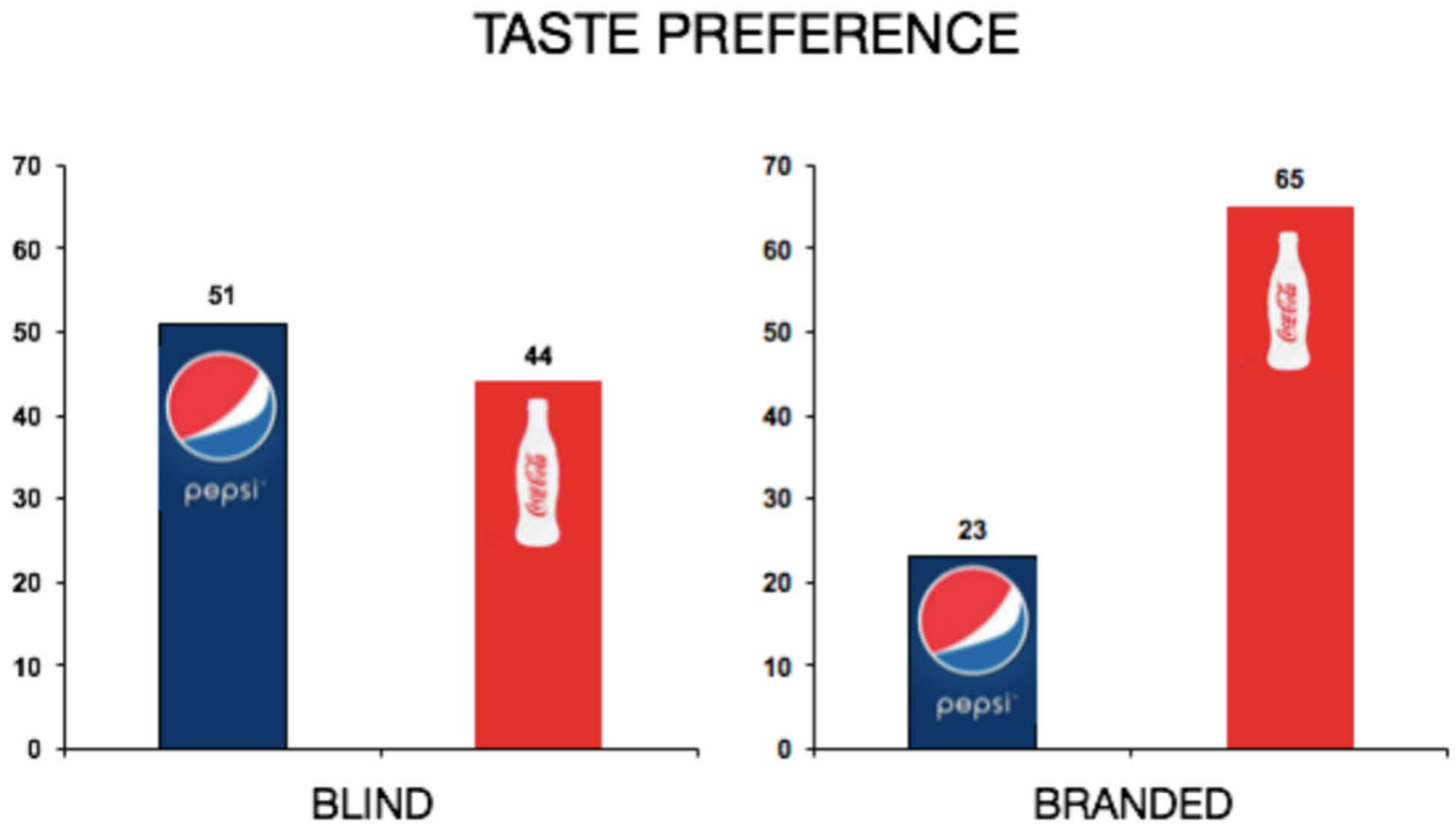
Satisfied with the experience + quality of product/service, but do not perceive much differentiation or emotional connection.

## Not Connected

Just straight-up not having a good time.

**Customer Value Relative To “Highly Satisfied” Customers/Clients**

# HOW DO YOU EXPLAIN THIS?



Payne & Frow – Strategic Customer Management

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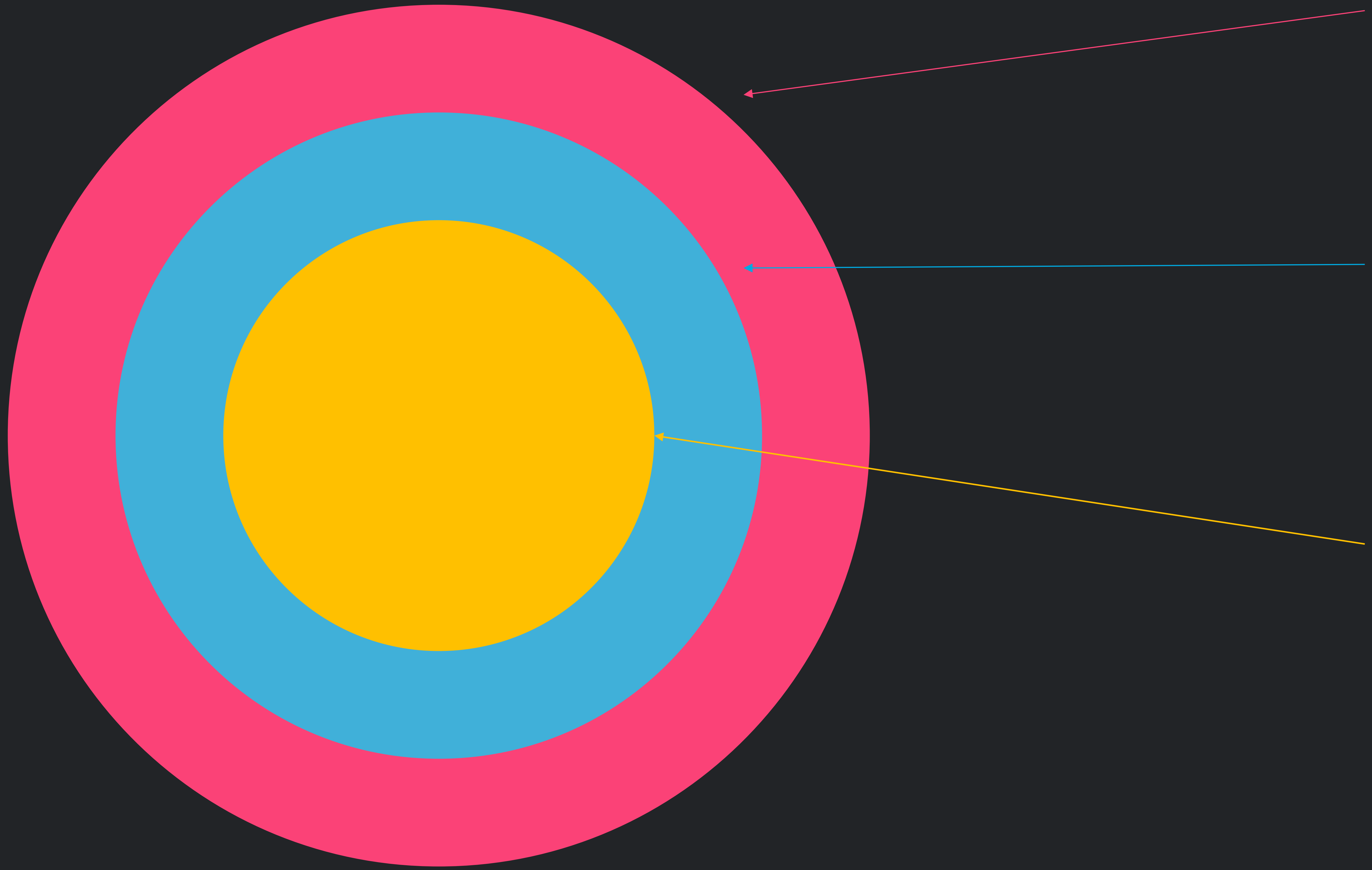
# YOU “TASTE THE FEELING”

# WORDS HAVE THE POWER TO CONNECT



**WHAT**

Most brands start their communications focused on what they do – the product they make, the service they provide.

**HOW**

Better brands tend to describe how they do something – their proprietary technology, their patented process, their unique approach to solving a problem

**WHY**

But the truly exceptional focus on the why – the reason they have for existing. This is what gets to the core of brand + emotive messaging – and what enables you to create true, genuine connections.

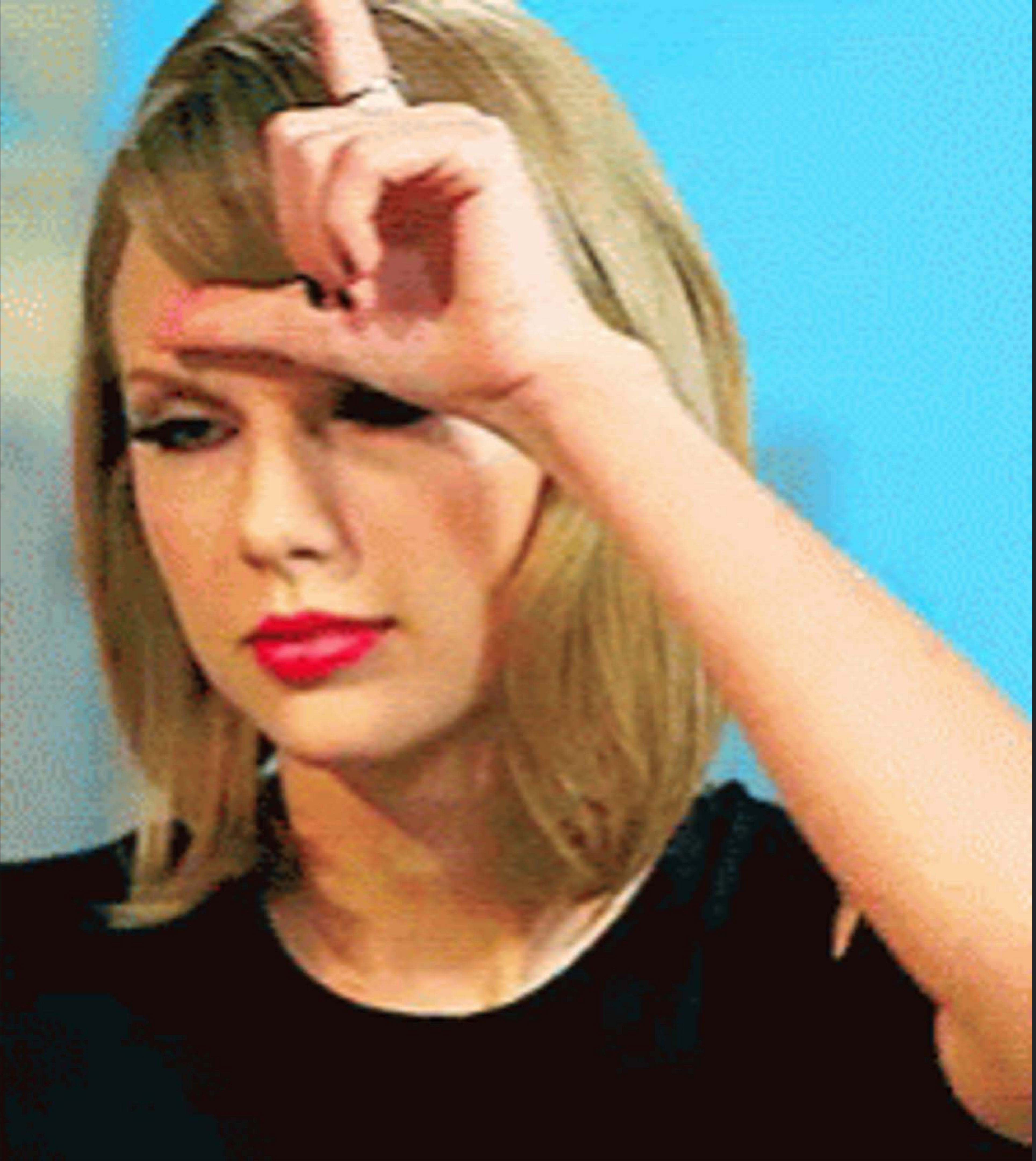
# BUT ONLY TO THE PEOPLE YOU REALLY NEED

# MARKETING CAPTURES DEMAND. WE NEED BRAND TO CREATE IT.

# LET’S PLAY THE CLASSICS

# SAM <3 BEHAVIROAL ECONOMICS

There's always a shiny new tactic or emerging platform or whatever that we can (and sometimes, should) chase – but the real, durable advantage comes from optimizing the things that don't change: people.



# PEOPLE HATE TO LOSE MORE THAN THEY LOVE TO WIN

## FRAME YOUR OFFER

What does your audience risks losing by not acting? Is it time, comfort, savings, or peace of mind? Loss avoidance motivates more than potential gain.

## REMIND THEM WHAT IS AT STAKE

Whether it’s missing out on care, connection, or opportunity, make the cost of inaction feel real and immediate.

# FIRST IMPRESSIONS MATTER

## LEAD WITH CONTEXT

Introduce a strong comparison or starting point, such as showing premium pricing or high-demand rooms first to establish perceived value.

## SHOW RELATIVE SAVINGS

Present your core offer next to a higher-priced or more comprehensive option so it feels like a smart and affordable choice.

## REINFORCE THE ANCHOR

Repeat or reference that initial high-value point throughout the page to maintain perceived worth and build confidence in the decision

# CHOICE ARCHITECTURE

Guide behavior by structuring options intentionally. Add a “decoy” to make your preferred choice feel obvious and better-valued.

# PEOPLE FOLLOW PEOPLE

01

## RESIDENT & FAMILY TESTIMONIALS

Share authentic quotes, short videos, or handwritten notes that capture emotional moments and genuine satisfaction.

02

## COMMUNITY VALIDATION

Feature awards, accreditations, and recognizable partnerships such as local organizations or health groups that families already trust.

