



MARKETING IN THE AI ERA

CUTTING THROUGH THE NOISE

@DigitalSamlam

MARKETER
INVESTOR
INNOVATOR
SPEAKER
AND...



SWIFTIE

Let's go!



St SAM TOMLINSON

My career started about as far away from marketing as one can get: in corporate finance – and I’ve carried the lessons learned (and profit obsession) into the digital ecosystem, where I’ve worked for nearly a decade.

I’ve worked for well over 100 clients – ranging from the Fortune 500 to pre-seed startups on 5 continents, with budgets ranging from \$1,000 to \$1M+

I don’t just *do* marketing – I teach others, too. I speak all over the world at conferences and events, and I’m currently on the faculty at Johns Hopkins University, Cabrini University and Georgetown University





Inspir | MODERN SENIOR LIVING



THE RIDGE
SENIOR LIVING

echelon™

A LIFEBRIDGE HEALTH PARTNER
FutureCare

IMPAQ

LifeWorx®

J|J|S

MAPLEWOOD
Senior Living



Regency
SENIOR LIVING

I'VE DONE THIS
FOR **AWHILE**



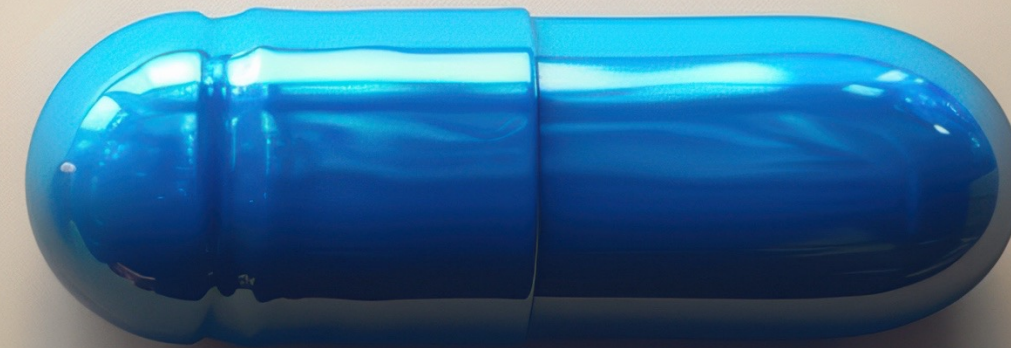
1909
SAGAMORE SPIRIT.
◆◆◆

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.

**MARKETING IS BUILT ON
DISRUPTION + EVOLUTION**

**SMART PEOPLE + SMART MACHINES
= REMARKABLE RESULTS**

EVOLVE OR DIE

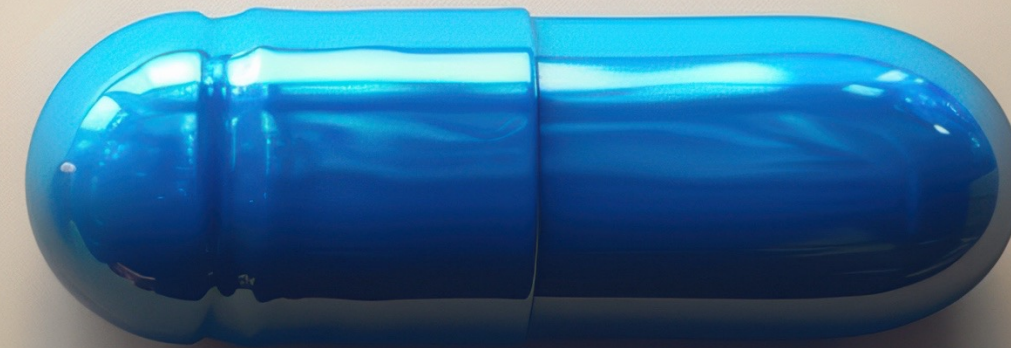


2 TRUTHS, 1 LIE

**AI is the discovery engine for
your consumer base**

**AI saves time (and makes
teams more productive)**

AI is the great equalizer



2 TRUTHS, 1 LIE

**AI is the discovery engine for
your consumer base**

**AI saves time (and makes
teams more productive)**

AI is the visualizer

**AI IS MAKING THE COST OF
ANSWERS GO TO ZERO.**

**...WHICH MEANS THE VALUE OF
ASKING THE RIGHT QUESTIONS
IS INFINITE**



WHAT'S THE AUDIENCE **IMPACT**

ChatGPT, Gemini, Claude, Perplexity et al have fundamentally re-written the rules of discovery faster than any technology in history. The behavioral change we've observed in just the last 36 months rivals the social media shift that took a decade.

The second question to ask: how can I leverage this technology to gain a competitive advantage over my competition, make my operations more economically efficiency, and/or my marketing/operations more effective for our audience?

WHERE'S MY **ADVANTAGE?**



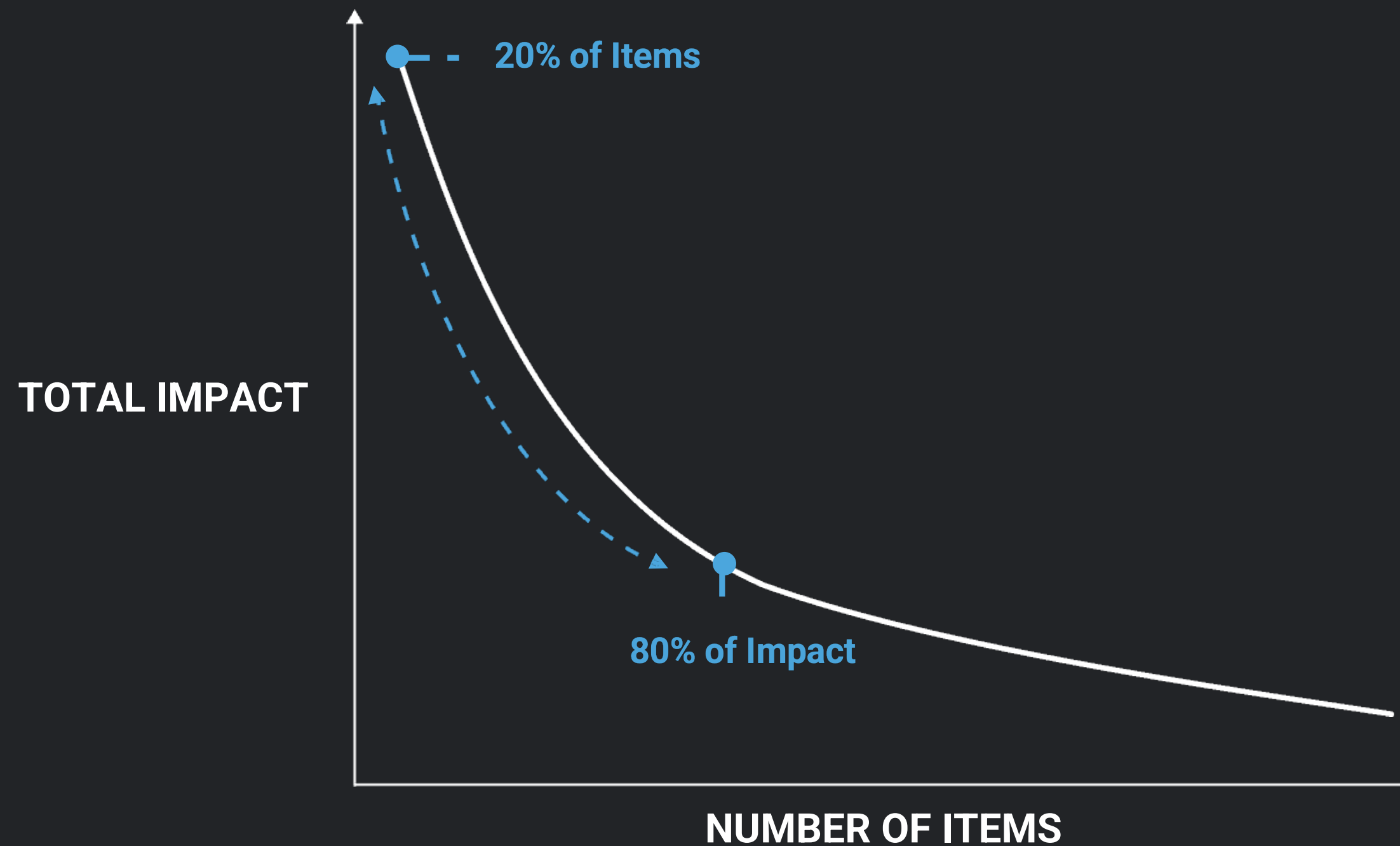


IMPERFECT = ALPHA

Using AI tools successfully isn't easy – and that's a GOOD thing. If it was easy, perfect & reliable, then everyone would do it, and the advantage would go to zero.

This isn't unique to GenAI tools; it applies to everything. Once adoption reaches a critical mass, the surplus value of doing that thing goes to zero because doing that thing is a baseline. We're no-where close to that point with AI in PPC: the vast majority of people aren't using it consistently, well, let alone consistently well. Therein lies your opportunity to maximize your productivity and deliver more quality work per unit time.

POWER LAWS ARE EVERYWHERE



A Significant portion of the outcome is generated by a few number to things

A photograph of Taylor Swift in a crowd, looking upwards with a focused expression. She has short brown hair with bangs and is wearing red lipstick and a dark choker. The background is a blurred crowd of people at a night event, with some holding up phones. A dark grey banner with white and blue text is at the bottom.

PLAY THE CLASSICS

MAKE MARKETING GREAT AGAIN

One of the paradoxes of life is that surplus value declines with adoption. In this context, it means that the more everyone runs to AI to solve all their problems, **the greater the incremental value of doing the little things – the basics – brilliantly well.**

**DO YOU REALLY KNOW
YOUR AUDIENCE?**

A close-up, slightly blurred photograph of Taylor Swift looking downwards with a thoughtful expression. She has blonde hair with bangs and is wearing a blue floral top and large hoop earrings. The background is a warm, out-of-focus crowd.

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.