# SOCIAL PROOF IS ESSENTIAL

03

## VISUAL PROOF OF BELONGING

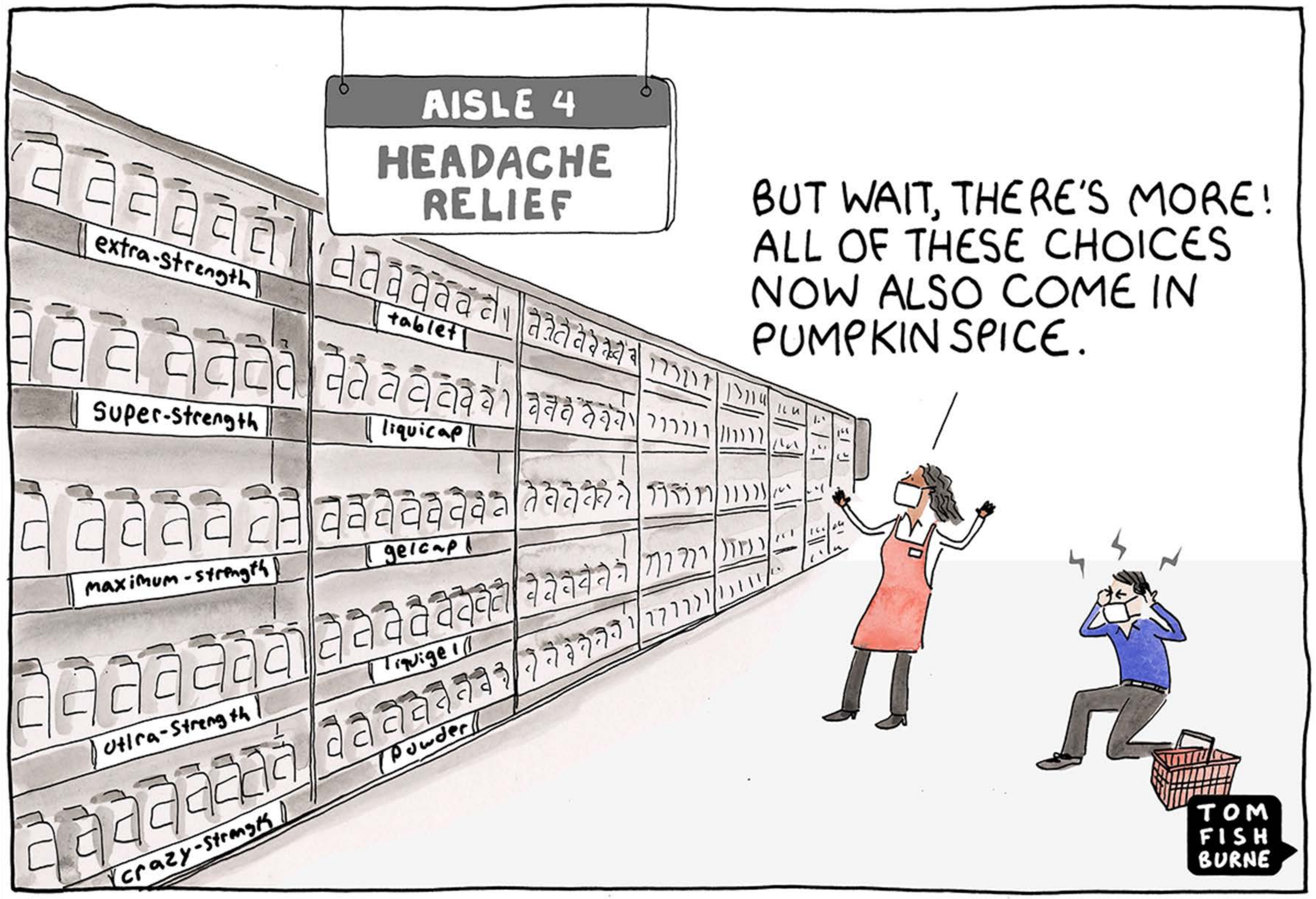
Use photos and short clips of residents enjoying activities, forming friendships, and interacting with staff to show daily life and connection.

04

## SOCIAL ENGAGEMENT & REVIEWS

Highlight Google reviews, social media comments, or shared stories that demonstrate real community engagement and reputation.

# CHOICE OVERLOAD IS REAL


AISLE 4
HEADACHE RELIEF
extra-strength
super-strength
maximum-strength
utlra-Strength
crazy-strength
tablet
liquicap
gelcap
liquigel
powder
BUT WAIT, THERE'S MORE! ALL OF THESE CHOICES NOW ALSO COME IN PUMPKIN SPICE.
TOM FISHBURNE

© marketoonist.com

# SMALL STEPS LEAD TO BIG DECISIONS

Encourage micro-commitments like checklists or small forms. Once people begin, they're motivated to stay consistent and finish the journey.

# WHAT FEELS RARE BECOMES VALUABLE

01 **LIMITED FLOOR PLAN AVAILABILITY**

Emphasize that only a few specific apartment layouts or premium views remain to create natural urgency.

02 **SEASONAL INCENTIVES**

Offer a move-in credit, fee waiver, or rate lock that expires at the end of the month or quarter.

03 **HIGH-DEMAND CARE LEVELS**

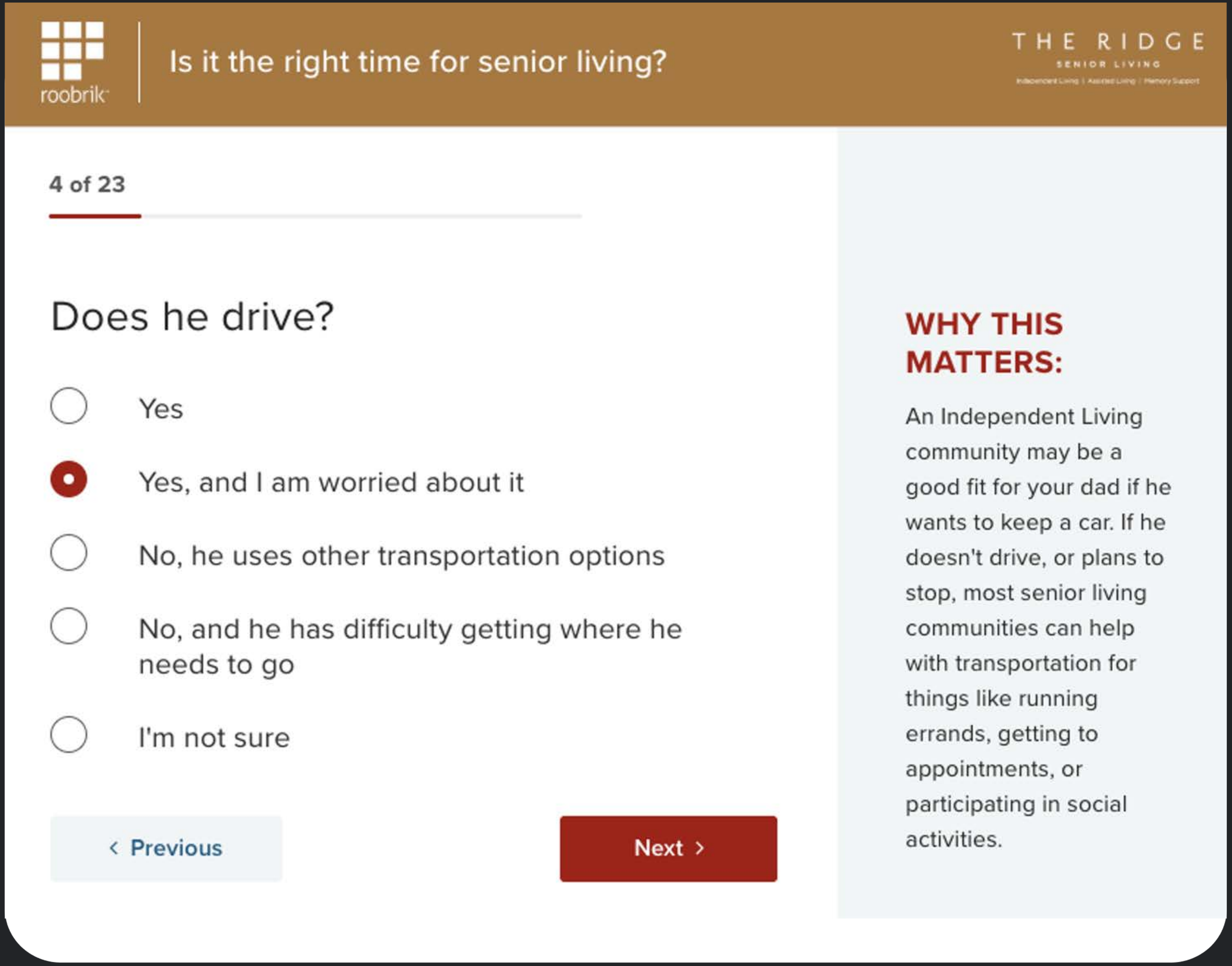
Highlight when assisted living or memory care suites are near capacity to encourage early commitment.

04 **UPCOMING RATE ADJUSTMENTS**

Communicate when pricing or service rates are scheduled to increase so families understand the benefit of acting now.

05 **PRIORITY WAITLIST MESSAGING**

Position joining now as a way to secure first access when new units or openings become available.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THE RIDGE
SENIOR LIVING
Independent Living | Assisted Living | Memory Support
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Next ›

Is it the right time for senior living?

4 of 23

Does he drive?

○ Yes

● Yes, and I am worried about it

○ No, he uses other transportation options

○ No, and he has difficulty getting where he needs to go

○ I'm not sure

**WHY THIS MATTERS:**

An Independent Living community may be a good fit for your dad if he wants to keep a car. If he doesn't drive, or plans to stop, most senior living communities can help with transportation for things like running errands, getting to appointments, or participating in social activities.

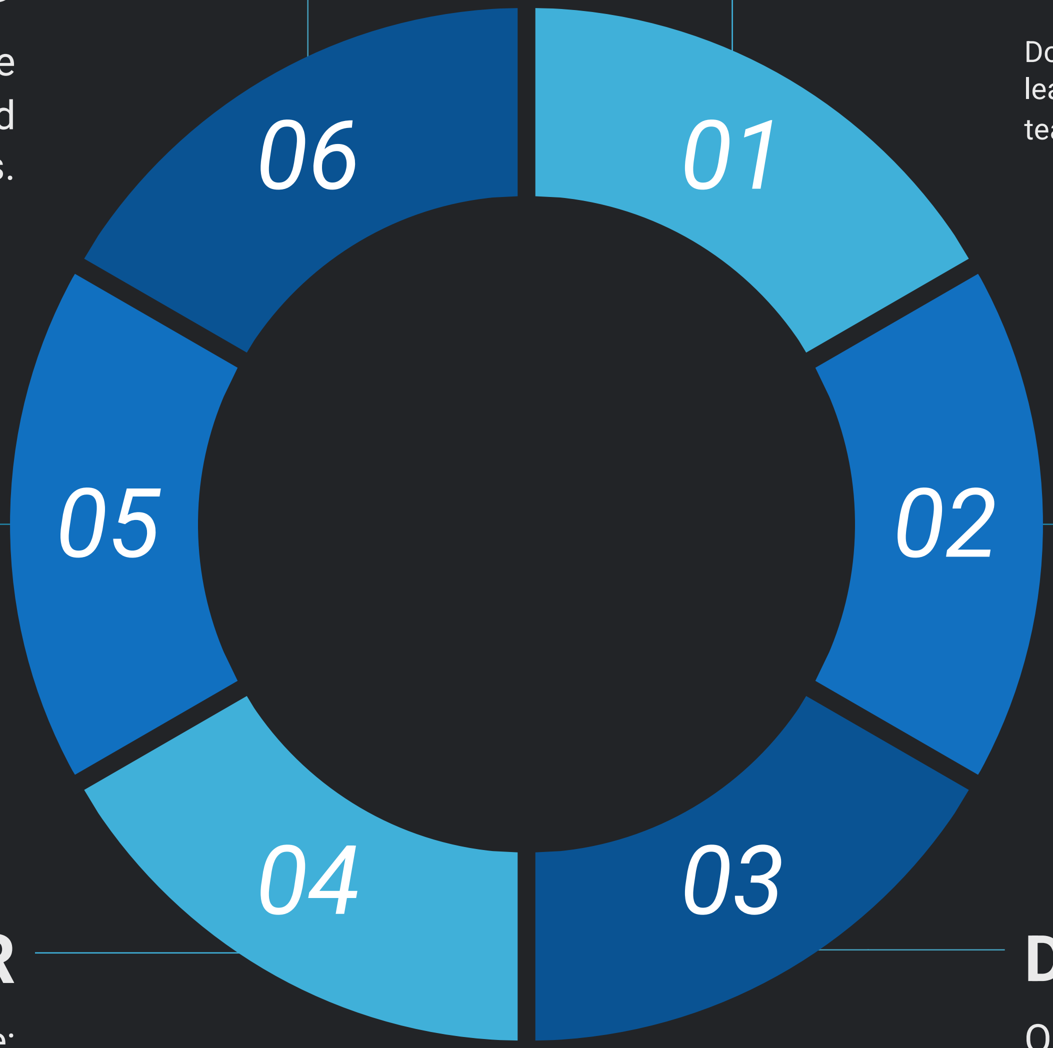
# THE ENDOWED PROGRESS EFFECT

## PEOPLE FINISH WHAT THEY HAVE STARTED

Give users a head start with pre-filled steps, welcome progress bars, or early confirmations. Momentum drives completion.

# PERCEPTION SHAPES VALUE

# HOW TO MAKE IT HAPPEN



## PICK A FUNNEL OR CAMPAIGN

Don't try to fix everything at once. Start with one user journey or moment (e.g. a lead-gen page or checkout funnel) where drop-off is high. Use analytics or your team's intuition to select the right starting point.

## IDENTIFY THE FRICTION POINT

Stop and observe where users hesitate or abandon. Use data, heatmaps, surveys, or direct testing to pinpoint the exact step that's underperforming.

## DIAGNOSE THE UNDERLYING BIAS

Once you see friction, map it to a likely cognitive bias (e.g. choice overload, loss aversion, lack of urgency). This helps you select the right behavioral lever.

## APPLY A BEHAVIORAL TRIGGER

Design a focused tweak to address the bias. For example: reframe copy to invoke loss aversion, show testimonials for social proof, or add progress bars for commitment. Start small.

## MEASURE WHAT MATTERS

Track the metrics tied to the behavior you want to change (conversion, funnel drop, click-through). Behavioral changes often compound — improvements may show over time.

## SCALE WHAT WORKS

Once a variation proves effective, expand it into more funnels, campaigns, or segments. Behavioral design should become part of your system, not one-off hacks.

# EVERYTHING ABOVE GETS YOU MORE LEADS; NOW WE NEED TO PRIORITIZE THE RIGHT LEADS

# LET'S GET BACK TO BASICS

Fundamentally, lead qualification is all about doing three things absurdly well: (1) separating good leads from bad leads; (2) triggering tailored interventions to nurture potentially-qualified leads into sales-ready leads; and (3) collecting data to fuel your ongoing marketing efforts.

# BETTER DATA = BETTER OUTCOMES

# WHAT SHOULD LEAD SCORING DO?

- Lead Scoring is one of those things that we've all been talking about for a decade (actually, longer) – but haven't really gotten better at since then.
- However, the combination of low-cost, no-code, easily-accessible ML models + more robust data capture + easier to use automation systems means that it's time for us to re-evaluate our approach to lead scoring.

Weed Out – quickly weed out the "garbage" leads

Diagnose – identify the blockers preventing sales-readiness

Trigger – inform tailored interventions to address the diagnosed issues

Prioritize – give sales teams a way to understand how ready each lead is

# FOUR (REQUIRED) THINGS

01

## A NEW MODEL FOR LEAD SCORING

Current lead scoring models are broken – and the "AI" powered alternatives are the same junk wrapped in new paper. We need a new framework for evaluating + managing leads.

02

## TRUE DATA INTEGRATION

A new framework is nice, but without the right data infrastructure, that's DOA, too. Real, impactful lifecycle marketing is powered by real, accurate data.

03

## ACTUAL, PERSONALIZED COMMS

Personalization has been a buzzword in Senior Living for a decade. It's still just that –due largely to a misunderstanding about what personalization really means.

04

## ONGOING ITERATION + EVOLUTION

There's a tendency among marketing teams to do what works + resist change; that needs to change if you're going to stay in-step with how your target audiences (esp. those adult children) prefer to interact with the world.

# WHAT DOES THE DATA SAY?

**After reviewing thousands of leads, we found that there are six drivers that impact lead qualification for Senior Living. Each can be integrated into a Lead Scoring model.**

We reviewed thousands of leads from many communities – along with notes on those leads and eventual results. This was augmented with NLP analysis + clustering, followed by a more detailed analysis of those clusters to hone in on the actual issues.

# THE LEVERS THAT IMPACT LEAD QUALIFICATION

01 **Legitimacy**
Is the lead legitimate? If not, nothing else matters.

02 **Financial Ability**
Does the lead have the financial means to join?

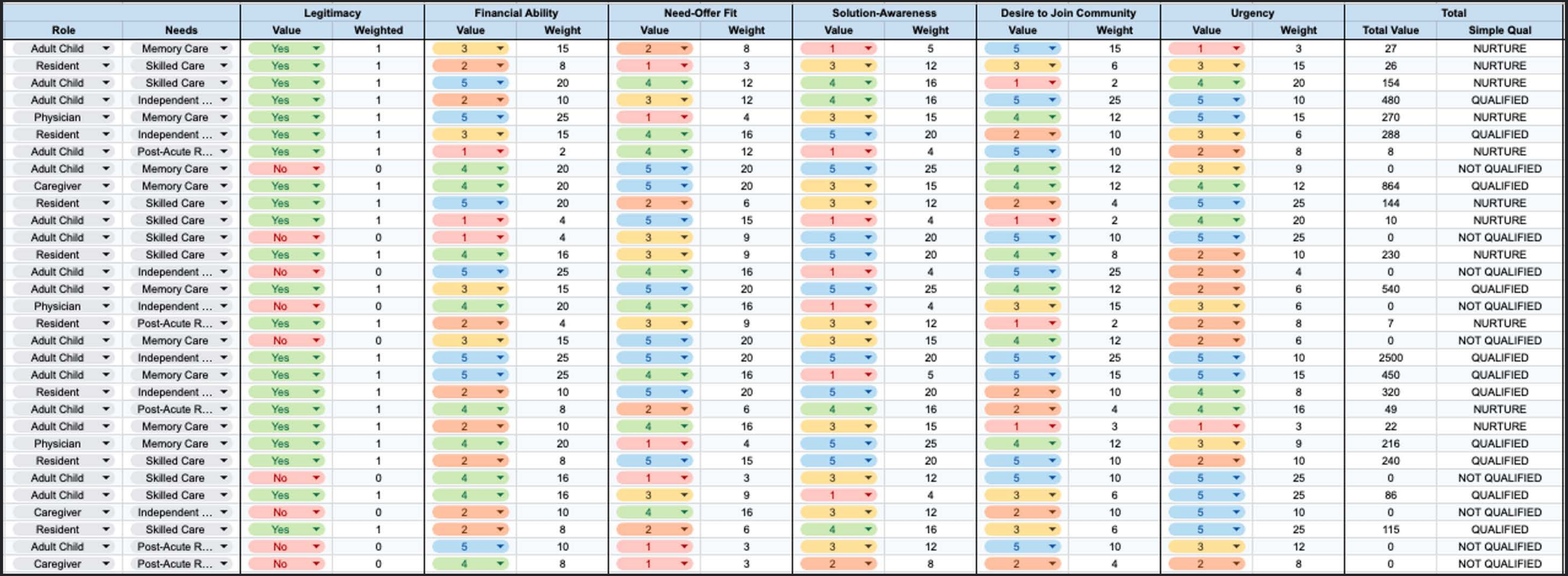
03 **Need-Offer Fit**
Are the needs of the prospect aligned with the capabilities + offerings of the community?

04 **Solution-Awareness**
What level of knowledge/awareness does the prospect have?

05 **Desire To Join Community**
How much does the prospect want to be in your community?

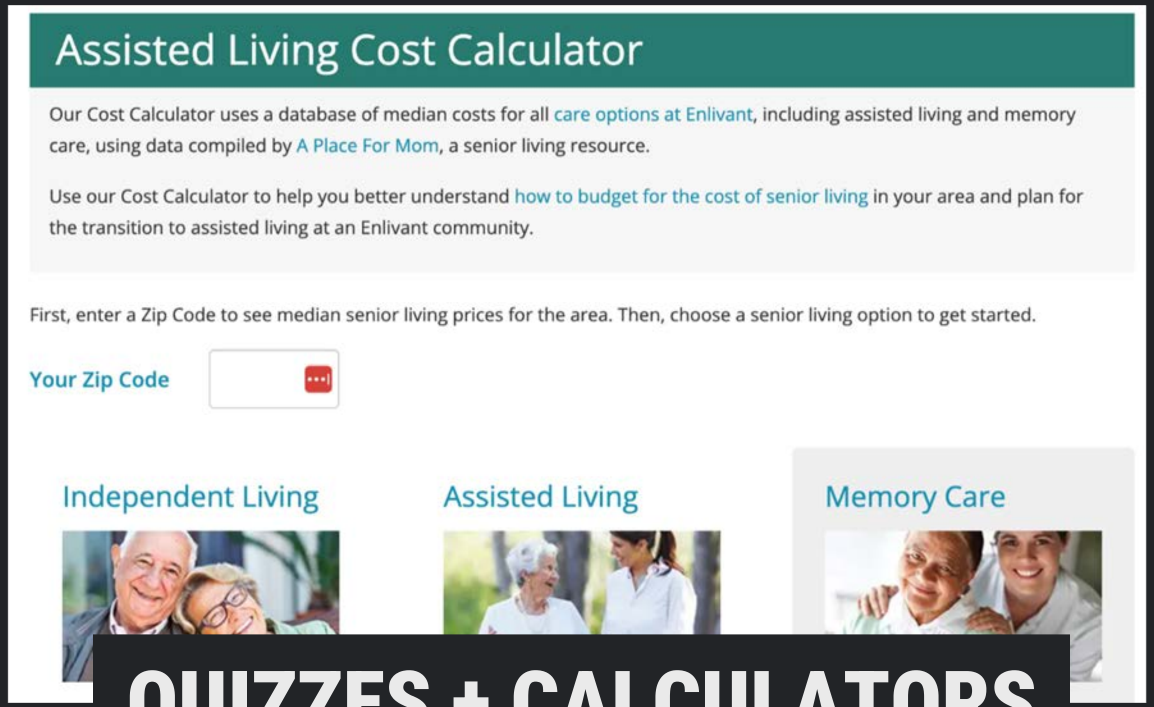
06 **Urgency**
Where is the prospect in the decision-making lifecycle? Are there factors that are motivating a decision?

# THIS DOESN'T HAVE TO BE FANCY



| | | Legitimacy | | Financial Ability | | Need-Offer Fit | | Solution-Awareness | | Desire to Join Community | | Urgency | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Role | Needs | Value | Weighted | Value | Weight | Value | Weight | Value | Weight | Value | Weight | Value | Weight | Total Value | Simple Qual |
| Adult Child | Memory Care | Yes | 1 | 3 | 15 | 2 | 8 | 1 | 5 | 5 | 15 | 1 | 3 | 27 | NURTURE |
| Resident | Skilled Care | Yes | 1 | 2 | 8 | 1 | 3 | 3 | 12 | 3 | 6 | 3 | 15 | 26 | NURTURE |
| Adult Child | Skilled Care | Yes | 1 | 5 | 20 | 4 | 12 | 4 | 16 | 1 | 2 | 4 | 20 | 154 | NURTURE |
| Adult Child | Independent ... | Yes | 1 | 2 | 10 | 3 | 12 | 4 | 16 | 5 | 25 | 5 | 10 | 480 | QUALIFIED |
| Physician | Memory Care | Yes | 1 | 5 | 25 | 1 | 4 | 3 | 15 | 4 | 12 | 5 | 15 | 270 | NURTURE |
| Resident | Independent ... | Yes | 1 | 3 | 15 | 4 | 16 | 5 | 20 | 2 | 10 | 3 | 6 | 288 | QUALIFIED |
| Adult Child | Post-Acute R... | Yes | 1 | 1 | 2 | 4 | 12 | 1 | 4 | 5 | 10 | 2 | 8 | 8 | NURTURE |
| Adult Child | Memory Care | No | 0 | 4 | 20 | 5 | 20 | 5 | 25 | 4 | 12 | 3 | 9 | 0 | NOT QUALIFIED |
| Caregiver | Memory Care | Yes | 1 | 4 | 20 | 5 | 20 | 3 | 15 | 4 | 12 | 4 | 12 | 864 | QUALIFIED |
| Resident | Skilled Care | Yes | 1 | 5 | 20 | 2 | 6 | 3 | 12 | 2 | 4 | 5 | 25 | 144 | NURTURE |
| Adult Child | Skilled Care | Yes | 1 | 1 | 4 | 5 | 15 | 1 | 4 | 1 | 2 | 4 | 20 | 10 | NURTURE |
| Adult Child | Skilled Care | No | 0 | 1 | 4 | 3 | 9 | 5 | 20 | 5 | 10 | 5 | 25 | 0 | NOT QUALIFIED |
| Resident | Skilled Care | Yes | 1 | 4 | 16 | 3 | 9 | 5 | 20 | 4 | 8 | 2 | 10 | 230 | NURTURE |
| Adult Child | Independent ... | No | 0 | 5 | 25 | 4 | 16 | 1 | 4 | 5 | 25 | 2 | 4 | 0 | NOT QUALIFIED |
| Adult Child | Memory Care | Yes | 1 | 3 | 15 | 5 | 20 | 5 | 25 | 4 | 12 | 2 | 6 | 540 | QUALIFIED |
| Physician | Independent ... | No | 0 | 4 | 20 | 4 | 16 | 1 | 4 | 3 | 15 | 3 | 6 | 0 | NOT QUALIFIED |
| Resident | Post-Acute R... | Yes | 1 | 2 | 4 | 3 | 9 | 3 | 12 | 1 | 2 | 2 | 8 | 7 | NURTURE |
| Adult Child | Memory Care | No | 0 | 3 | 15 | 5 | 20 | 3 | 15 | 4 | 12 | 2 | 6 | 0 | NOT QUALIFIED |
| Adult Child | Independent ... | Yes | 1 | 5 | 25 | 5 | 20 | 5 | 20 | 5 | 25 | 5 | 10 | 2500 | QUALIFIED |
| Adult Child | Memory Care | Yes | 1 | 5 | 25 | 4 | 16 | 1 | 5 | 5 | 15 | 5 | 15 | 450 | QUALIFIED |
| Resident | Independent ... | Yes | 1 | 2 | 10 | 5 | 20 | 5 | 20 | 2 | 10 | 4 | 8 | 320 | QUALIFIED |
| Adult Child | Post-Acute R... | Yes | 1 | 4 | 8 | 2 | 6 | 4 | 16 | 2 | 4 | 4 | 16 | 49 | NURTURE |
| Adult Child | Memory Care | Yes | 1 | 2 | 10 | 4 | 16 | 3 | 15 | 1 | 3 | 1 | 3 | 22 | NURTURE |
| Physician | Memory Care | Yes | 1 | 4 | 20 | 1 | 4 | 5 | 25 | 4 | 12 | 3 | 9 | 216 | QUALIFIED |
| Resident | Skilled Care | Yes | 1 | 2 | 8 | 5 | 15 | 5 | 20 | 5 | 10 | 2 | 10 | 240 | QUALIFIED |
| Adult Child | Skilled Care | No | 0 | 4 | 16 | 1 | 3 | 3 | 12 | 5 | 10 | 5 | 25 | 0 | NOT QUALIFIED |
| Adult Child | Skilled Care | Yes | 1 | 4 | 16 | 3 | 9 | 1 | 4 | 3 | 6 | 5 | 25 | 86 | QUALIFIED |
| Caregiver | Independent ... | No | 0 | 2 | 10 | 4 | 16 | 3 | 12 | 2 | 10 | 5 | 10 | 0 | NOT QUALIFIED |
| Resident | Skilled Care | Yes | 1 | 2 | 8 | 2 | 6 | 4 | 16 | 3 | 6 | 5 | 25 | 115 | QUALIFIED |
| Adult Child | Post-Acute R... | No | 0 | 5 | 10 | 1 | 3 | 3 | 12 | 5 | 10 | 3 | 12 | 0 | NOT QUALIFIED |
| Caregiver | Post-Acute R... | No | 0 | 4 | 8 | 1 | 3 | 2 | 8 | 2 | 4 | 2 | 8 | 0 | NOT QUALIFIED |

# WHERE DO YOU GET THAT DATA?



Assisted Living Cost Calculator

Our Cost Calculator uses a database of median costs for all care options at Enlivant, including assisted living and memory care, using data compiled by A Place For Mom, a senior living resource.

Use our Cost Calculator to help you better understand how to budget for the cost of senior living in your area and plan for the transition to assisted living at an Enlivant community.

First, enter a Zip Code to see median senior living prices for the area. Then, choose a senior living option to get started.

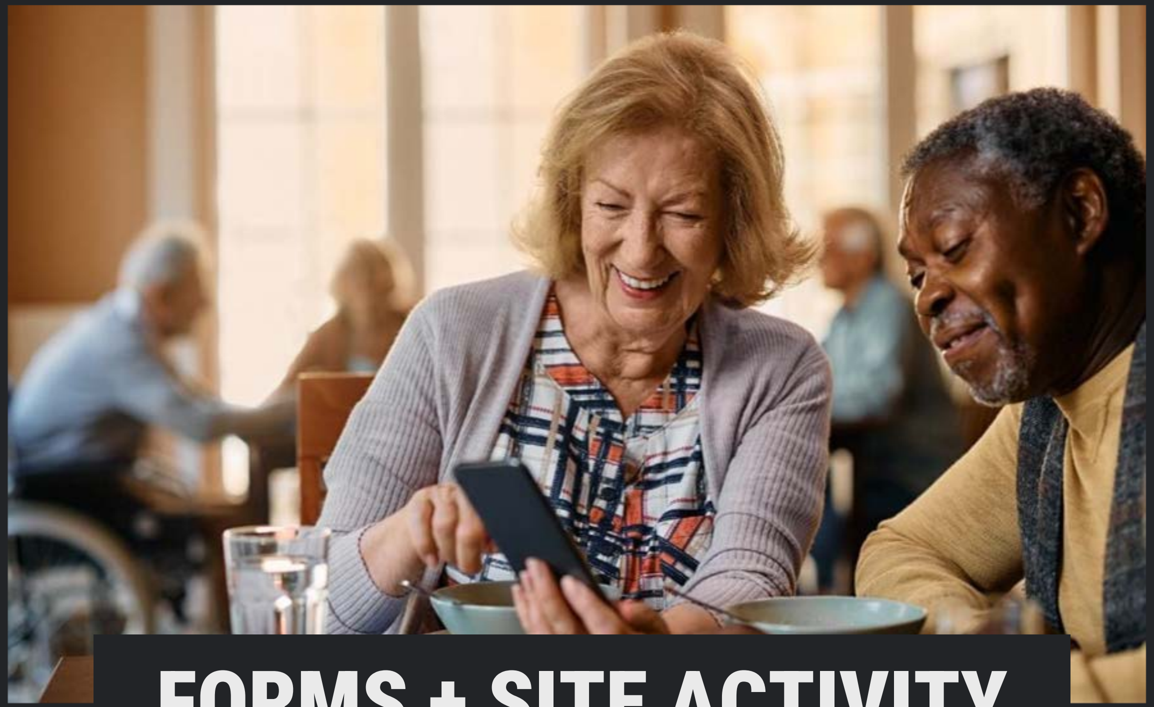
## QUIZZES + CALCULATORS

Some of the best sources for actionable lead-scoring data are what prospects put into your quizzes and/or calculators. Rather than try to guess based on pages viewed or time on site, use the content that prospects provide.