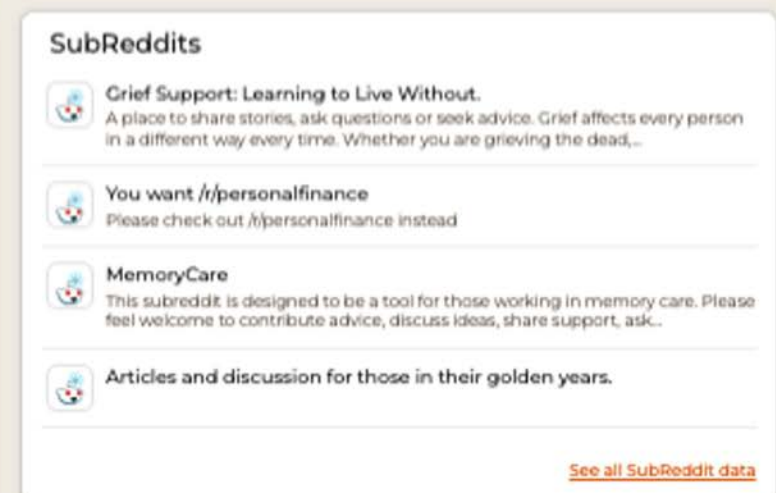
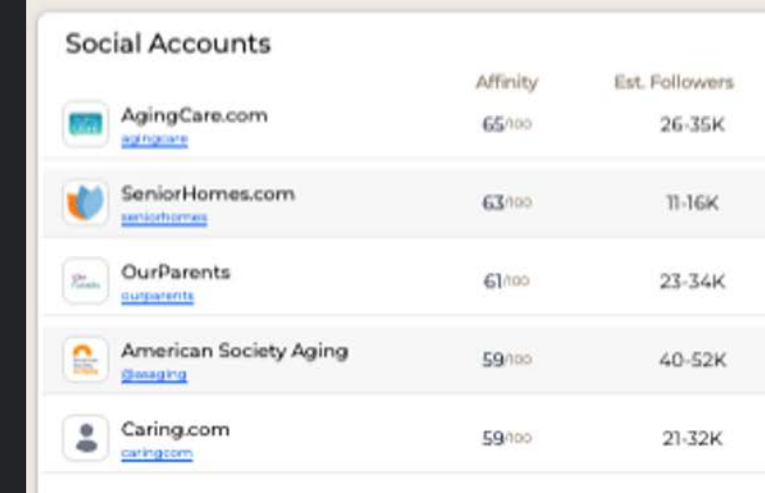
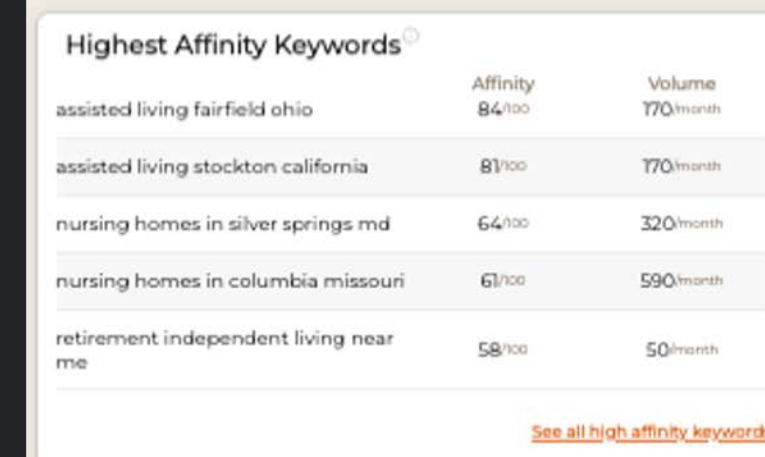
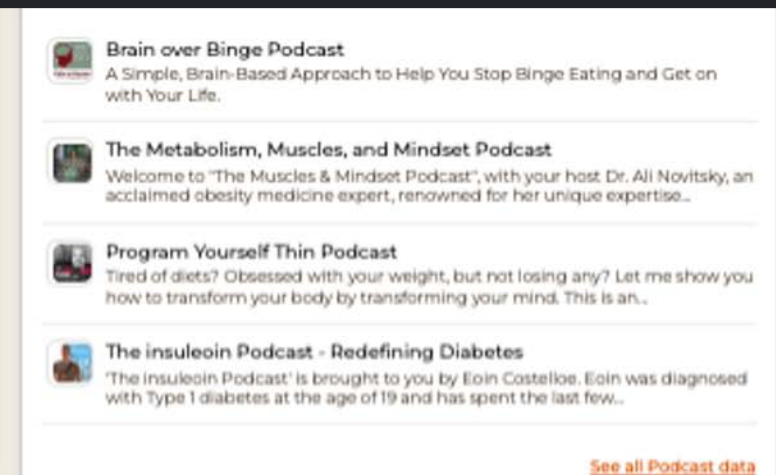
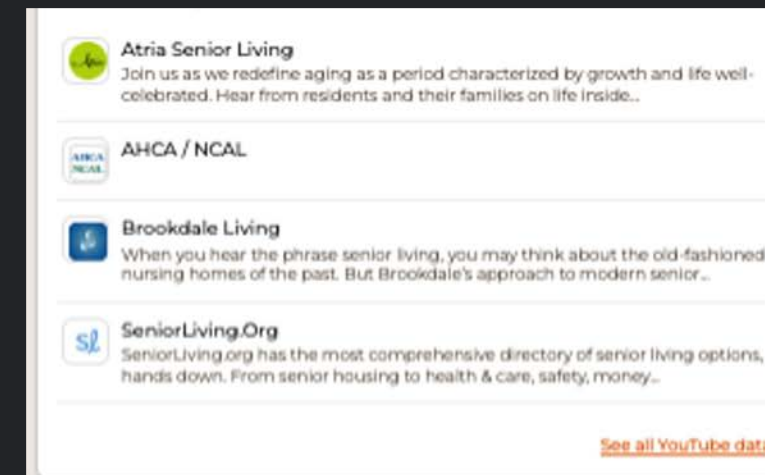
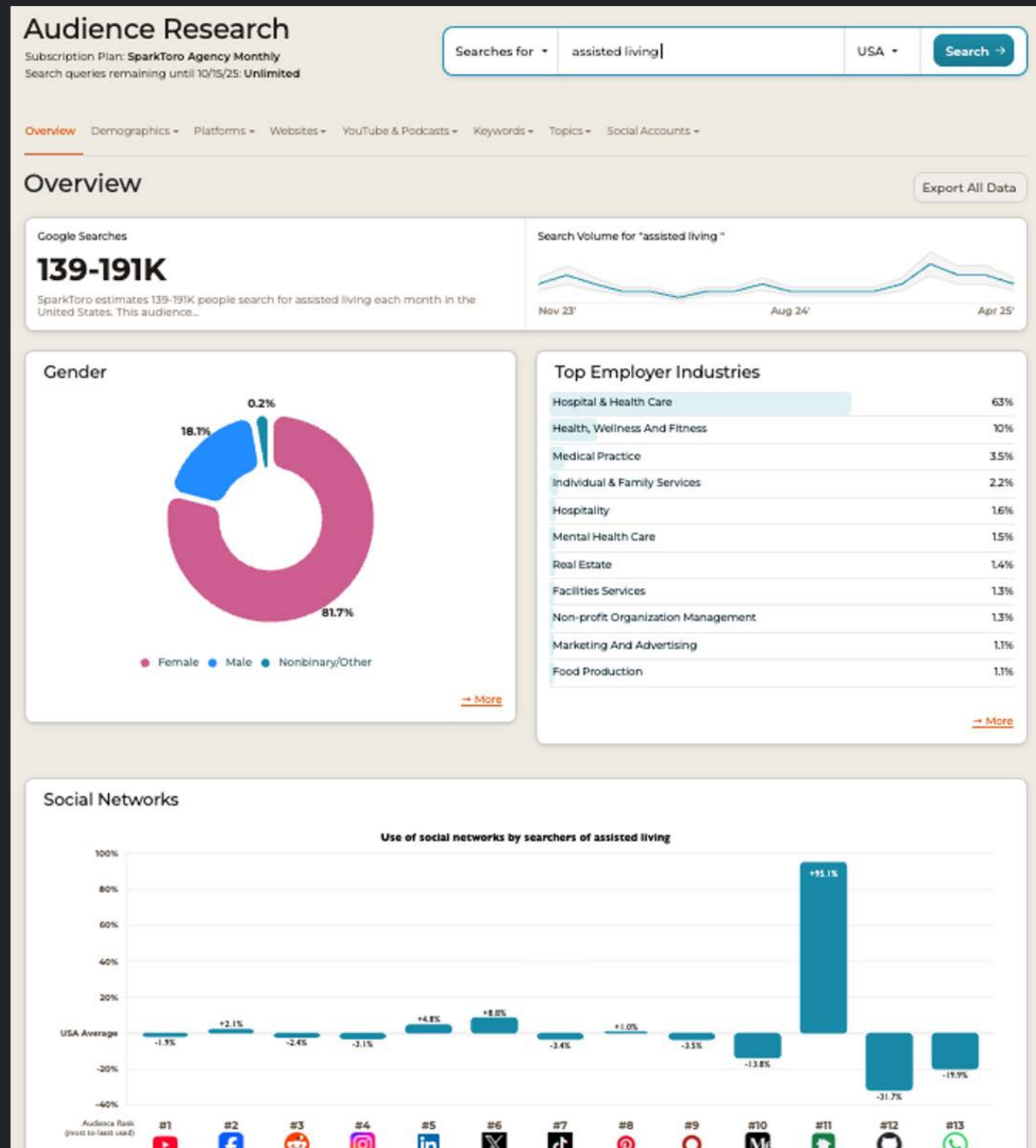
FOCUSED ON **WRONG** THINGS

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



SPARKTORO KEYWORD REPORTS

Keyword	Audience Affi	Keyword Vol	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	2025-04
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	
dahlonaga 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.
2qiyl	HomeOwners & 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	Legal Careers	/r/LegalCareers/	1939	en	23.33	
2ypxn	Legal Innovation & 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	DatalsBeautiful	/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 f	/r/FinancialPlanning/	960785	en	13.57	Discuss and ask questions about personal finances, budgeting, income, retirement plans, insurance, investing, and frugality.
2wlj3	Cryptocurrency News & 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.
2qhm6	Marketing & 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 & commentary for active traders and investors. Posts about equities, options, forex, futures, analyst upgrades & 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 ti	/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.

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.”



**CONNECT
INSIGHT TO AUDIENCE**

**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.



**AUDIENCE INSIGHTS +
CREATIVE FRAMEWORK =
LEVERAGE**

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 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 GOAL: Educate & reassure. Differentiate	This could be the right community for us, but we're afraid to commit 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. GOAL: Reinforce they made the right choice.	We want others to have the same great experience we did. GOAL: Satisfied residents & families into brand advocates
BEHAVIOR	Passive research - scrolling, light Googling Unaware of differences or what makes one good/better	Comparing communities & care levels Reading reviews, exploring & comparing pricing & amenities Looking for transparency & emotional reassurance	Scheduling tours & inquiring about pricing details.	Engaging with newsletters & events Sharing resident updates on social media Posting reviews online Inviting friends/family to visit	Positive Reviews/Testimonials Referring other family/friends/neighbors Participate in community marketing (testimonials, newsletter stories, PR)
CONTENT TYPES	Blog: "10 signs it's time to consider senior living" Downloadable Guides "Independent vs Assisted living—what's the difference?" Branding Ads Videos that feature resident stories, life enrichment	Blog: "How to choose the right senior living" Landing Page: apartment floor plans, transparent pricing & what's included Ads: Testimonials, virtual video tours, trust building proof points "Trusted for 30+ years"	Blog: "What happens after you move into senior living?" Videos: short-form showing welcoming move-ins & family visits Retargeting Ads: "Your loved one deserves a place that feels like home"	Resident stories, milestones, celebrations Blog: "How Senior Living Enriches Daily Life", "Best Activities for Mental Enrichment", "Staying Active As You Age—the benefits & how tos" 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" Videos: Testimonials from Residents 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 Survival	Success Love	Protection Love	Love Admiration	Admiration 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, <i>not</i> 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” “Stay independent—safely” “Choose while it’s still <i>your</i> choice”	“Now enjoy the life you’ve built” “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 Survival	Success Love	Protection Love + Guilt Alleviation	Love Admiration	Success Admiration
HOW TO LEVERAGE	Frame as protection & preparedness, <i>not</i> fear or disposal.	Make them feel capable & responsible. They're ensuring their parent thrives & stays engaged.	Transform guilt to love-driven empowerment. 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." "Start the search with time to make the right choice" "Plans bring peace—for everyone"	"You're not stepping back, you're stepping up" "The best living is one that is cared for—as much or little as needed"	"Assisted Living Is An Act Of Love" "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 Survival	Protection Love	Protection Love + Guilt Alleviation	Love Admiration	Admiration Love
HOW TO LEVERAGE	Validate emotional toll of caregiving. 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” “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



Find the right
Memory Care
for them

Expert Care • Tailored
Activities • Safe & Secure

BOOK A TOUR





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



Memory
Care is an
act of love

Find the right fit for them

LEARN MORE





*"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



Senior living
that *rises*
above the rest

Vibrant, maintenance-free
living & expert care


BOOK A TOUR





Schedule a tour ►






*"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

Seniors—want
worry-free, upscale living?

Book Your Private Tour Today →

@DigitalSamIAm

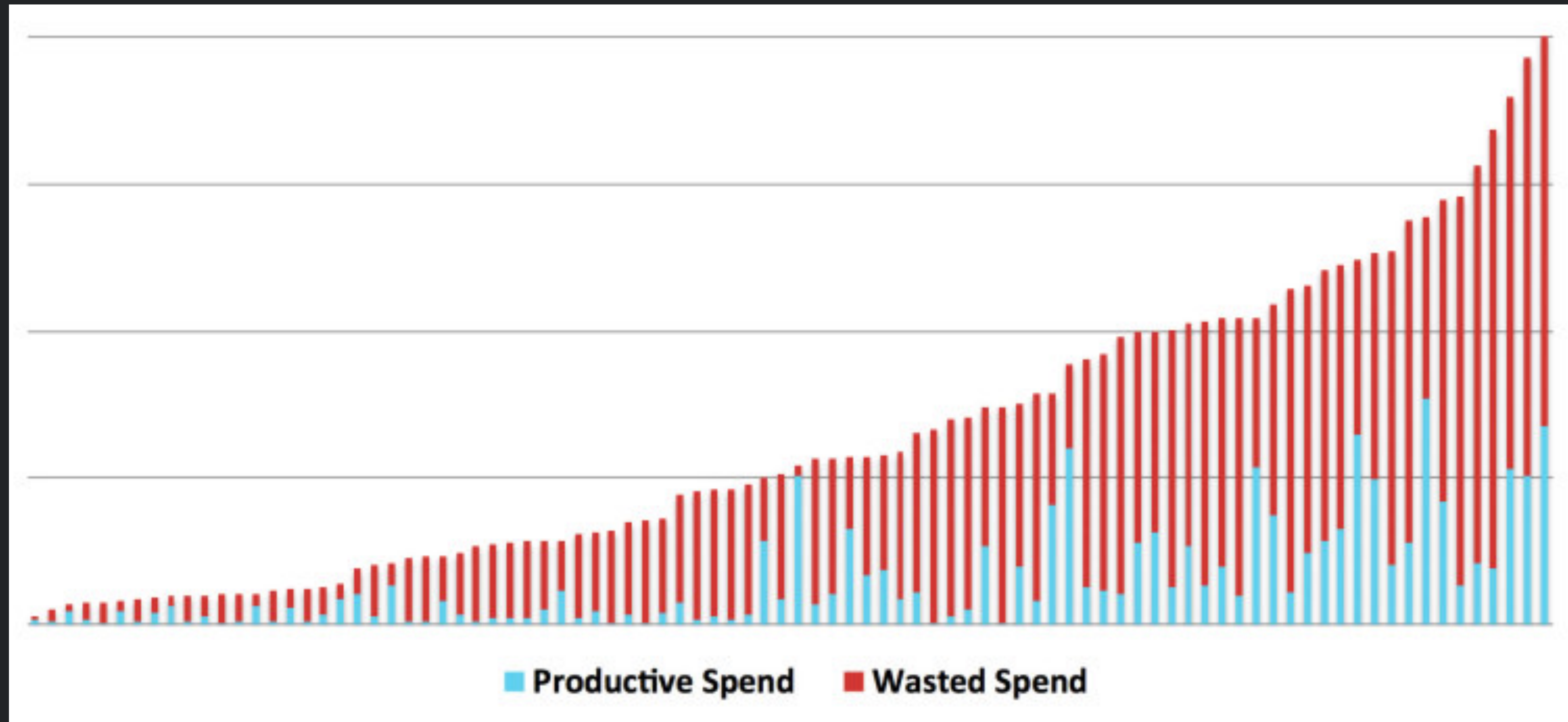
46

A portrait of Taylor Swift with shoulder-length brown hair and bangs, wearing a black top, against a blue background. The text is overlaid on the lower-left portion of the image.

**RIGHT AD + WRONG PLACE =
LOSS**

**DATA IS YOUR
OPTIMIZATION LEVER.**

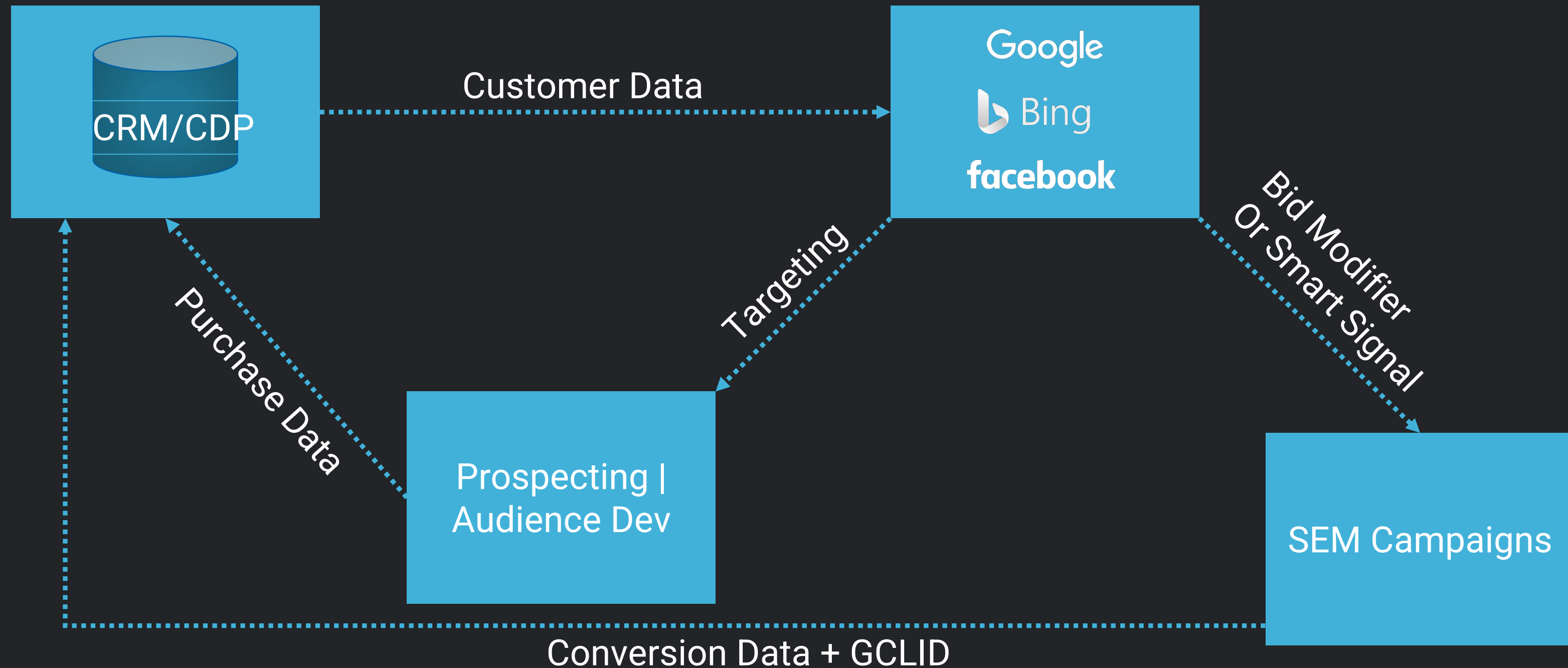
WASTED SPEND IS A GROWING PROBLEM



WANT TO MINIMIZE WASTE?

DATA THAT ACTUALLY WORKS

USE YOUR DATA TO INFORM ENGINE BIDDING

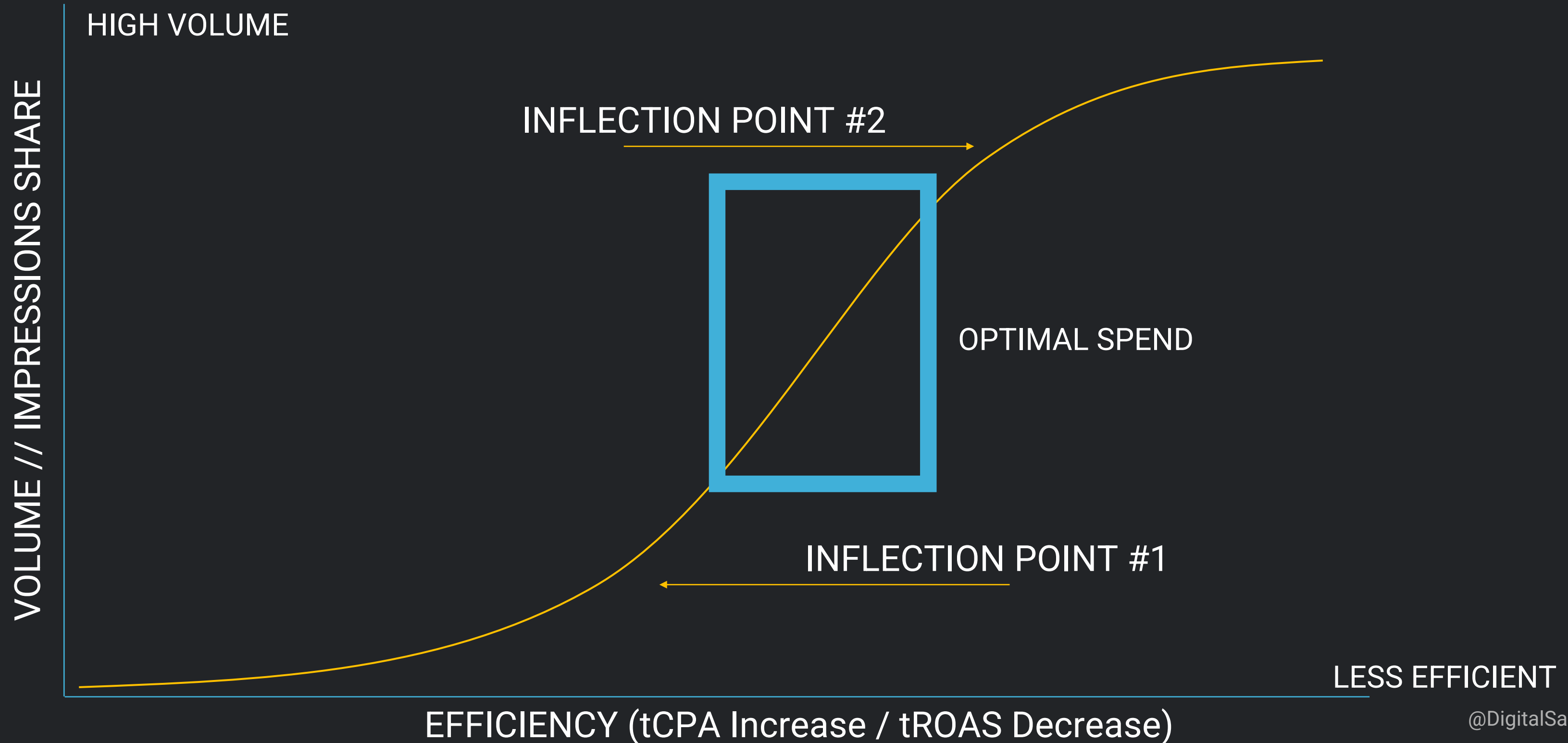


A BETTER STRUCTURE

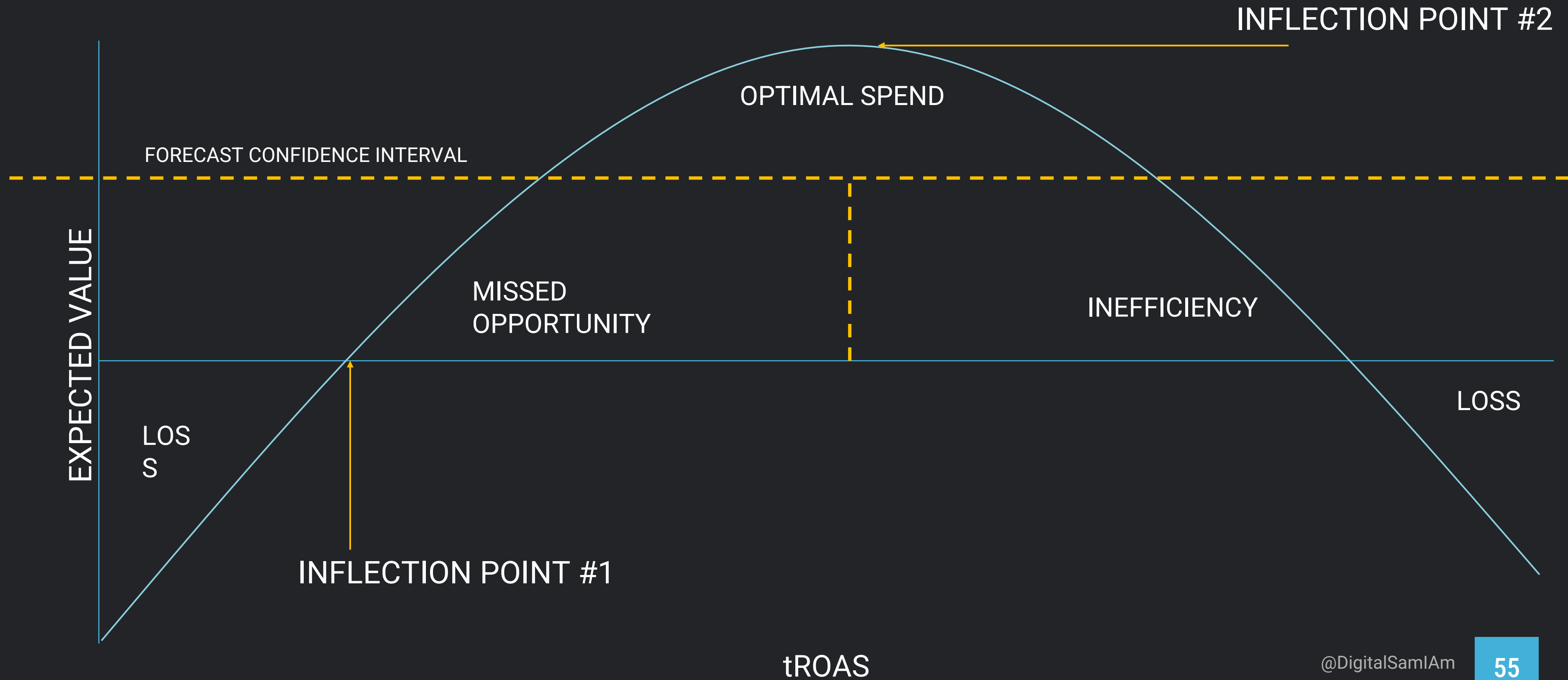
	HIGHEST INTENT The must-win, gotta-have-em searches + audiences	MID INTENT Exploratory/maybe-really-relevant but maybe-not searches. Competitors might fall here.	LOW INTENT Informational queries, discovery-related searches, fence-sitters, etc.
THE ICP The ideal customer profile for your community.	HIGHEST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