SILVERGATE

## EMAIL + SMS ACTIVITY

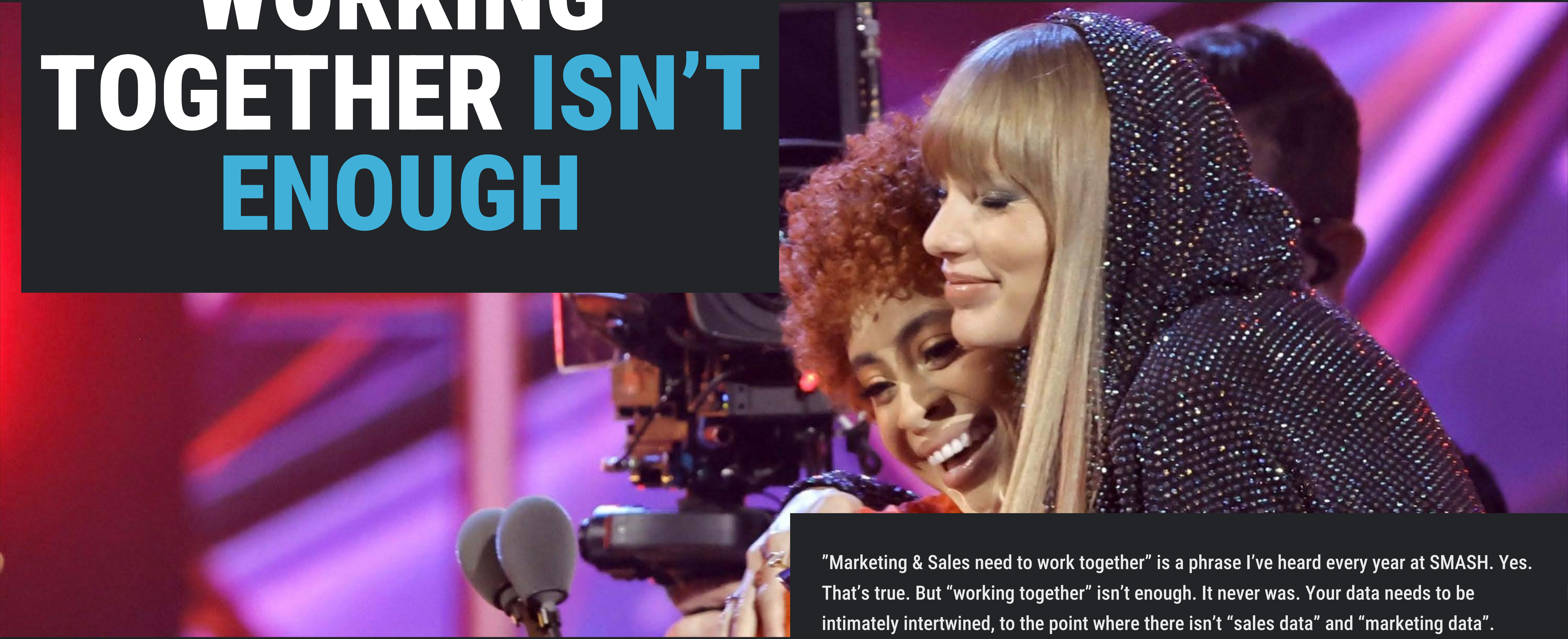
How prospects respond to your outreach is also crucial – we know that the decision-making process is filled with fits-and-starts – very few residents or adult children complete their selection process in one go. How they respond to your outreach can provide strong cues as to how sales-ready they are.



## FORMS + SITE ACTIVITY

If it is properly collected, on-site activity can be useful in creating lead scores; however, I think of this as the lowest-priority and the lowest-impact data. It's just not that reliable – people browsing websites are like ferrets on cocaine.

# WORKING TOGETHER ISN'T ENOUGH



"Marketing & Sales need to work together" is a phrase I've heard every year at SMASH. Yes. That's true. But "working together" isn't enough. It never was. Your data needs to be intimately intertwined, to the point where there isn't "sales data" and "marketing data".

# MAKE 3 THINGS EASY

## EASY TO DIAGNOSE

Are there commonalities among your qualified or non-qualified leads? If there are common misses, that provides valuable data that can be shared with partners (more on that later) and proactively addressed.

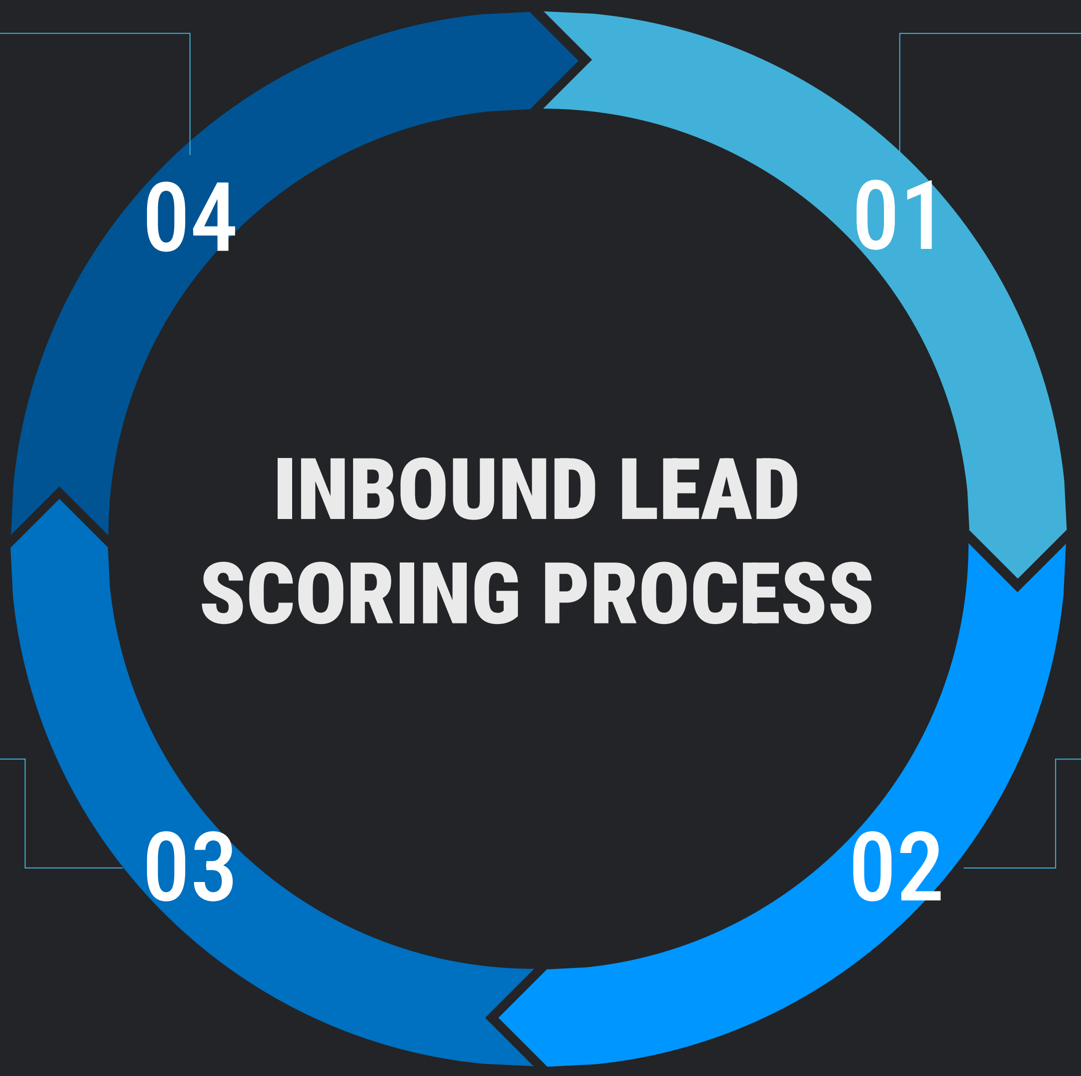
## EASY TO ACTION

The most common frustration I hear from marketers + sales is the “so what” issue – so what that a lead has a [low/mid/high] score? What do I do with that? What should we change in order to get less of the bad and more of the good?

## EASY TO SHARE

Finally, there’s the common “executive” frustration – we don’t understand how the score is calculated or what it means. Telling your CMO “our average lead score is 38” doesn’t do anything. No one cares.

# EVOLVE YOUR DATA USAGE



## COMPREHENSIVE CAPTURE

It is no longer enough to just pass form submits or calls as conversions; enhanced conversions (passing actual form data) is mandatory. The better the initial data passed to each platform, the better off the rest of this process goes.

## INITIAL VALIDATION

All inbound leads should be validated + vetted within 24 hours; the initial validation should be passed back to Google / Facebook / Google Analytics and used to assess marketing efforts.

## ONGOING ENGAGEMENT

Based on the lead score matrix, your follow-on interactions should be tailored to the needs of the prospects.

## SYNC SCORES TO PLATFORMS

Once you move prospects to later stages, repost your lead scores/qualifications to your advertising + analytics platforms.

# MAKE LEAD DATA DO MORE

01

## AUTOMATED EXCLUSIONS

One of the most powerful automations you can add to your marketing workflow is an automated exclusion of every lead you have – this will force platforms to serve to net-new people, not spend your $ marketing to the people you already know.

02

## LALs OF FAILED MQLs

The behavior of failed MQLs (i.e. leads that don't even make MQL status) tends to be relatively predictable – which makes this an ideal use case for a LAL audience. Upload all the junk , create a LAL + exclude.

03

## PROVIDE AUDIENCE INSIGHTS

Once you have adopted a more robust model, you can create audience segments of users with low (or high) scores on each axis, and use that to uncover audience insights (you can even upload this to Sparktoro)

04

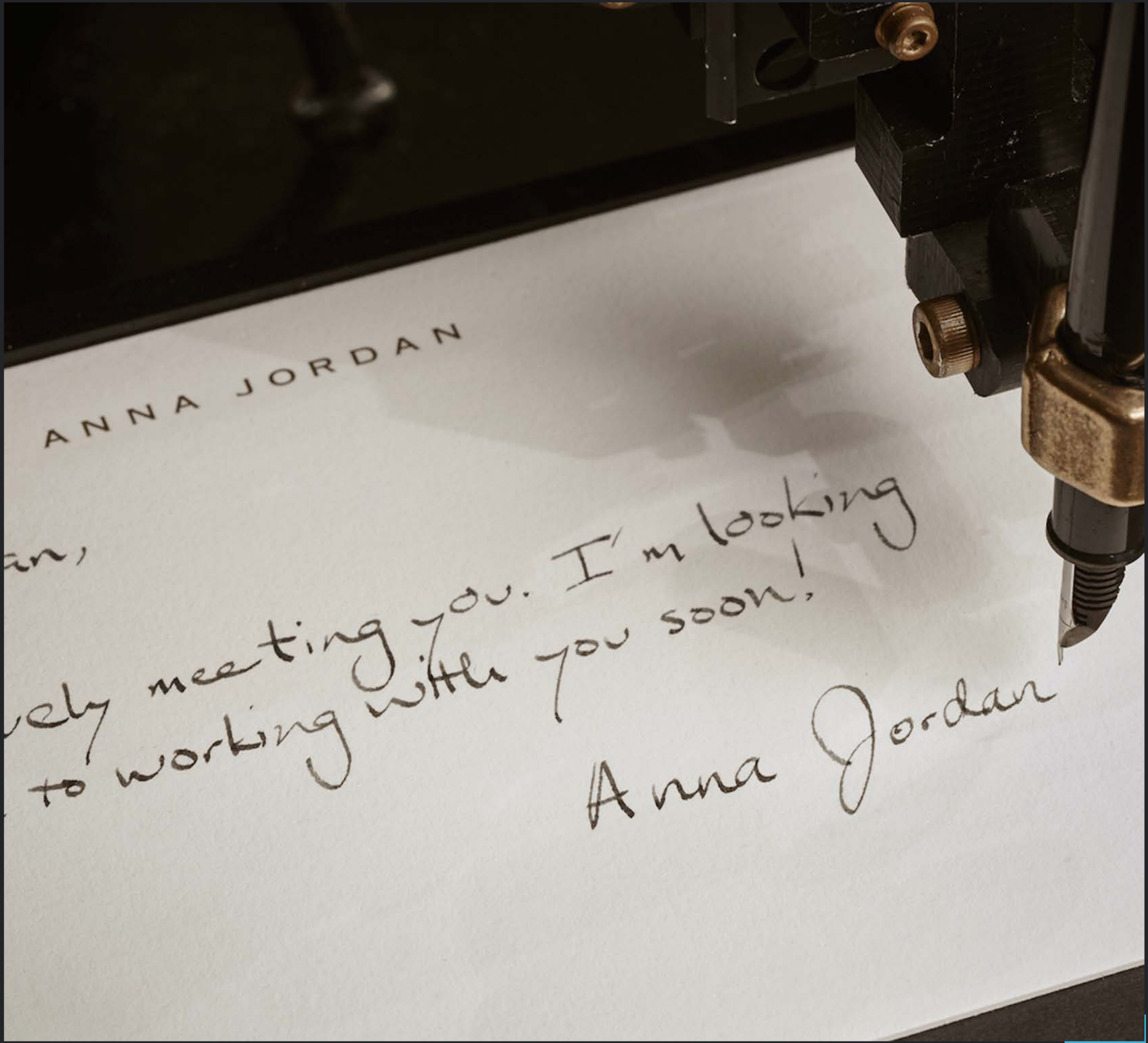
## CREATE PROSPECTING LALs

Finally, you can create LALs of prospects that may have lower scores along axes where you're uniquely good at winning – potentially financial ability, or community fit.

# THE FUSION OF TRADITIONAL & DIGITAL

Print-On-Demand + LLMs = Magic. Why settle for emailing, when you can include the same content in a handwritten letter

- I'm a HUGE fan of direct mail to Senior Living audiences – but let's face it: most direct mail sucks.
- The good news is that you don't have to settle for bad direct mail – platforms like Handwrite.io have direct APIs.
- Make this magical = integrate LLMs (you can do this in a Google sheet) + your standard data to "personalize" each letter using custom prompts + the ChatGPT API.


ANNA JORDAN
an,
ely meeting you. I'm looking
to working with you soon!
Anna Jordan

# THE FULL-FUNNEL IMPACT OF 0P DATA

| | |
|---|---|
| **ANGLE & OFFER** | One of the biggest "unlocks" for most brands is understanding different ways to connect your product to your audience (or activate another set of customers) |
| **EXPERIENCE** | 0P Data – when layered with 1P data – can be a remarkable engine for improving your overall experience. This is everything from your website to your optimization strategy to your lifecycle marketing. |
| **LOYALTY** | In an environment where loyalty is the new acquisition, leveraging 0P data can be the difference between success + failure. Use 0P + 1P data to offer premium content, unique offers or codes, or reinforce success. |
| **RETENTION** | Leveraging someone's past buying habits and personal data can enable you to tailor custom retention offers + campaigns - from birthdays or anniversaries to specific offers or product recommendations that would appeal to them. |
| **PRODUCT** | Your 0P data can be used to bolster your product offerings, too – by taking feedback AND user activity to see where bottlenecks/challenges exist with your current product + developing a solution. This works equally well with product + SaaS businesses. |

# LET’S TALK WASTE

# WASTE IS LIKE WATER

SOME IS GOOD.
TOO MUCH & YOU DROWN.

# WHY DOES WASTE OCCUR IN SENIOR LIVING?

*01* **STRUCTURAL ISSUES**

Poor campaign setup + structure

*02* **WRONG BUDGETS + TARGETS**

Know your numbers, or bad things happen

*03* **WRONG AUDIENCE**

Targeting the wrong people, at the wrong time, with the wrong message

*04* **POOR MANAGEMENT**

Simply not being on top of the campaigns – set it + forget it

*05* **EXPERIMENTATION + BETS**

Sometimes, you make a good bet but it doesn’t work.

# CAMPAIGN STRUCTURE IS A VALUE STATEMENT

# IF EVERYTHING IS IMPORTANT, NOTHING IS IMPORTANT.

# CAMPAIGN STRUCTURE HAS ALWAYS BEEN ABOUT CONNECTING BRANDS TO PEOPLE

# LAYERING IS ESSENTIAL

| | **HIGHEST INTENT**<br>The must-win, gotta-have-em searches + audiences | **MID INTENT**<br>Exploratory/maybe-really-relevant but maybe-not searches. Competitors might fall here. | **LOW INTENT**<br>Informational queries, discovery-related searches, fence-sitters, etc. |
|---|---|---|---|
| **THE ICP**<br>The ideal customer profile for your community. | **HIGHEST PRIORITY** | **HIGH PRIORITY** | **MID PRIORITY** |
| **ANCILLARY**<br>Think: memory care, skilled nursing, post acute, etc. | **HIGH PRIORITY** | **HIGH* PRIORITY** | **LOW PRIORITY** |
| **EVERYTHING ELSE**<br>55 & older community searches, age-in-place, (maybe) post-acute, in-home care, etc. | **MID PRIORITY** | **LOW PRIORITY** | **HARD PASS** |

# TRANSLATED TO GOOGLE ADS

| **AD GROUP TYPES** | **CAMPAIGN:**<br>**TOP OF MAZE**<br>*CAS #1* | **CAMPAIGN:**<br>**MIDDLE OF MAZE**<br>*CAS #2* | **CAMPAIGN:**<br>**BOTTOM OF MAZE**<br>*CAS #3* |
|---|---|---|---|
| TOP PERFORMERS (TP) | THEME #1 STAG<br>THEME #2 STAG<br>*EXCLUDE MOM + BOM* | THEME #1 STAG<br>THEME #2 STAG<br>*EXCLUDE BOM* | THEME #1 STAG<br>THEME #2 STAG |
| POTENTIAL (POT) | THEME #1 STAG<br>THEME #2 STAG<br>*EXCLUDE TP, MOM + BOM* | THEME #1 STAG<br>THEME #2 STAG<br>*EXCLUDE TP + BOM* | THEME #1 STAG<br>THEME #2 STAG<br>*EXCLUDE TP* |
| GUESSES + DSAs | LP OR THEME #1<br>LP OR THEME #2<br>*EXCLUDE EVERYTHING* | LP OR THEME #1<br>LP OR THEME #2<br>*EXCLUDE EVERYTHING* | *(AVOID, GENERALLY)* |

Increasing tCPA/Decreasing tROAS

# THIS STRUCTURE WORKS WITH PMAX, TOO.

# OTHER LAYERING OPTIONS

01 **PRODUCT TYPE**

Tends to follow your site organization (i.e. categorization), which also has the benefit of aligning with how people search

02 **PRICE**

In general, buyers tend to shop for items around a particular price point – a Citizens buyer isn't likely getting a ROLEX.

03 **COLLECTION**

This works well in fashion + beauty– grouping by collection tends to result in significant cross-sells, as people want to get the look.

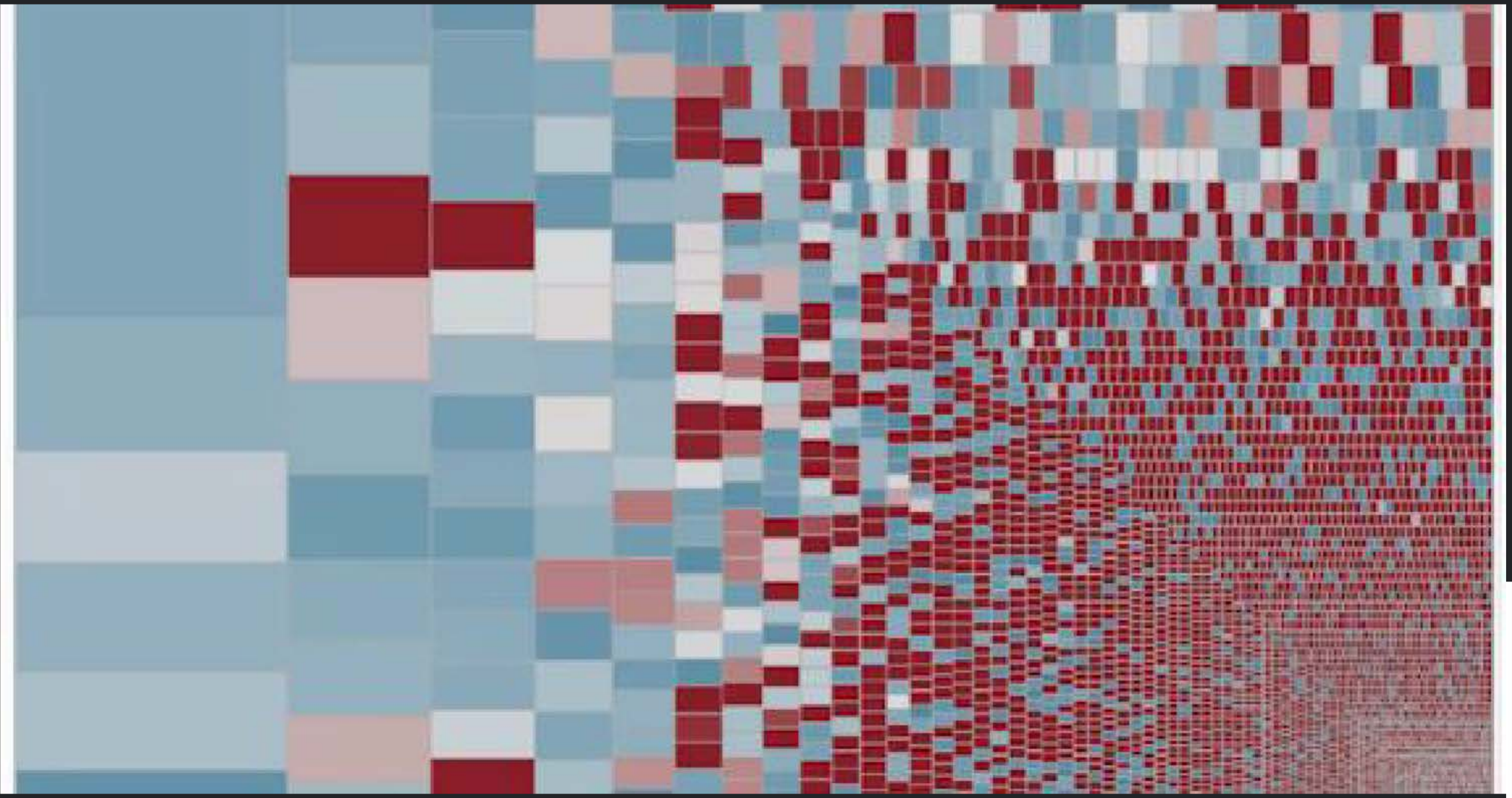
04 **USE CASE**

Connecting products that people are likely to buy together based on the use case – i.e. travel accessories with luggage.

05 **BUYER TYPE**

In some cases, there are products that tend to skew a buyer type – a great example is camo gear tends to attract a hunter/ex-military crowd, where white/grey a more urban one

# MAKE CAMPAIGN STRUCTURES MACHINE-LEARNING FRIENDLY

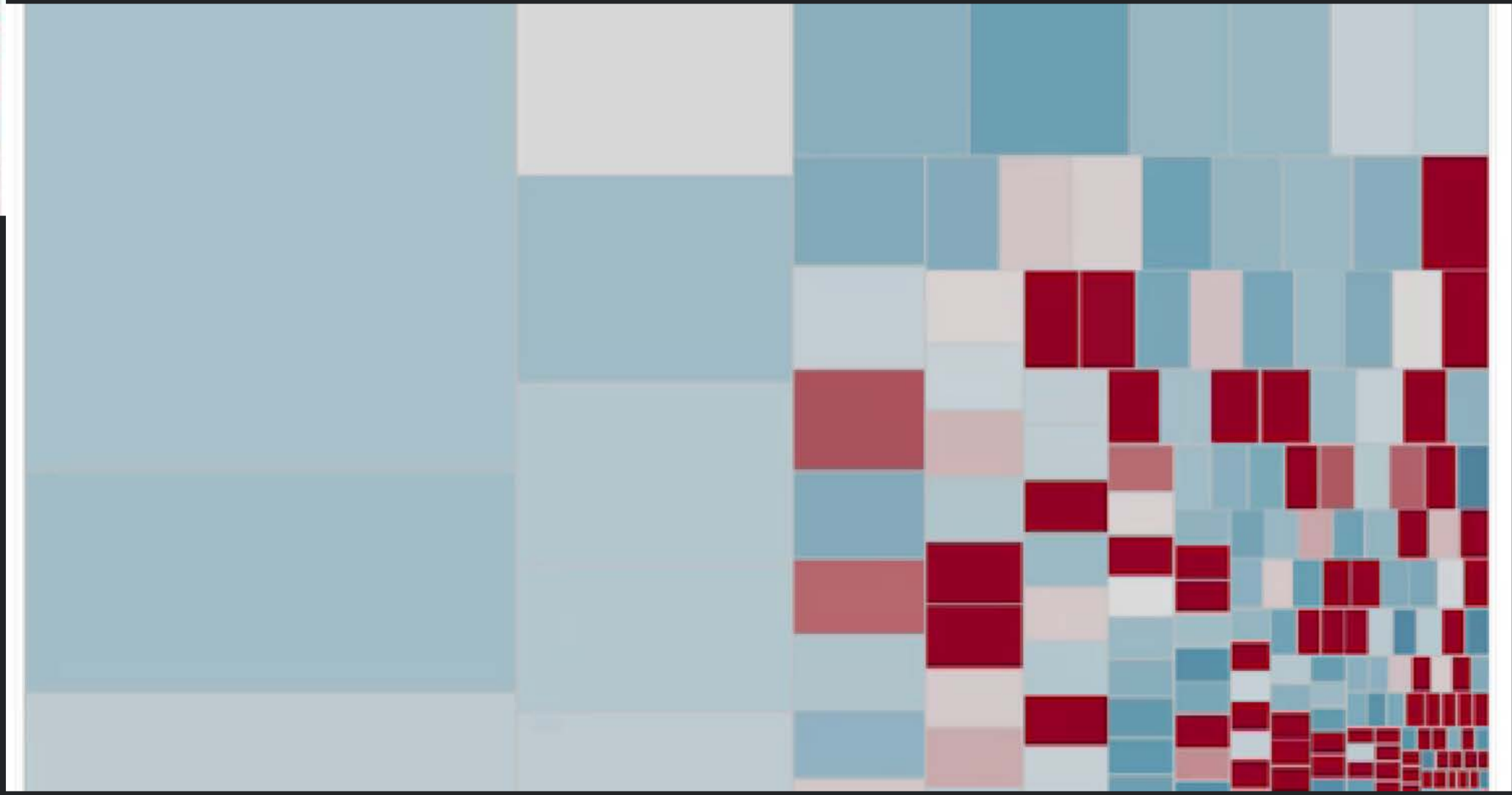


# BALANCE GRANULARITY

Typical PPC accounts have hundreds of ad groups – many of which have lower volumes + don't really yield much of anything as this helpful chart from Amanda Evans illustrates (red = bad; blue = good). All those little campaigns are just wasted.

By consolidating many of those SKAGs + low-volume, hyper-granular ad groups into STAGs (thus increasing volume), you end up with significantly fewer ad groups, but also materially improved performance.