**USE tCPA or tROAS AS YOUR PRIMARY
BUDGET CONTROL LEVER**

THE DIGITAL DEMAND CURVE



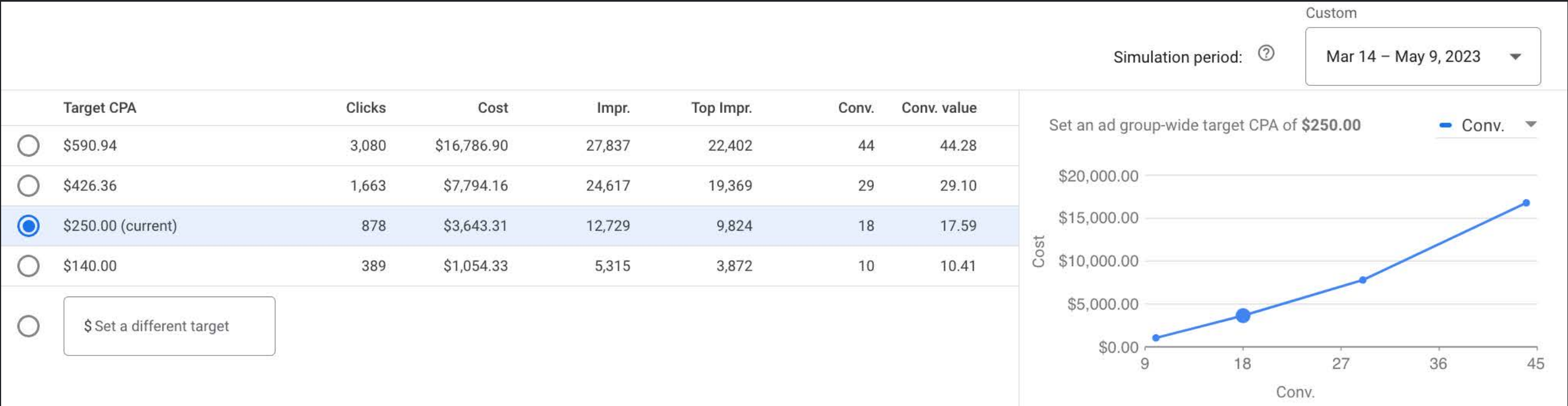
A QUICK TRANSFORM:



FIND THE INFLECTION POINTS

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.

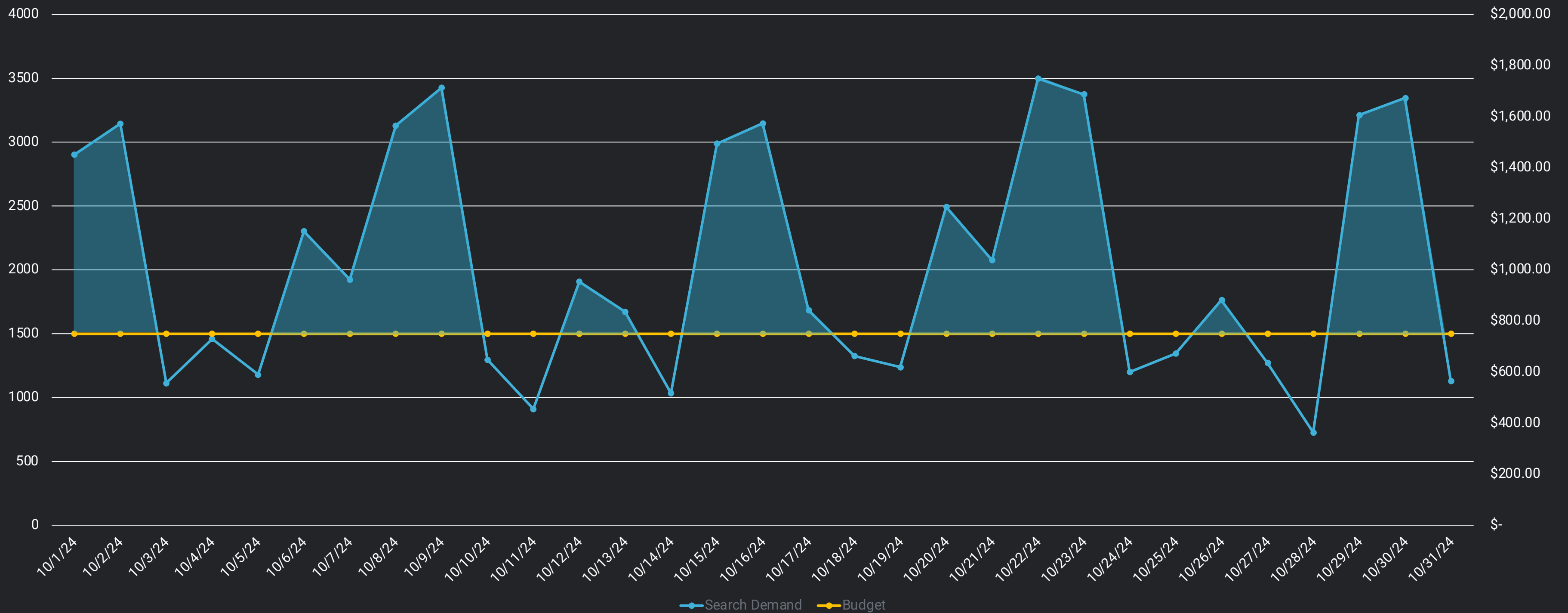
MID CPA | MID ROAS

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.

SEARCH DEMAND GRAPH



WASTING \$75K A MONTH?



DUPLICATE KEYWORDS

For a recent client, over 1,800 duplicate keywords were driving inefficiencies. With no experimentation or optimization, their ad performance was stuck, wasting budget.



\$215K, No Conversions

From February to May 2024, this client spent over \$215,000 on search terms that didn't convert. Misaligned targeting and wrong landing pages were burning up to \$75,000 a month.



UNSEEN BUDGET DRAIN

I have seen so many companies who don't realize how much they're wasting on poor ad strategies. If you're not constantly optimizing, you could be silently losing a huge chunk of your budget.

**YOU HAVE A SMALL BUT DISTINCT
WINDOW OF OPPORTUNITY**

2025 ROADMAP FOR ADS IN AI OVERVIEWS & AI MODE

ADS IN AI OVERVIEWS



OCT 2024

Launched in US-
EN **Mobile**



May 2025

Expanded US-
EN to **Desktop**



H2 2025

Expand to **select
English countries**

ADS IN AI MODE



May 2025

Started **experiment** in US-
EN across mobile +
desktop serving ads
below the first response

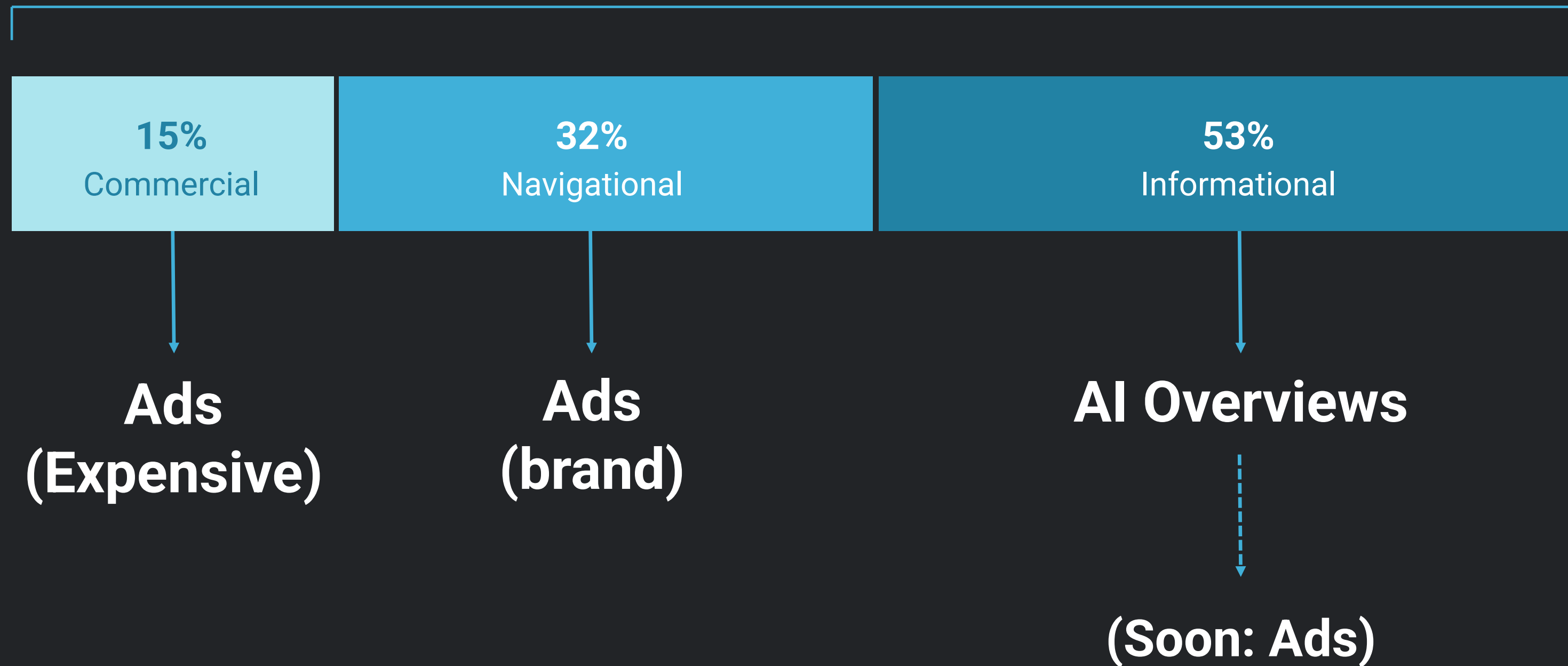


H2 2025

Start **experiment** in US-EN
across mobile + desktop
serving ads **integrated into
the response**

TRANSLATION:

5+ Trillion Annual Google Searches



THE **NEW RULES** OF DISCOVERY

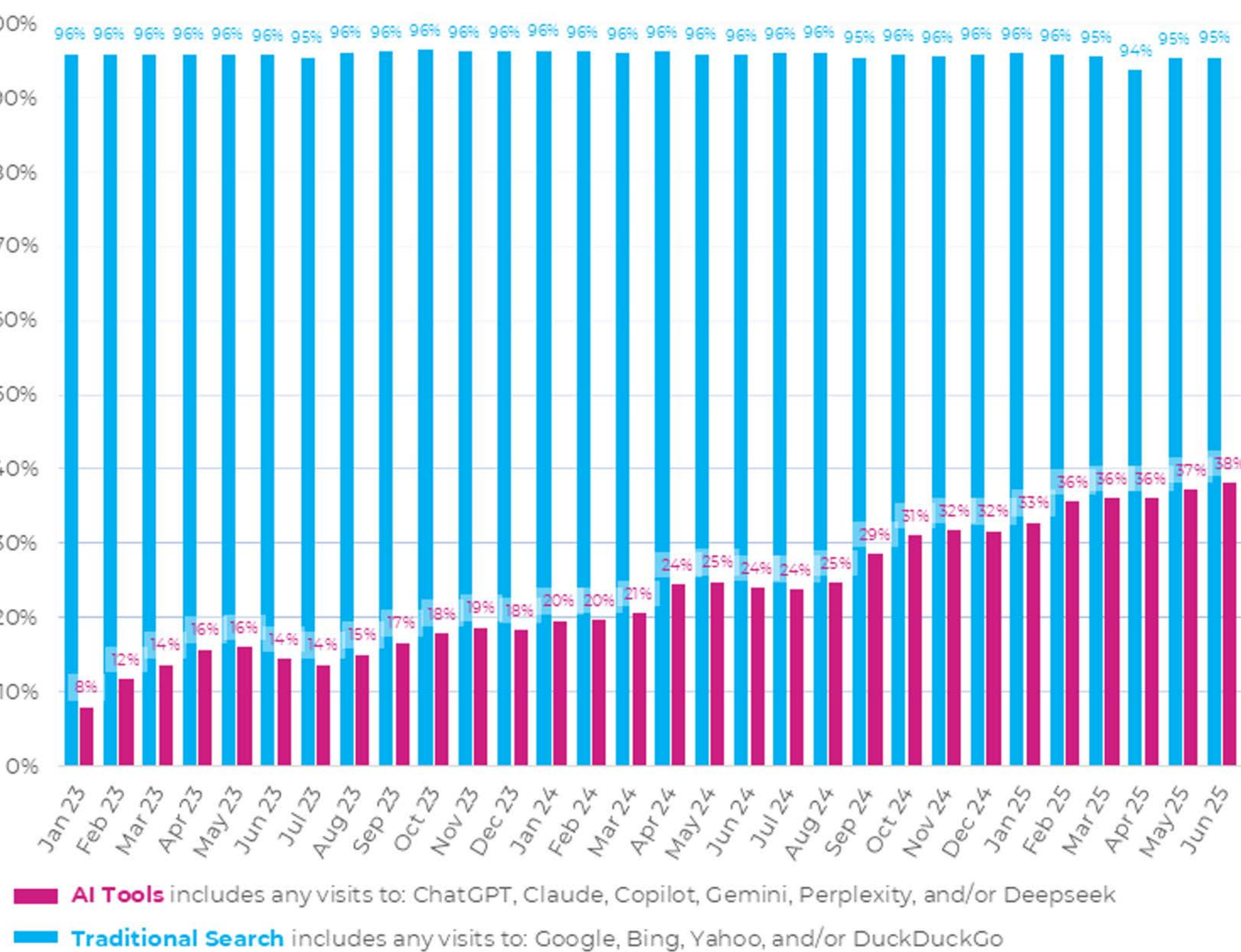


AI SEARCH IS **REWRITING** THE RULES OF DISCOVERY

**ARE REAL PEOPLE USING AI TO
LEARN/DO STUFF?**

Traditional Search vs. AI Tool Visits in the USA 2023-2025

(Percent of desktop devices with >1 visit/month to any of the included properties)



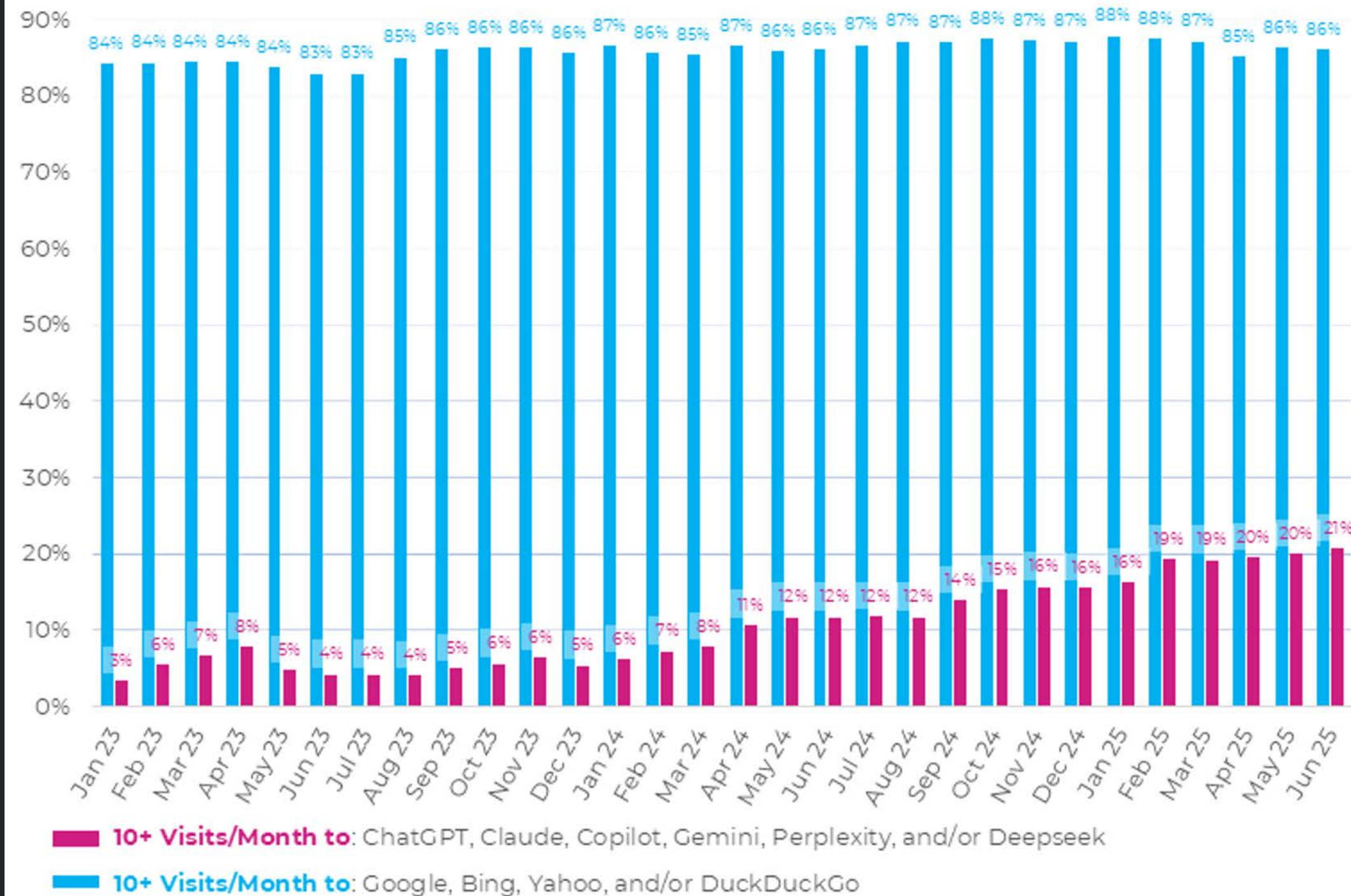
YES!

AND...ARE THEY COMING BACK?

ALSO
YES!

What Percent of Americans are Heavy Users of Traditional Search vs. AI Tools 2023-2025

(Percent of US desktop devices with 10+ visits/month to any of the included properties)



Source: multi-million device clickstream panel provided by

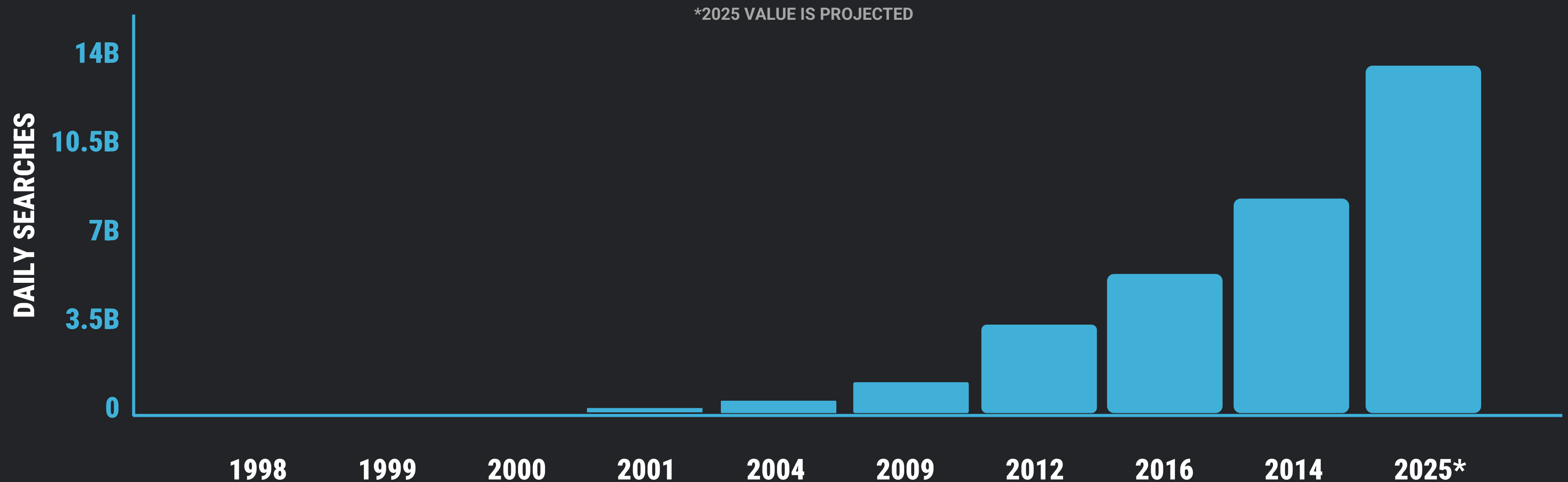


Assembled & analyzed by @DigitalSamIAm SparkToro

**SO...GOOGLE IS LESS
IMPORTANT?**

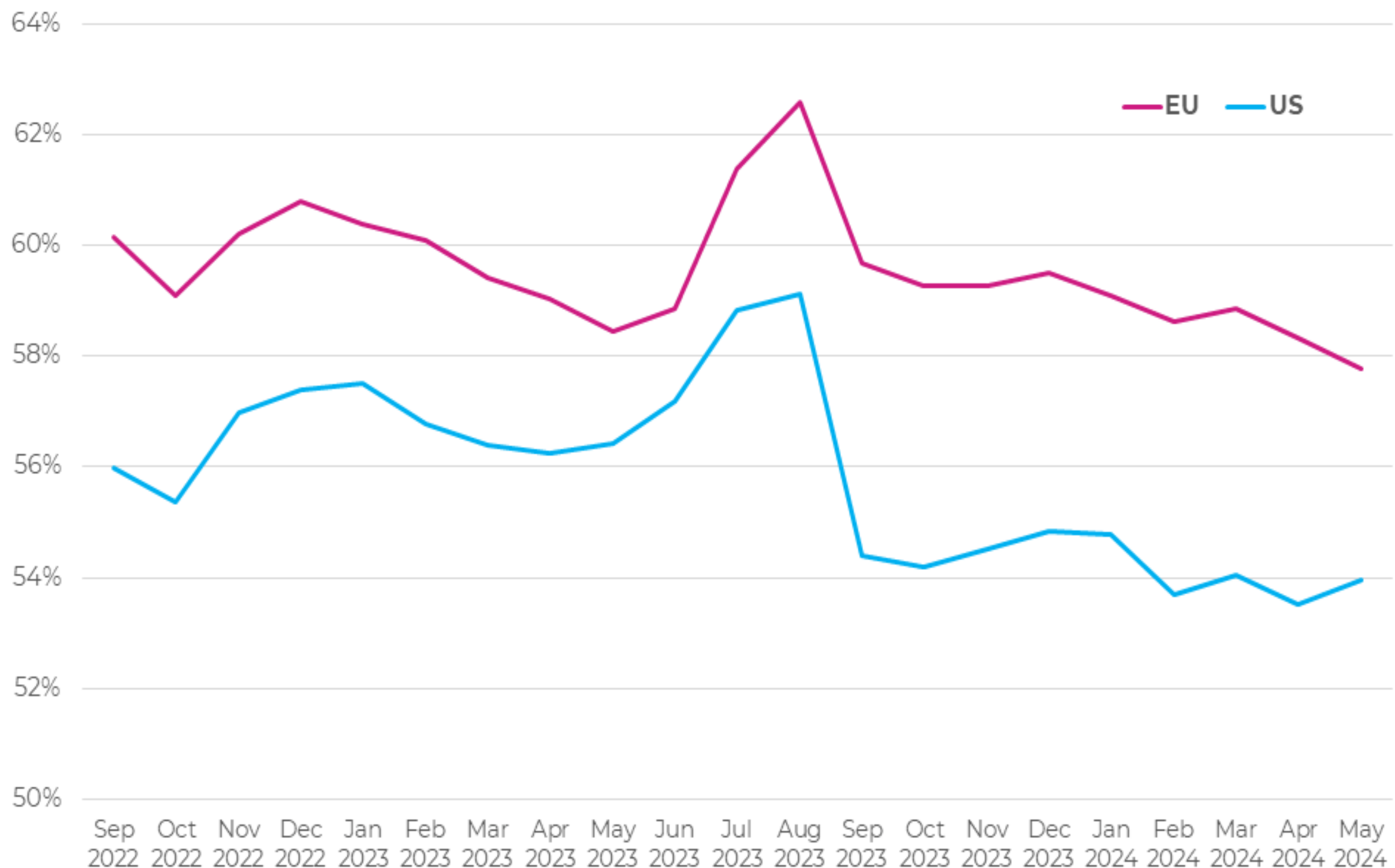
ABSOLUTELY NOT.