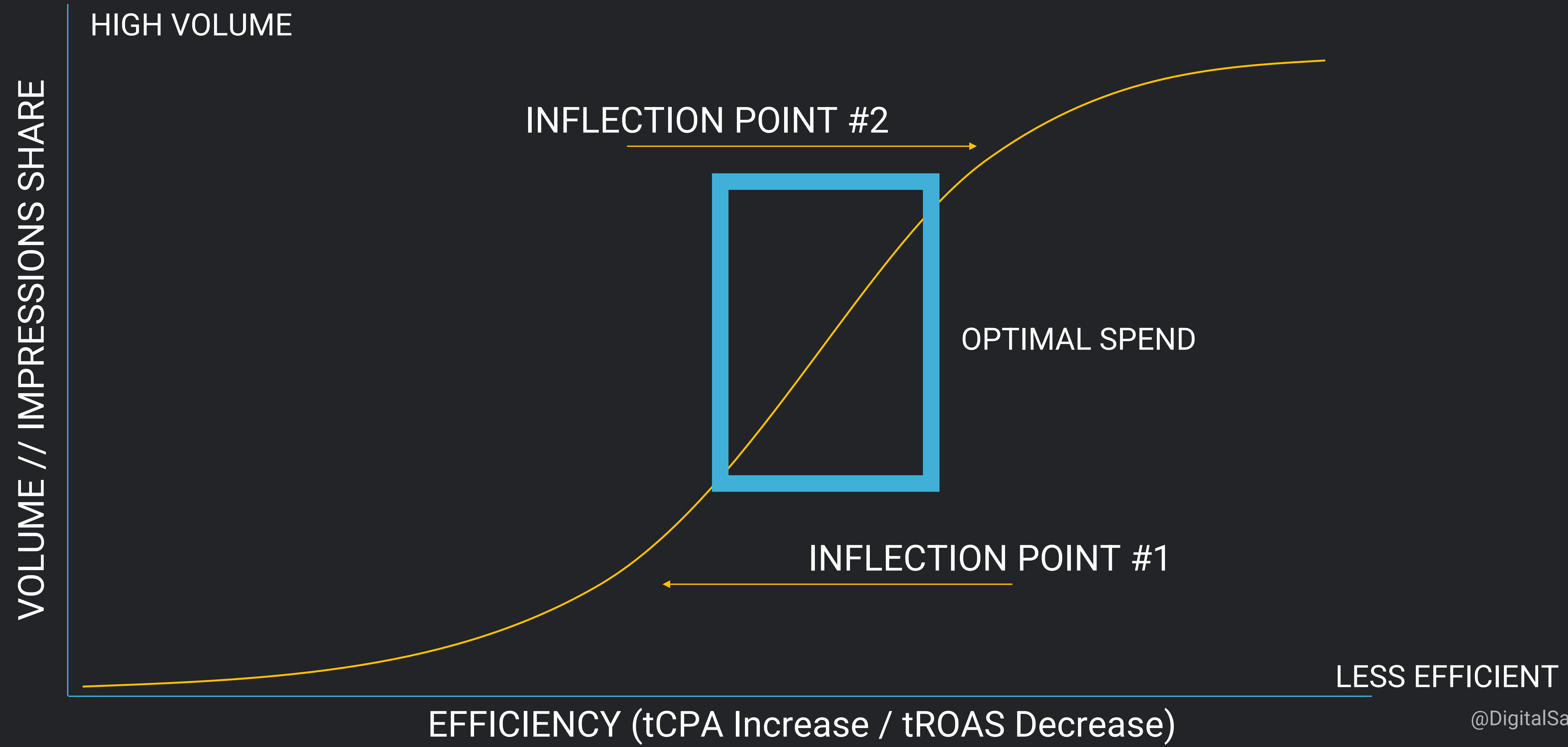
# W/ ML-FRIENDLY SCALE



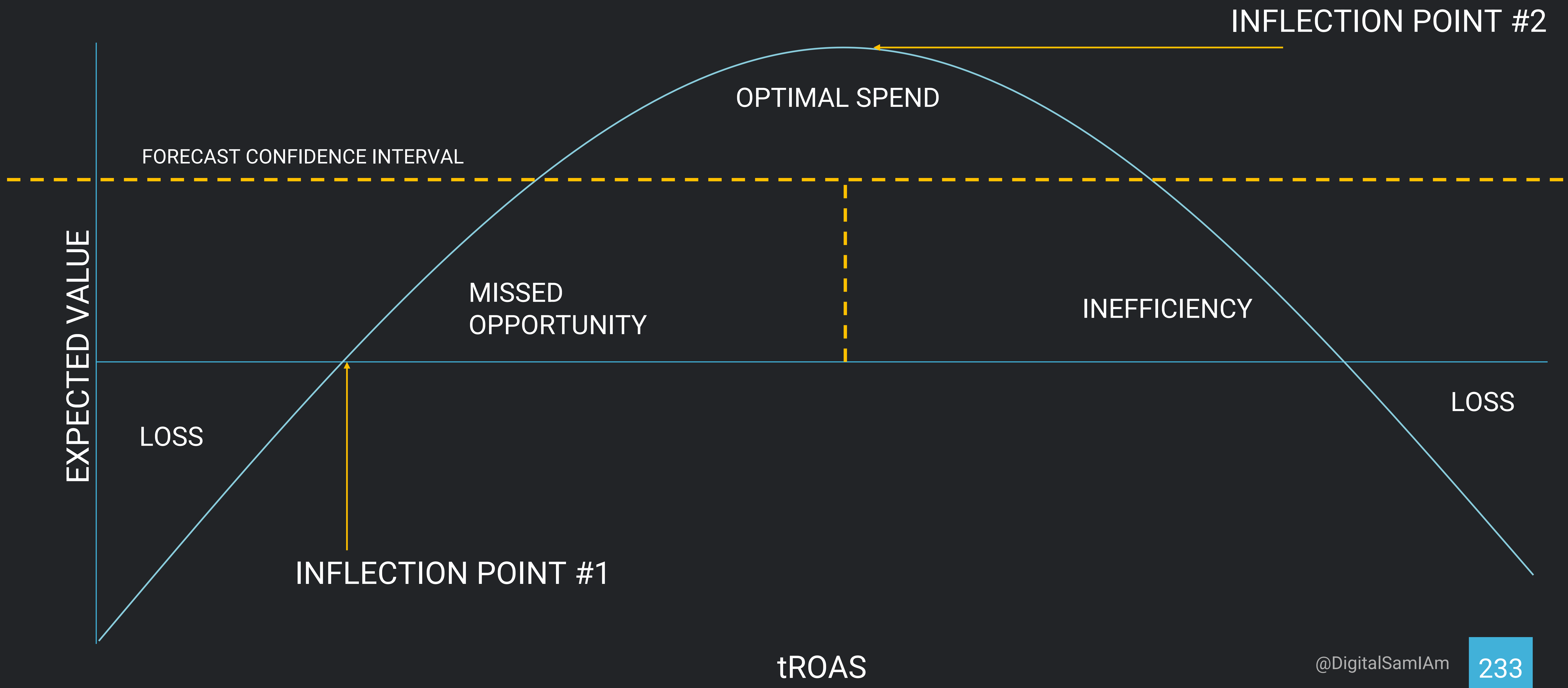
# MAXIMUM SUSTAINABLE
# NOT MINIMUM VIABLE

# SET THE RIGHT TARGETS

# THE DIGITAL DEMAND CURVE

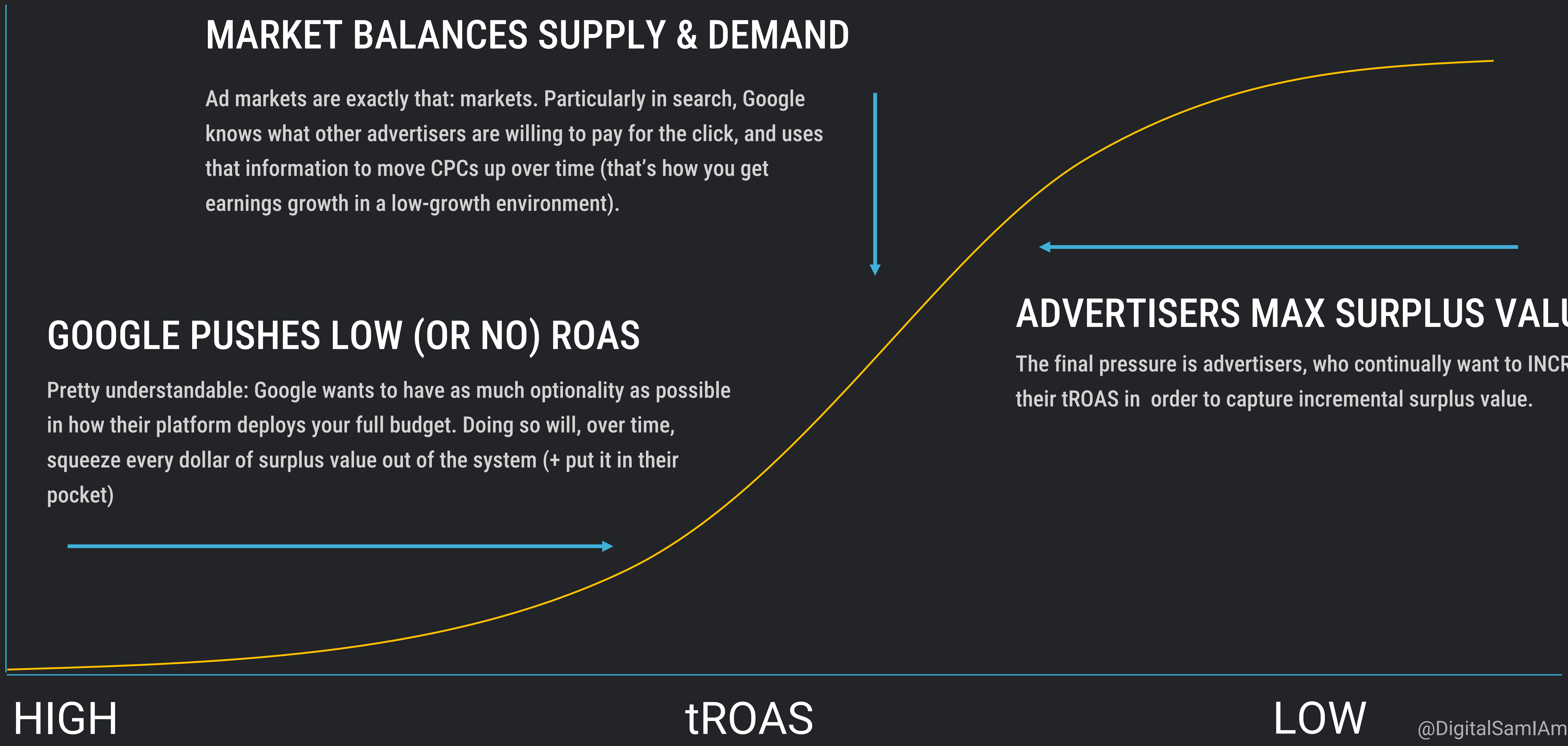


# A QUICK TRANSFORM:


INFLECTION POINT #2
OPTIMAL SPEND
FORECAST CONFIDENCE INTERVAL
EXPECTED VALUE
MISSED
OPPORTUNITY
INEFFICIENCY
LOSS
LOSS
INFLECTION POINT #1
tROAS

@DigitalSamIAm

# PRICE CONVERGENCE



## MARKET BALANCES SUPPLY & DEMAND

Ad markets are exactly that: markets. Particularly in search, Google knows what other advertisers are willing to pay for the click, and uses that information to move CPCs up over time (that’s how you get earnings growth in a low-growth environment).

## GOOGLE PUSHES LOW (OR NO) ROAS

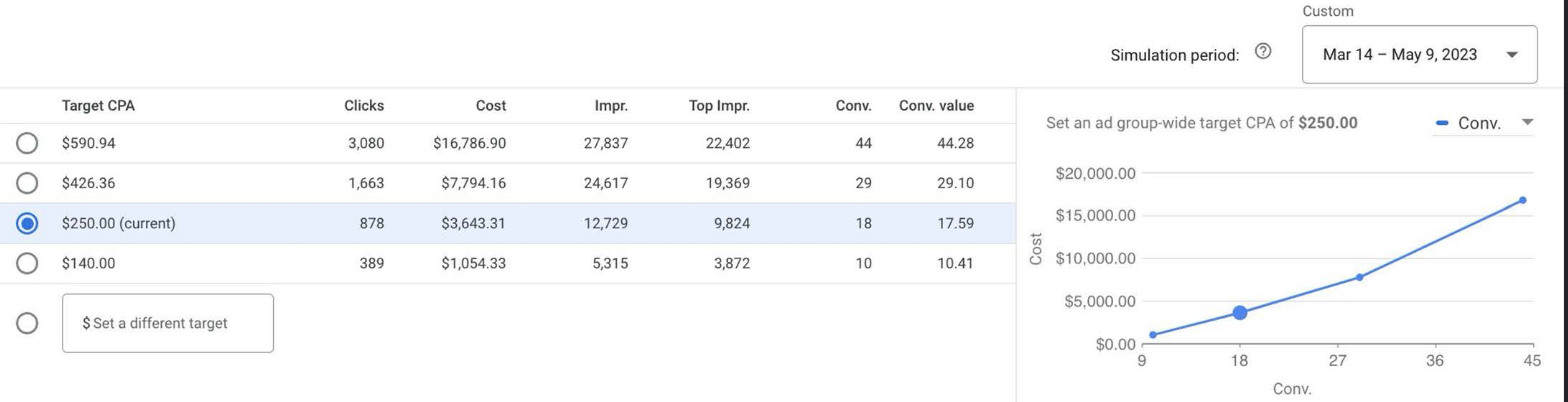
Pretty understandable: Google wants to have as much optionality as possible in how their platform deploys your full budget. Doing so will, over time, squeeze every dollar of surplus value out of the system (+ put it in their pocket)

## ADVERTISERS MAX SURPLUS VALUE

The final pressure is advertisers, who continually want to INCREASE their tROAS in  order to capture incremental surplus value.

# USE tCPA or tROAS AS YOUR PRIMARY BUDGET CONTROL LEVER

# FIND THE INFLECTION POINTS



Custom

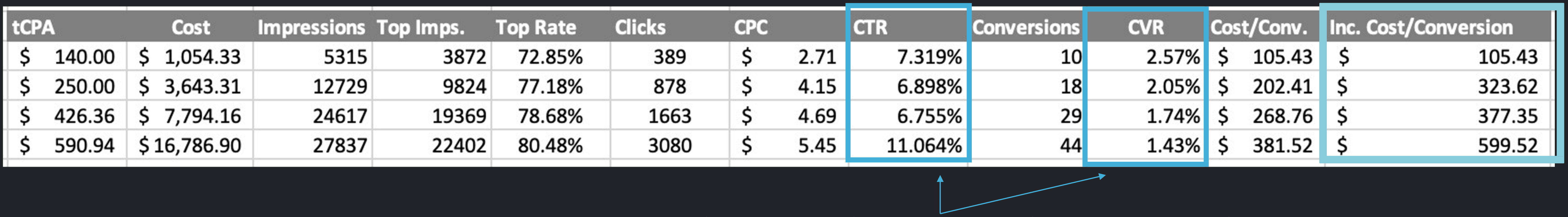
Simulation period: Mar 14 – May 9, 2023

|  | Target CPA | Clicks | Cost | Impr. | Top Impr. | Conv. | Conv. value |
|---|---|---|---|---|---|---|---|
| ○ | $590.94 | 3,080 | $16,786.90 | 27,837 | 22,402 | 44 | 44.28 |
| ○ | $426.36 | 1,663 | $7,794.16 | 24,617 | 19,369 | 29 | 29.10 |
| ● | $250.00 (current) | 878 | $3,643.31 | 12,729 | 9,824 | 18 | 17.59 |
| ○ | $140.00 | 389 | $1,054.33 | 5,315 | 3,872 | 10 | 10.41 |
| ○ | $ Set a different target |  |  |  |  |  |  |

Set an ad group-wide target CPA of **$250.00**

## BUDGET SIMULATOR

Google's Budget Simulator works brilliantly well to give you baseline data (along with implied underlying metrics) for your forecast. Just remember to build out ranges for each (you can use Keyword Planner or a guesstimate)



| tCPA | Cost | Impressions | Top Imps. | Top Rate | Clicks | CPC | CTR | Conversions | CVR | Cost/Conv. | Inc. Cost/Conversion |
|---|---|---|---|---|---|---|---|---|---|---|---|
| $ 140.00 | $ 1,054.33 | 5315 | 3872 | 72.85% | 389 | $ 2.71 | 7.319% | 10 | 2.57% | $ 105.43 | $ 105.43 |
| $ 250.00 | $ 3,643.31 | 12729 | 9824 | 77.18% | 878 | $ 4.15 | 6.898% | 18 | 2.05% | $ 202.41 | $ 323.62 |
| $ 426.36 | $ 7,794.16 | 24617 | 19369 | 78.68% | 1663 | $ 4.69 | 6.755% | 29 | 1.74% | $ 268.76 | $ 377.35 |
| $ 590.94 | $ 16,786.90 | 27837 | 22402 | 80.48% | 3080 | $ 5.45 | 11.064% | 44 | 1.43% | $ 381.52 | $ 599.52 |

Budget planner works at a KW + Ad Group level (I use ad group) – and provides (surprisingly decent) volume + cost estimates (though you need to check the implied CTR + CVRs –which can be *wildly* off. In general, you should expect that CVRs will dip as volume increases, while CTR tends to stay flat-to- increase.