GOOGLE DAILY SEARCHES GROWTH (1998–2025)



Google Desktop **US** vs. **EU** Search Clicks to the Open Web 2022-2024

(i.e. organic results; not a paid ad or a Google-owned property)



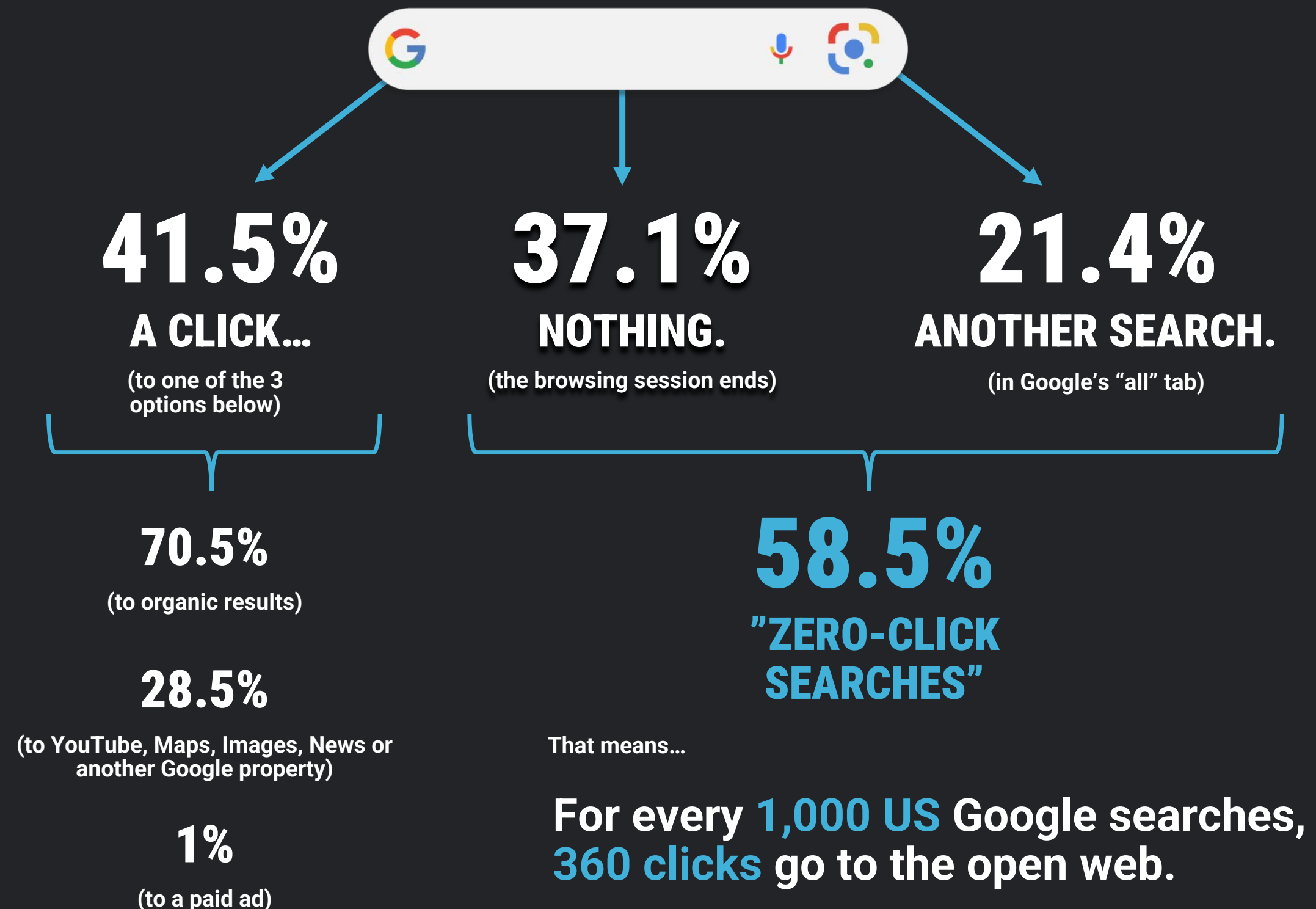
THE **PROBLEM?**

GOOGLE IS SENDING TRAFFIC TO THE OPEN WEB AT A LOWER RATE

ZERO CLICK SEARCH GROWTH

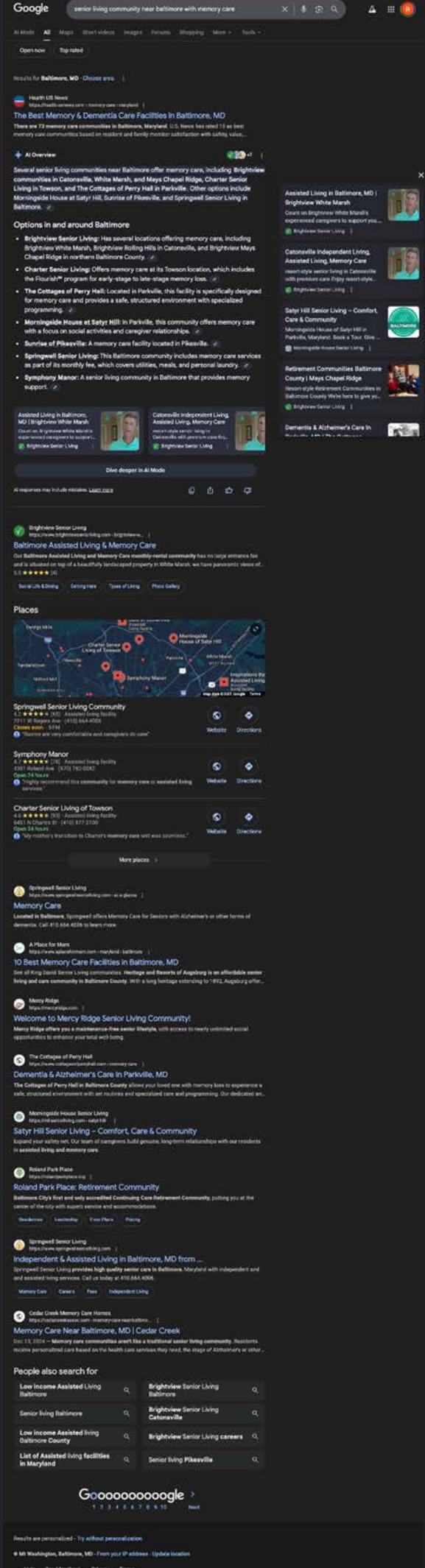
WHAT HAPPENS AFTER AMERICANS SEARCH

Google ?



An aerial photograph of a coastal city, likely San Diego, showing a wide sandy beach, the ocean, and a cityscape in the background. The text is overlaid on a black rectangular background in the center of the image.

**LET'S TALK ABOUT THE MOST VALUABLE
REAL ESTATE AROUND**



“SENIOR LIVING COMMUNITY NEAR BALTIMORE WITH MEMORY CARE”

Google

senior living community near baltimore with memory care

At Mode All Maps Street View Images Photos Shopping More Tools

Open new Top rated

Health 101 News

The Best Memory & Dementia Care Facilities in Baltimore, MD

There are 10 memory care communities in Baltimore, Maryland. ... These facilities offer 11 to 16 beds. Memory care communities focus on resident and family member satisfaction with safety, value.

AI Overview

Several senior living communities near Baltimore offer memory care, including Brightview communities in Germantown, White Marsh, and Mays Chapel Ridge. Charter Senior Living in Towson, and The Cottages of Perry Hall in Parkville. Other options include Monrogsdale House at Satyr Hill, Sunrise of Pikesville, and Springwell Senior Living in Baltimore.

Options in and around Baltimore

Brightview Senior Living: Has several locations offering memory care, including Brightview White Marsh, Brightview Posing Hills in Catonsville, and Brightview Mays Chapel Ridge in northern Baltimore County.

Charter Senior Living: Offers memory care at its Towson location, which includes the Flourish™ program for early-stage to late-stage memory loss.

The Cottages of Perry Hall: Located in Parkville, this facility is specifically designed for memory care and provides a safe, structured environment with specialized programming.

Monrogsdale House at Satyr Hill: In Parkville, this community offers memory care with a focus on social activities and caregiver relationships.

Sunrise of Pikesville: A memory care facility located in Pikesville.

Springwell Senior Living: This Baltimore community includes memory care services as part of its monthly fee, which covers utilities, meals, and personal laundry.

Symphony Manor: A senior living community in Baltimore that provides memory support.

Assisted Living in Baltimore, MD | Brightview White Marsh

Catonsville Independent Living, Assisted Living, Memory Care

Satyr Hill Senior Living - Comfort, Care & Community

Retirement Communities Baltimore County | Mays Chapel Ridge

Dementia & Alzheimer's Care In

Brightview Senior Living

Baltimore Assisted Living & Memory Care

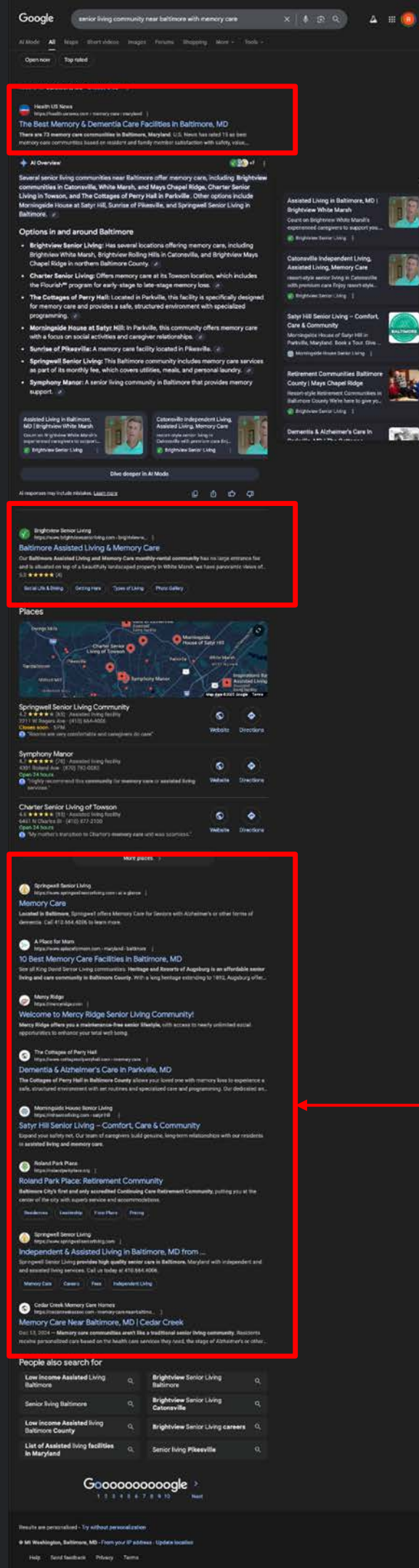
Our Baltimore Assisted Living and Memory Care community offers the best of both worlds for you and is situated on top of a beautifully landscaped property in White Marsh. We have panoramic views of 3.7 (5) (6)

Search & Filter Settings Type of Living Photo Gallery

Places

Springwell Senior Living Community

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GOOD LUCK IF YOU'RE HERE

Health Unit News
 (A monthly newsletter always sent to you)

The Best Memory & Dementia Care Facilities in Baltimore, MD
 The Top 10 memory care communities in Baltimore, Maryland. MD News has said 10 are the best memory care communities based on resident and family member satisfaction with safety, value, and quality of care.

★ **At Overview**

Several senior living communities near Baltimore offer memory care, including **Brightline Communities in Catonsville, White Marsh, and Mays Chapel Ridge, Charter Senior Living in Towson, and The Cottages of Perry Hall in Pikesville.** Other options include **Manorplace House at Sutter Hill, Sunnyside of Pikesville, and Springwell Senior Living in Baltimore.**

Options in and around Baltimore

- **Brightline Senior Living:** has four communities offering memory care, including **Brightline White Marsh, Brightline Rolling Hill in Catonsville, and Brightline Mays Chapel Ridge** in northern Baltimore County. [View](#)
- **Charter Senior Living Offers memory care** at its **Towson location**, which includes a "memory" program for early stages to help ease memory loss. [View](#)
- **The Cottages of Perry Hall** located in **Pikesville**, this facility is specifically designed for memory care and provides a safe, structured environment with specialized programming. [View](#)
- **Manorplace House at Sutter Hill in Pikesville**, this community offers memory care with a focus on social activities and caregiver relationships. [View](#)
- **Sunnyside of Pikesville:** A memory care facility located in Pikesville. [View](#)
- **Springwell Senior Living:** This Baltimore community includes memory care services as part of a monthly fee, which covers utilities, meals, and personal nursing. [View](#)
- **Symphony Manor:** A senior living community in Baltimore that provides memory support. [View](#)



Assisted Living in Ball-Mont
 MD | Brightline White Marsh
 Located in the heart of White Marsh, this community offers a variety of services and amenities for residents.