# tCPA / tROAS = STEERING WHEEL

**HIGH CPA | LOW ROAS**

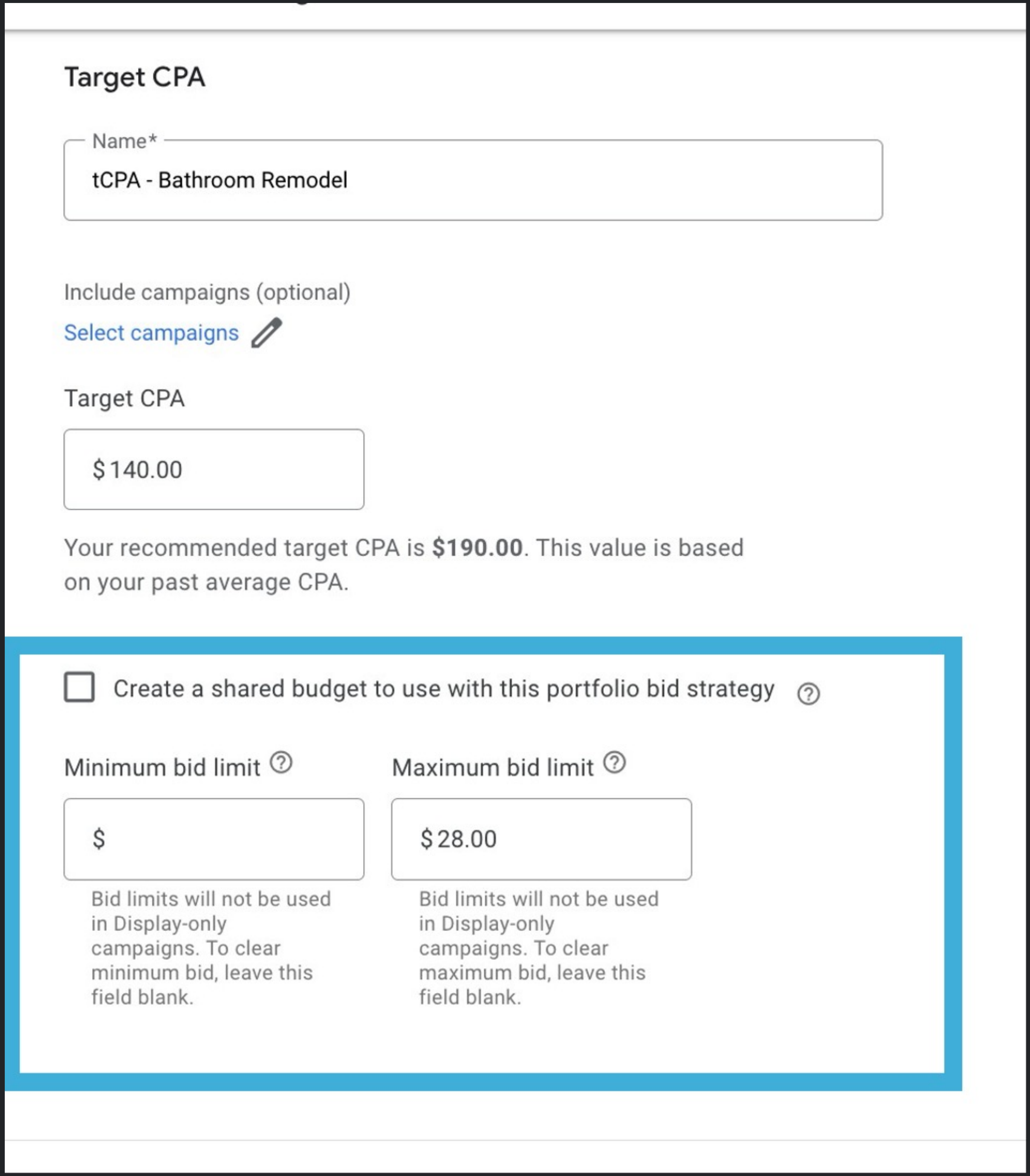
Highest Priority – threshold for the ad to serve is lowest among campaigns/ad groups in the account. All things being equal, this campaign should have the highest Ad Rank.

**MID CPA | MID ROAS**

Medium Priority – threshold for an ad to serve is lower than for the below, but still restricted.

**LOW CPA | HIGH ROAS**

Lower Priority – threshold for an ad to serve is higher, which results in throttled distribution.



Target CPA

Name*
tCPA - Bathroom Remodel

Include campaigns (optional)

Target CPA
$ 140.00

Your recommended target CPA is **$190.00**. This value is based on your past average CPA.

☐ Create a shared budget to use with this portfolio bid strategy

| Minimum bid limit | Maximum bid limit |
|---|---|
| $ | $ 28.00 |
| Bid limits will not be used in Display-only campaigns. To clear minimum bid, leave this field blank. | Bid limits will not be used in Display-only campaigns. To clear maximum bid, leave this field blank. |

# TAKE YOUR FREE INSURANCE FROM GOOGLE.

When every bid is a bet, you have to think about your upside AND your downside. Google doesn't care about your downside (your downside = G's upside) – and smart bidding will continually attempt to pull your performance down to an "average acceptable". Max Bid Limits are FREE INSURANCE. TAKE IT.

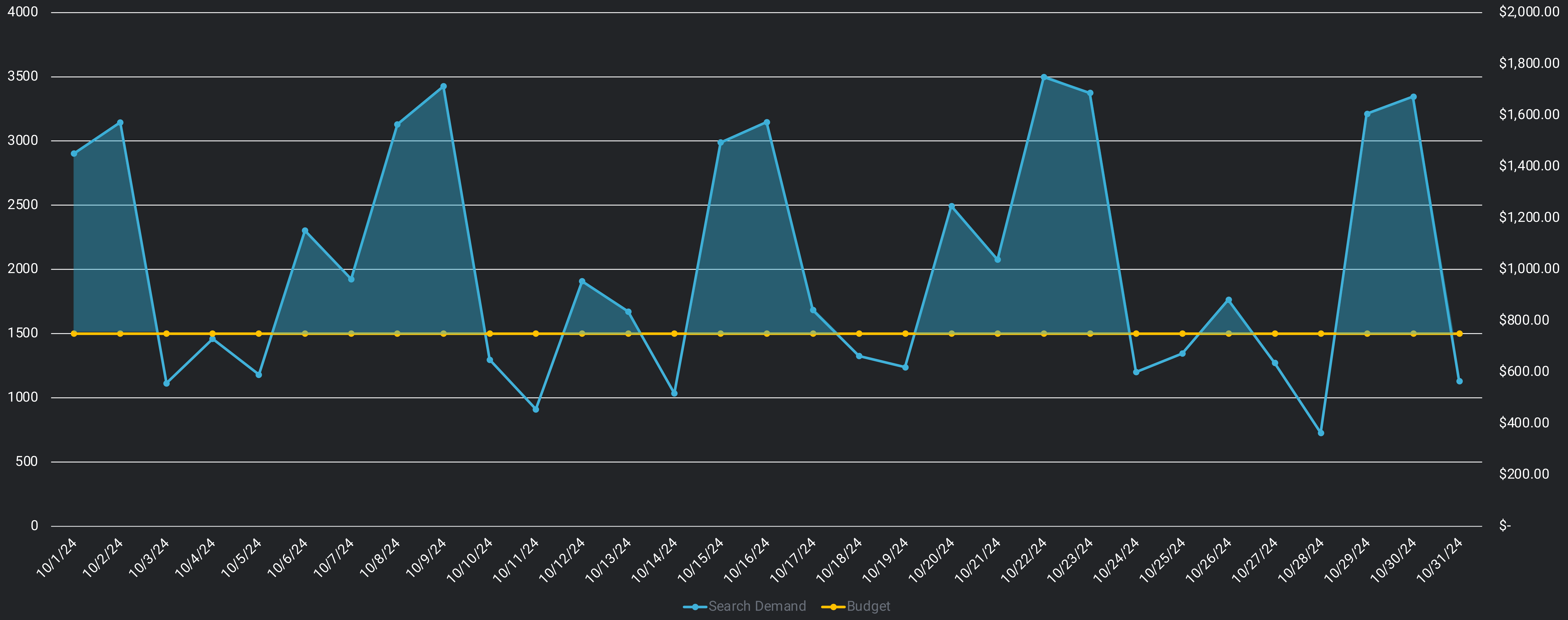
Maximum Bids = free insurance / downside protection.

Set them at:

Upper Bound tCPA * Upper Bound CVR ($90^{th}$ Percentile) = Max Bid

# DAILY BUDGETS ARE ACCOUNT KILLERS

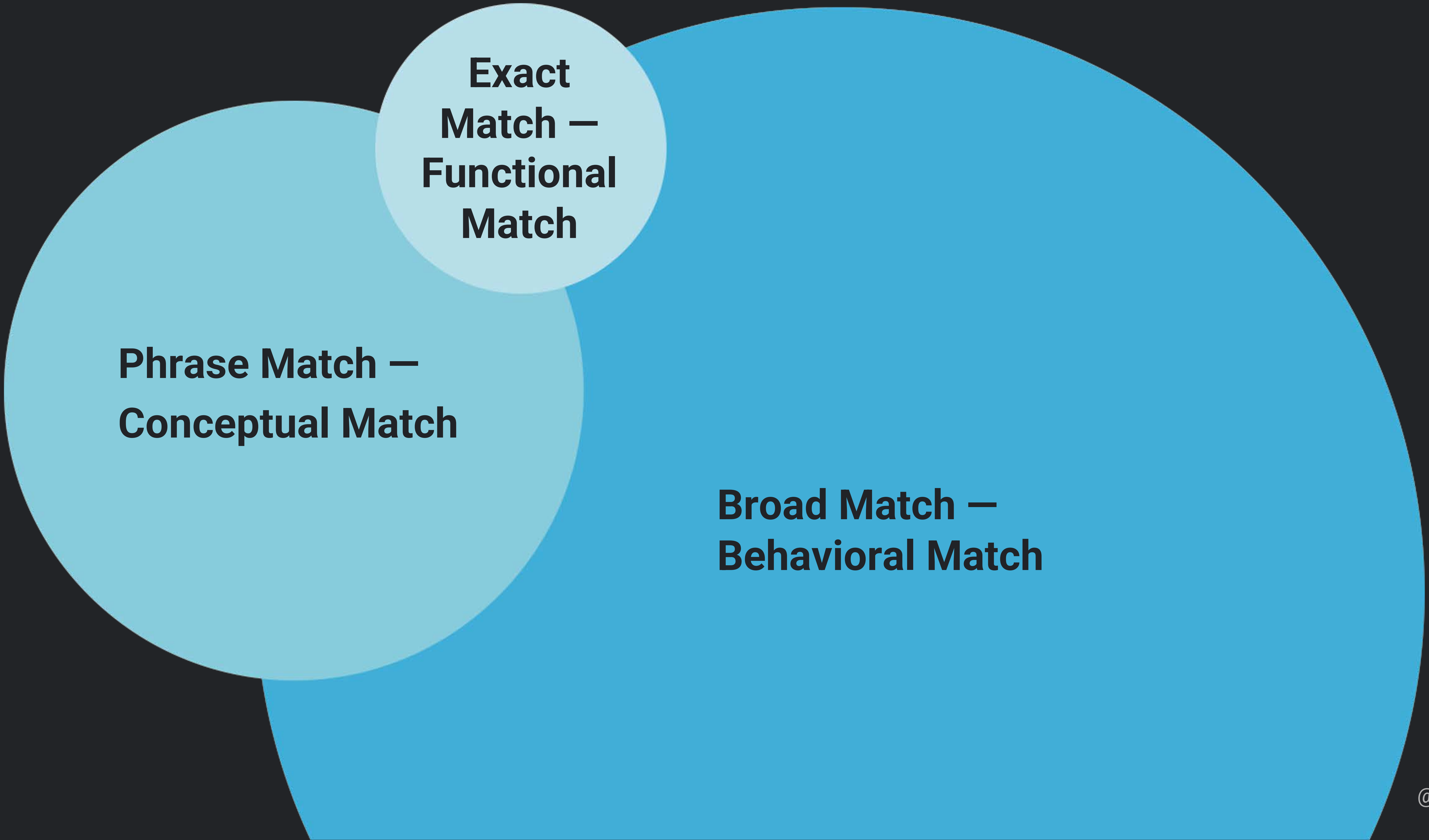
# SEARCH DEMAND GRAPH



@DigitalSamIAm

# WHAT YOU EXCLUDE IS MORE IMPORTANT THAN WHAT YOU INCLUDE.

# MIS-BRANDED MATCHES



Exact Match — Functional Match

Phrase Match — Conceptual Match

Broad Match — Behavioral Match

Boomers
Gen X
Millenials
Gen Z

# TARGETING THE WRONG PEOPLE

Poor audience alignment leads to wasted impressions and inflated acquisition costs. Even the best creative or offer cannot perform when it reaches people who were never likely to convert.

# BROAD TARGETING KILLS PERFORMANCE

## SKEWING PERFORMANCE DATA

Non-qualified traffic muddies your metrics, making it harder to see what’s actually working. Broad targeting inflates reach but hides true audience insights, leading to poor optimization decisions.

## YOUR MESSAGE LOSES MEANING

When you try to speak to everyone, your message resonates with no one. Broad targeting forces generic creative that lacks emotional impact and fails to connect with real prospects.

## YOU PAY FOR IRRELEVANCE

Casting too wide a net wastes impressions on people who will never engage or convert. Every irrelevant click or impression drives up cost without adding value.

# DON’T PAY FOR LOYALTY

### EXCLUDE CURRENT CUSTOMERS

Upload your CRM or email list to remove those users from prospecting campaigns.

### BUILD SMARTER LOOKALIKES

Use high-value customer lists to create Lookalike Audiences that mirror your best segments without re-hitting them.

### SEGMENT RETENTION CAMPAIGNS

Keep existing customers engaged through separate remarketing or email flows designed for loyalty and upsell, not acquisition.

1

## SET IT & FORGET IT

Campaigns left on autopilot lose efficiency fast. Market dynamics, competition, and audience behavior change, but performance never improves without active management.

2

## NEGATIVE KEYWORDS

Failing to update negative keyword lists means paying for irrelevant clicks. Regular audits keep spend focused on qualified intent and protect against waste.

# PASSIVE MANAGEMENT FAILS

3

## NEGATIVE AUDIENCES

Overlooking exclusion lists leads to showing ads to current customers, competitors, or unqualified users. Smart exclusions improve targeting precision and ROI.

4

## PLACEMENT EXCLUSIONS

Poor placement management sends ads to low-quality sites, irrelevant content, or mobile apps that never convert. Active monitoring protects brand safety and budget.

# SET & FORGET IS ALL TOO COMMON

# STOP PAYING FOR IRRELEVANT CLICKS

## AUDIT SEARCH TERMS OFTEN

Review search term reports regularly to identify low-intent or off-topic queries that waste spend and distort performance data and add them as negative keywords.