★ [Brightline Senior Living](#)



Assisted Living in Mays Chapel Ridge
 MD | Brightline Senior Living
 Located in Mays Chapel Ridge, this community offers a variety of services and amenities for residents.

★ [Brightline Senior Living](#)

Don't forget to read:

THIS IS WHERE YOU WANT TO BE

senior living community near baltimore with memory care

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

Health US News

https://health.usnews.com › memory-care › maryland

The Best Memory & Dementia Care Facilities in Baltimore, MD

There are 73 memory care communities in Baltimore, Maryland. U.S. News has rated 15 as best memory care communities based on resident and family member satisfaction with safety, value, caregiving, food...

AI Overview

Several senior living communities near Baltimore offer memory care, including Brightview communities in Catonsville, White Marsh, and Mays Chapel Ridge, Charter Senior Living in Towson, and The Cottages of Perry Hall in Parkville. Other options include Morningside House at Satyr Hill, Sunrise of Pikesville, and Springwell Senior Living in Baltimore.

Options in and around Baltimore

- Brightview Senior Living:** Has several locations offering memory care, including Brightview White Marsh, Brightview Rolling Hills in Catonsville, and Brightview Mays Chapel Ridge in northern Baltimore County.
- Charter Senior Living:** Offers memory care at its Towson location, which includes the Flourish™ program for early-stage to late-stage memory loss.
- The Cottages of Perry Hall:** Located in Parkville, this facility is specifically designed for memory care and provides a safe, structured environment with specialized programming.
- Morningside House at Satyr Hill:** In Parkville, this community offers memory care with a focus on social activities and caregiver relationships.
- Sunrise of Pikesville:** A memory care facility located in Pikesville.
- Springwell Senior Living:** This Baltimore community includes memory care services as part of its monthly fee, which covers utilities, meals, and personal laundry.
- Symphony Manor:** A senior living community in Baltimore that provides memory support.

Assisted Living in Baltimore, MD | Brightview White Marsh

Count on Brightview White Marsh's experienced caregivers to support you...

Brightview Senior Living

Catonsville Independent Living, Assisted Living, Memory Care

resort-style senior living in Catonsville with premium care Enjoy resort-style...

Brightview Senior Living

Satyr Hill Senior Living – Comfort, Care & Community

Morningside House of Satyr Hill in Parkville, Maryland. Book a Tour. Give...

Morningside House Senior Living

Retirement Communities Baltimore County | Mays Chapel...

Resort-style Retirement Communities in Baltimore County We're here to give yo...

Brightview Senior Living

Dementia & Alzheimer's Care In Parkville, MD | The Cottages

FEEL THE DIFFERENCE OF MEMORY CARE AT the Cottages of Perry Hall...

The Cottages of Perry Hall

Assisted Living in Baltimore, MD | Brightview White Marsh

Count on Brightview White Marsh's experienced caregivers to support...

Brightview Senior Living

Catonsville Independent Living, Assisted Living, Memory Care

resort-style senior living in Catonsville with premium care Enj...

Brightview Senior Living

Dive deeper in AI Mode

Assisted Living in Baltimore, MD | Brightview White Marsh

Count on Brightview White Marsh's experienced caregivers to support you...

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Brightview Senior Living

Dementia & Alzheimer's Care In Parkville, MD | The Cottages

FEEL THE DIFFERENCE OF MEMORY CARE AT the Cottages of Perry Hall...

The Cottages of Perry Hall

senior living community near baltimore with memory care

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

Brightview Senior Living

Baltimore's premier senior living community has no large entrance fee and is situated on top of a beautifully landscaped property in White Marsh, we have panoramic views of...

Baltimore Assisted Living & Memory Care

Our Baltimore Assisted Living and Memory Care monthly-rental community has no large entrance fee and is situated on top of a beautifully landscaped property in White Marsh, we have panoramic views of...

Places

Springwell Senior Living Community

4.5 ★★★★★ (26) · Pikesville, MD 21115

21115 Pikesville, MD · (410) 653-4000

Choose date: 1/1/24

There are no comparable data to compare to.

Website Overview

Symphony Manor

4.2 ★★★★★ (10) · Assisted Living Facility

4301 Roswell Ave · (707) 762-0007

Open 24 hours

Using retirement this community for memory care or assisted living services.

Website Overview

Charter Senior Living of Towson

4.1 ★★★★★ (26) · Assisted Living Facility

6401 Towson Rd · (410) 877-2700

Open 24 hours

My mother is a resident in Charter's memory care and was extremely...

Website Overview

More places

Brightview Senior Living

Assisted Living, Memory Care, Independent Living

Located in Baltimore, Springwell offers Memory Care for Seniors with Alzheimer's or other forms of dementia. Call 410.654.4000 to learn more.

A Place for Me

Senior Living Community · Pikesville, Baltimore, MD

One of King David Senior Living Communities. Heritage and Rewards of Aging in an affordable senior living and care community in Baltimore County. With a long heritage extending to 1965, King David offers...

10 Best Memory Care Facilities in Baltimore, MD

One of King David Senior Living Communities. Heritage and Rewards of Aging in an affordable senior living and care community in Baltimore County. With a long heritage extending to 1965, King David offers...

Merry Ridge

Senior Living Community

Welcome to Merry Ridge Senior Living Community! Merry Ridge offers you a maintenance-free senior lifestyle, with access to nearly unlimited social opportunities to enhance your total well-being.

The Cottages of Perry Hall

Senior Living Community · Parkville, Baltimore, MD

The Cottages of Perry Hall in Baltimore County offers your loved one with memory loss to experience a safe, structured environment with well-trained and experienced care and programming. Our dedicated staff...

Morningside House Senior Living

Assisted Living, Memory Care, Independent Living

Satyr Hill Senior Living – Comfort, Care & Community

Expand your senior life. Our team of caregivers build genuine, long-term relationships with our residents in assisted living and memory care.

Rolland Park Place

Senior Living Community · Baltimore, MD

Rolland Park Place: Retirement Community

Baltimore City's first and only award-winning Continuing Care Retirement Community, putting you at the center of the city with superb senior and accommodations.

Springwell Senior Living

Assisted Living, Memory Care, Independent Living

Independent & Assisted Living in Baltimore, MD from ...

Springwell Senior Living provides high quality senior care in Baltimore, Maryland with independent and assisted living services. Call us today at 410.654.4000.

Cedar Creek Memory Care Homes

Assisted Living, Memory Care, Independent Living

Memory Care Near Baltimore, MD | Cedar Creek

Since 1975, Cedar Creek Memory Care Homes has been a leading provider of memory care services. Our residents receive personalized care based on the health care services they need. The staff of Cedar Creek is dedicated...

People also search for

Low Income Assisted Living Baltimore

Brightview Senior Living Baltimore

Senior Living Baltimore

Brightview Senior Living Catonsville

Low Income Assisted Living Baltimore County

Brightview Senior Living catonsville

List of Assisted Living facilities in Maryland

Senior Living Pikesville

Googoooooooooooooole

Results are personalized · Try without personalization

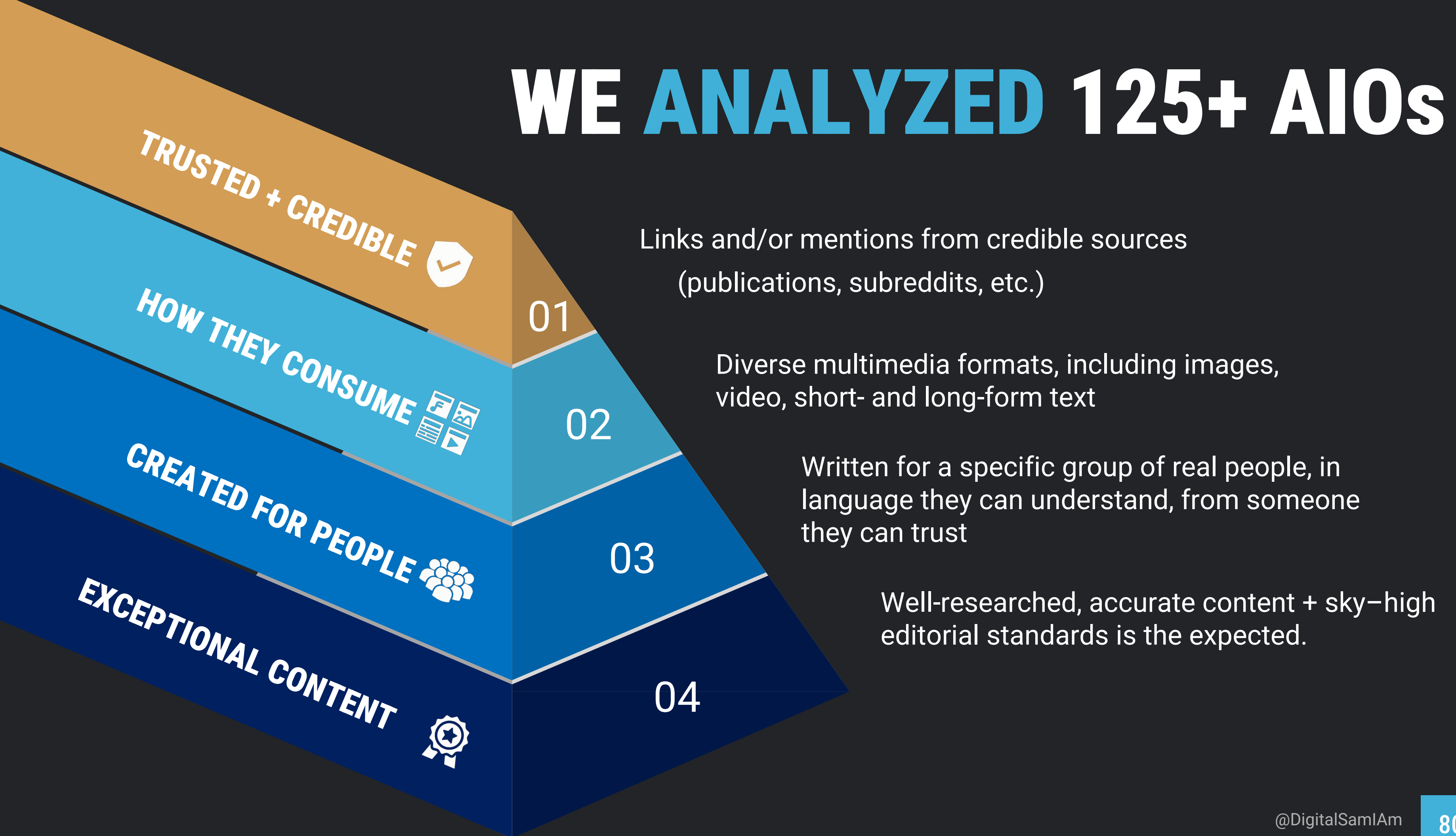
441 Washington, Baltimore, MD · From your IP address · Update location

Help Send feedback Privacy Terms

78

HOW DOES AIO DETERMINE WHAT GREAT CONTENT IS?