## BUILD SMARTER EXCLUSION LISTS

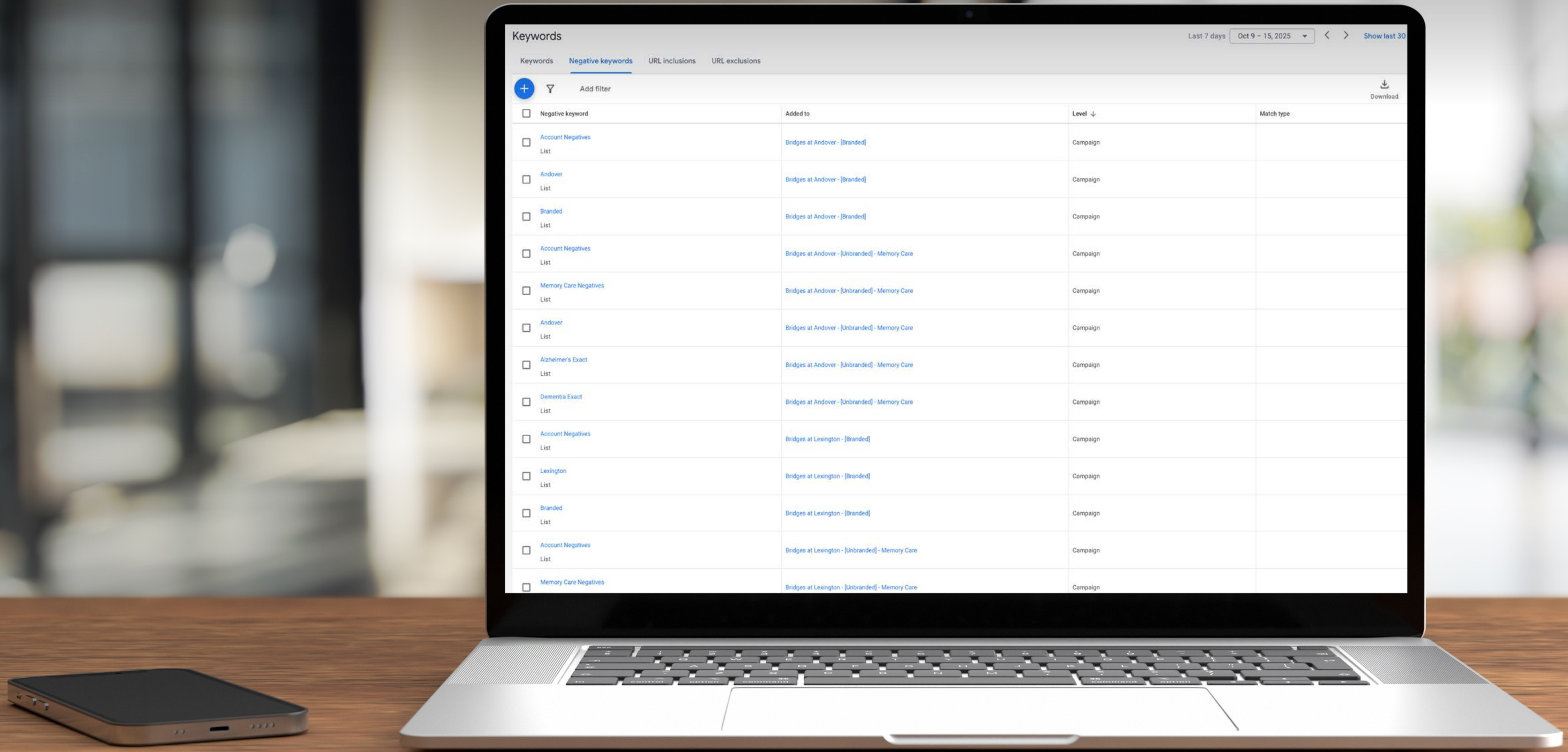
Maintain a dynamic negative keyword list to block unqualified searches and focus budget on prospects with real intent.

# 31%+ OF AD SPEND IS WASTED

EVERYTHING'S FINE

# NEGATIVE KEYWORD LISTS MAXIMIZE EFFICIENCY

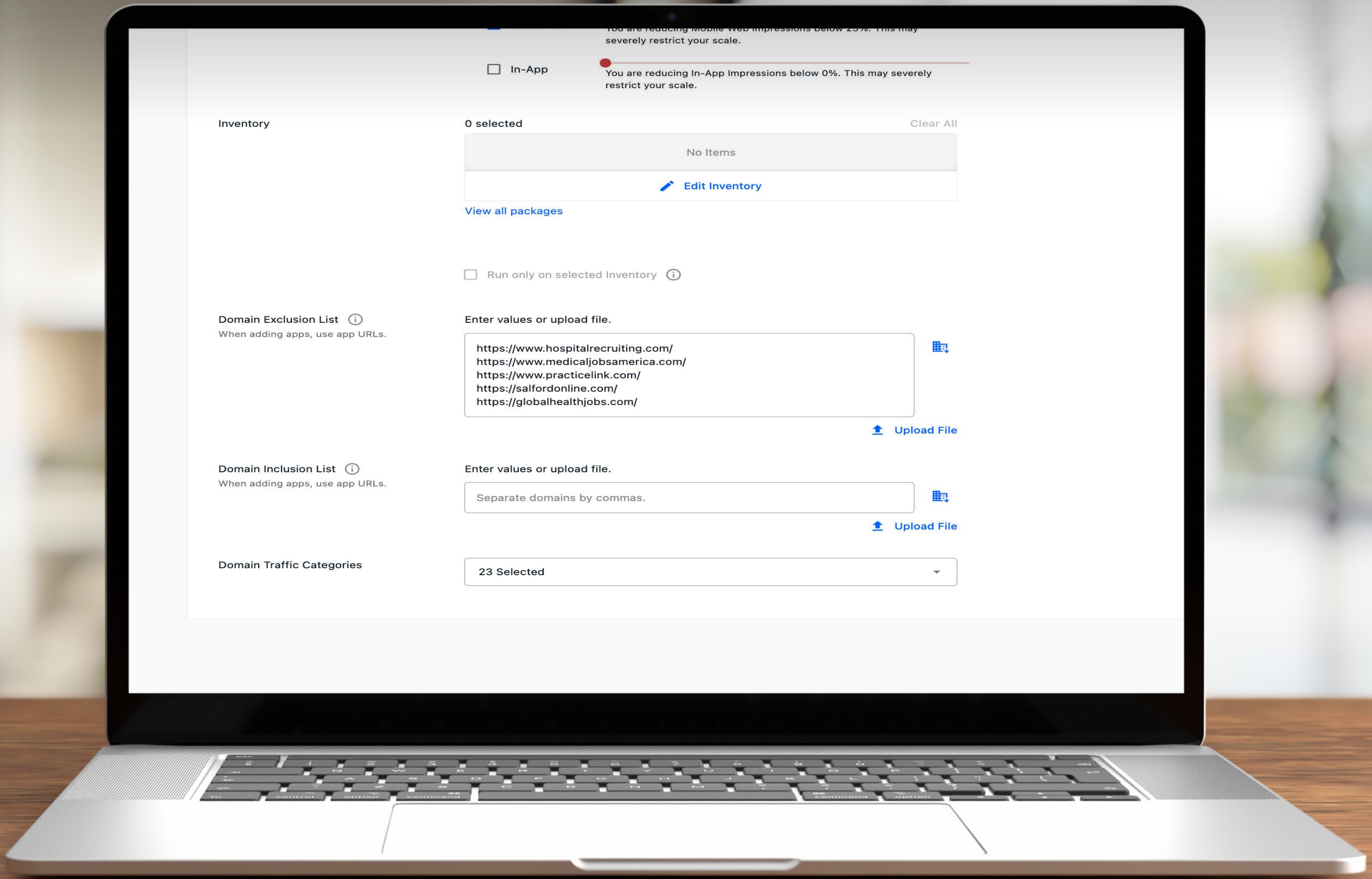
# UPDATE YOUR NEGATIVE LISTS
# EVERY WEEK



Keywords
Last 7 days
Oct 9 – 15, 2025
Show last 30
Keywords
Negative keywords
URL inclusions
URL exclusions
Add filter
Download

| ☐ | Negative keyword | Added to | Level ↓ | Match type |
|---|---|---|---|---|
| ☐ | Account Negatives<br>List | Bridges at Andover - [Branded] | Campaign | |
| ☐ | Andover<br>List | Bridges at Andover - [Branded] | Campaign | |
| ☐ | Branded<br>List | Bridges at Andover - [Branded] | Campaign | |
| ☐ | Account Negatives<br>List | Bridges at Andover - [Unbranded] - Memory Care | Campaign | |
| ☐ | Memory Care Negatives<br>List | Bridges at Andover - [Unbranded] - Memory Care | Campaign | |
| ☐ | Andover<br>List | Bridges at Andover - [Unbranded] - Memory Care | Campaign | |
| ☐ | Alzheimer's Exact<br>List | Bridges at Andover - [Unbranded] - Memory Care | Campaign | |
| ☐ | Dementia Exact<br>List | Bridges at Andover - [Unbranded] - Memory Care | Campaign | |
| ☐ | Account Negatives<br>List | Bridges at Lexington - [Branded] | Campaign | |
| ☐ | Lexington<br>List | Bridges at Lexington - [Branded] | Campaign | |
| ☐ | Branded<br>List | Bridges at Lexington - [Branded] | Campaign | |
| ☐ | Account Negatives<br>List | Bridges at Lexington - [Unbranded] - Memory Care | Campaign | |
| ☐ | Memory Care Negatives | Bridges at Lexington - [Unbranded] - Memory Care | Campaign | |

# SHOW UP IN BETTER PLACES



severely restrict your scale.

☐ In-App

You are reducing In-App Impressions below 0%. This may severely restrict your scale.

Inventory: 0 selected

Clear All
No Items
Edit Inventory
View all packages

☐ Run only on selected Inventory

Domain Exclusion List — When adding apps, use app URLs.

Enter values or upload file.

https://www.hospitalrecruiting.com/
https://www.medicaljobsamerica.com/
https://www.practicelink.com/
https://salfordonline.com/
https://globalhealthjobs.com/

Upload File

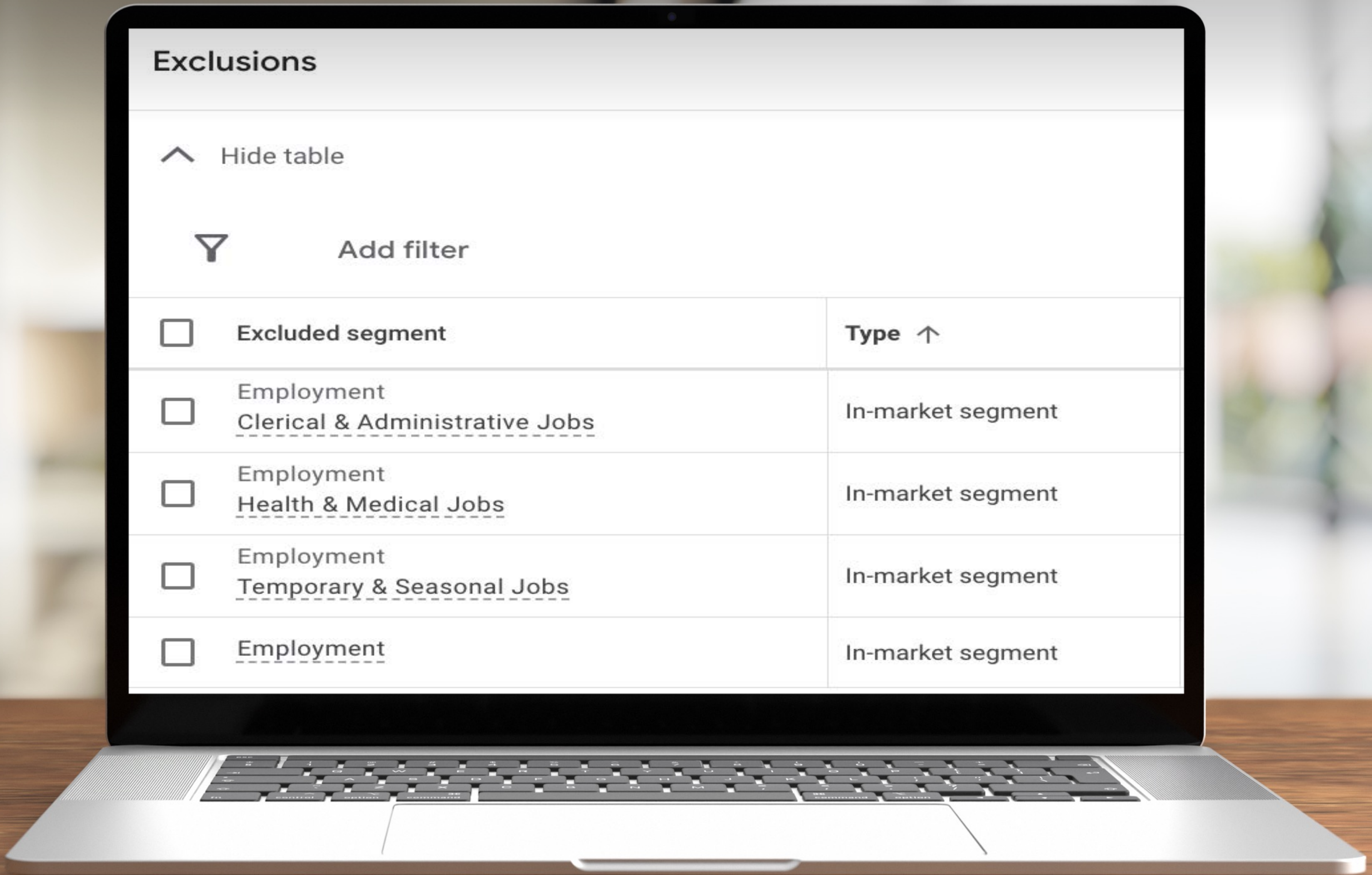
Domain Inclusion List — When adding apps, use app URLs.

Enter values or upload file.

Separate domains by commas.
Upload File

Domain Traffic Categories: 23 Selected

# EXCLUDE THE RIGHT PEOPLE



Exclusions

| ☐ | Excluded segment | Type ↑ |
|---|---|---|
| ☐ | Employment<br>Clerical & Administrative Jobs | In-market segment |
| ☐ | Employment<br>Health & Medical Jobs | In-market segment |
| ☐ | Employment<br>Temporary & Seasonal Jobs | In-market segment |
| ☐ | Employment | In-market segment |

# WHAT DO I DO?

## FOCUS RESOURCES

Stop chasing the same 5% of your audience that everyone else is after – it's expensive + usually, it's fruitless. Instead, prioritize your resources on the next 30% - the fence sitters – with a focus on helping them over the finish line.

## MAXIMIZE PROBABILITY

Once you attract those people (ads, organic, whatever), optimize every aspect of their experience – from the content they receive to the post-click experience to the tour itself.

## MINIMIZE WASTE

The sad reality is that you need some waste in marketing – if every dollar is spent with 100% efficiency, you're being too conservative. But 30%+ waste? That's not going to do. Eliminate wasteful spend so you can focus more of it where it should be.

# OBSESS ABOUT THE FENCE SITTERS

THAT’S ALL, FOLKS!

gifs.com

You wanted more?

# THE DIGITAL DOWNLOAD

DDL.MEDIA

M@RKET!NG
UNCENSORED

# LISTEN TO MY PODCAST

# @MKTGUNCENSORED

SAM TOMLINSON

# @DIGITALSAMIAM

SAM TOMLINSON

# THANK YOU

SCAN THE QR TO GET THE SLIDES