WE ANALYZED 125+ AIOs



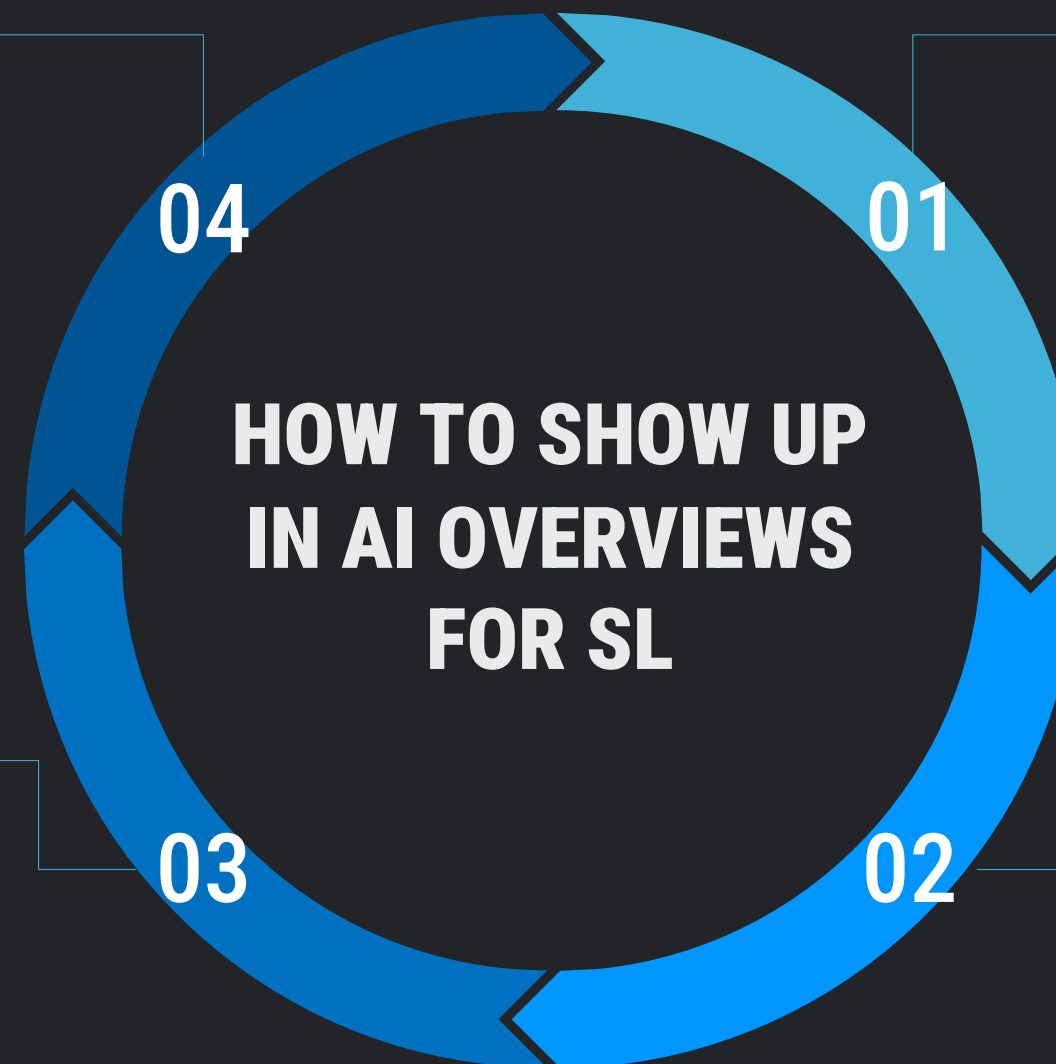
CONTENT **AIOs** LOVE TO **USE**

PROVIDER RESOURCE CENTERS

AI favors comprehensive, educational hubs that genuinely help users understand their options. When a provider's resource center focuses on guidance rather than promotion, it signals expertise and trustworthiness—qualities AIOs prioritize when summarizing information for users.

INDUSTRY WEBSITES

These large, established directories dominate because they aggregate massive amounts of structured data across providers, locations, and care levels. Their commercial neutrality and scale make them reliable sources for AIOs seeking broad, up-to-date comparisons.



GUIDES & CHECKLISTS

AI overviews love structured, step-by-step content designed to answer complex, emotionally driven questions. Guides that mirror how people research—covering topics like cost, staff, activities, and amenities—are easily parsed, summarized, and surfaced because they match Google's preferred informational format.

AUTHORITATIVE NON-PROFIT / GOV.

Sites ending in .org or .gov are inherently trusted by Google's algorithms for their objectivity and credibility. In a category as sensitive as senior living, AIOs elevate these sources because they are perceived as unbiased, fact-based, and focused on public benefit rather than profit.

LET'S TALK ABOUT **BILL BELICHEK**

CBS 2ND & 5 NE 13 TB 7 2ND 0:20 14





SPY ON THE COMPETITION

We all know that competitive intelligence is critical to making sound, strategic decisions; the problem is finding the time and the resources to do it on a regular basis.

This is where AI tools like ChatGPT or Gemini come in: with the right process/prompts, you can automate much of this process, making it easy to get near-real-time competitive intelligence across your communities.

[Context] I work as a marketing director at a small senior living company in Baltimore, Maryland. Please identify the top 10 competitors we should be aware of from a marketing standpoint. Ensure each competitor is located within a 20-mile radius of Baltimore, MD.

Thought for 38s >

Here are 10 senior-living competitors within ~20 miles of Baltimore that tend to have a strong marketing standpoint (brand strength, multi-channel presence, and range of care services):

1. Roland Park Place — Baltimore City (CCRC/Life Plan). Downtown location, strong brand, and CCRC accredited CCRC. Roland Park Place
2. Springwell Senior Living — Baltimore (IL/AL/MC). Prominent local partnerships (e.g., Johns Hopkins Health), active web content around memory care. springwellseniorli... +1
3. Brightview White Marsh — White Marsh (AL/MC). Highly visible Brightview brand with multiple Baltimore-area communities and robust landing pages. brightviewseniorli...
4. Brightview Towson — Towson (AL/MC). In the Towson core near TU/cultural spots; polished site and strong local SEO footprint. brightviewseniorli...
5. Sunrise of Pikesville — Pikesville (AL/MC). National brand equity, heavy SEM in metro Baltimore. Sunrise Senior Li...
6. Woodholme Gardens (Elegance Living) — Pikesville (AL/MC). Operated by a regional platform; frequent promotions and conversion-focused pages. Elegance Living
7. Blakehurst — Towson (CCRC/Life Plan). Full continuum and recognized health center; strong value prop for “age-in-place.” Blakehurst
8. Edenwald — Towson (CCRC/Life Plan). Established Towson fixture with multiple contract options; consistent digital presence. Edenwald
9. Broadmead — Cockeysville/Hunt Valley (CCRC/Life Plan). Large Quaker-guided campus; frequent media/features and expansion news. broadmead.org +1
10. Erickson Senior Living (two local flagships):
 - Charlestown — Catonsville (CCRC/Life Plan) Erickson Senior L...
 - Oak Crest — Parkville (CCRC/Life Plan) Erickson Senior L...(Both are major, well-funded marketing engines with strong brand recall in Baltimore County.)

FIND YOUR COMPETITORS

SIMPLE PROMPT

The best place to start with competitor research is a simple prompt providing Gemini or GPT with relevant information on your community / brand and asking it to identify a set number of competitors matching some general criteria (i.e. within 20 miles).

VALIDATE THE DATA

Once you get the initial response, validate it – ensure that the GenAI platform is actually using the right information, or the rest of this is going to be an exercise in futility.

LET’S GO FURTHER

#	Community	Unique Features / Marketing Differentiators	Pricing (as stated publicly)
1	Roland Park Place (Baltimore City)	Full-continuum (independent, assisted, memory care, skilled nursing) on one campus; urban setting but with “country-like” feel; multiple contract types (Life-Care, Fee-for-Service) giving flexibility. <small>Roland Park Place +4</small>	• Independent Living: Entry fee starts at \$172,000 + monthly service fee ~\$3,396. <small>Roland Park Place +1</small> • Assisted Living: Monthly from ~\$10,050. <small>Roland Park Place</small> • Health Care Center: private pay rate ~\$556/day. <small>Roland Park Place</small>
2	Springwell Senior Living (Baltimore, Mt. Washington area)	Rental model rather than large entrance fee; offers independent, assisted, memory care; emphasizes “resort-style living” on ~15 acres, near cultural/medical amenities. <small>Archdiocese of B... +2</small>	• Assisted Living: studios from ~\$5,400/month, one-bedrooms from ~\$6,925/month. <small>springwellseniorli...</small> • Memory Care: from ~\$7,240/month for studio. <small>springwellseniorli...</small>
3	Brightview White Marsh (White Marsh)	A strong “Brightview” brand presence in Baltimore region; modern community, visible marketing; offers both assisted living and memory care.	• Assisted Living: estimated start ~\$4,100/month. <small>Seniorly +1</small> • Memory Care (Wellspring Village™): starting from ~\$8,995/month. <small>brightviewseniorli...</small>
4	Brightview Towson (Towson)	Part of same Brightview brand; convenient Towson/Maryland campus, geared toward active assisted living with upscale amenities.	Pricing detail specific to Towson location not easily located in public summary.
5	Sunrise of Pikesville (Pikesville)	National brand (Sunrise Senior Living) with assisted living + memory care + short-term stays; walking paths/outdoor patios, emphasis on lifestyle and care. <small>Sunrise Senior Li... +2</small>	• Assisted Living: starting at ~\$4,286/month (studio-2BR) per their site. <small>Sunrise Senior Li... +1</small> • Other sources: ~\$4,074/month for assisted living; memory care from ~\$5,837/month. <small>seniorcarefinder... +1</small>
6	Woodholme Gardens (Pikesville)	Boutique senior living by “Elegance Living” brand; smaller community, woods setting near hospitals/retail; assisted living + memory support. <small>Elegance Living</small>	• Studios start at ~\$3,825/month. <small>Elegance Living +1</small> • Other data: ranges ~\$4,200-\$6,683/month (average ~\$4,470). <small>familyassets.com +1</small>
7	Blakehurst (Towson)	A large-scale CCRC/Life-Plan community; full continuum (independent to skilled nursing); strategic location in Towson; brand equity in region.	Public detailed pricing not easily found.
8	Edenwald (Towson)	Another established CCRC in the county; multiple contract options; marketing emphasizes “live well, age well” and continuity of care.	Pricing publicly not clearly listed.
9	Broadmead (Cockeysville/Hunt Valley area)	Large Quaker-guided campus; continuing care community; strong brand, recognized expansions; scenic grounds; strong in marketing.	Pricing publicly not clearly listed.
10	Erickson Senior Living – Charlestown & Erickson Senior Living – Oak Crest (Catonsville & Parkville)	Two flagship communities of major national platform; both are CCRCs/Life-Plan with strong marketing, broad service offerings, national brand support.	Pricing publicly not easily found in summary form for each location.

RESEARCH INDIVIDUAL SITES

Once you’re happy with the competitor list, the next step is to ask ChatGPT/Gemini to do some legwork and research aspects of each competitor, such as the unique features, pricing, specials, etc.

ASK FOR DETAILS ON PRICING + SPECIALS

Sam has been remarkably good at obtaining relevant information for us – for instance, current specials being advertised on the website, pricing for each competitor based on their own site and/or third-party review sites, etc. Ask for it, save a copy, even make it a weekly task, and compare over time to detect when a price increase (or decrease) occurs.

I've set up the weekly task to research competitors' current running promotions every Monday at 8:00 AM EST. If you need any adjustments, feel free to let me know!

OH, IT GETS BETTER

#	Community	Primary Audience (marketing focus)	Key Website Elements Indicating That Audience	Community	Core Messaging / Taglines / Themes
1	Roland Park Place	Older seniors and couples seeking a full-continuum Life Plan/CCRC model (independent living today + future care as needed)	Promotes being “the only full-service, accredited not-for-profit Life Plan Community in Baltimore City.” Strategic Factory +3 Emphasis on “Independent Living... Residential Care Assisted Living, Memory Care ... skilled nursing” on one campus. Strategic Factory Also emphasizes lifestyle options: “activities for residents with interests as diverse as politics, art, outdoor recreation” etc. Roland Park Place	Roland Park Place	<ul style="list-style-type: none">• “Customized living is valued. Every voice is heard.”• “Everyone knows your name.” Roland Park Place• Emphasis on active lifestyle: “new interests and recreation, music and more.” Roland Park Place +1• Not-for-profit, accredited CCRC: “CARF-CCRC Accredited” Roland Park Place
2	Springwell Senior Living	Seniors who are active / independent or moving to assisted living, plus family decision-makers looking for a “resort-style” lifestyle	Their site highlights “Independent Living · Assisted Living · Memory Care” with strong lifestyle messaging (arts, partnerships, wellness) springwellseniorli... +1 Also language around “vibrant senior living community” and hospitality/resort feel. Assisted Living M...	Springwell Senior Living	<ul style="list-style-type: none">• “At Springwell, it’s personal.” springwellseniorli...• “...a warm and welcoming community that you can call home.” springwellseniorli...• Location emphasis: situated near arts/cultural neighborhood... boutiques, salons, galleries, restaurants springwellseniorli...• Memory Care messaging: “We care for your loved ones with dignity and compassion.” springwellseniorli...
3	Brightview White Marsh	Seniors (and families) seeking high-amenity assisted living or memory care in a luxury / newer community, rental model	Their site emphasizes “monthly-rental community with no large entrance fee” (vs entrance fee models) which signals a younger entry (or less upfront cost) audience. brightviewseniorli... Also highlights vibrant lifestyle: “Daily programs and Happy Hours ... chef-prepared meals ... variety of apartment styles designed to meet physical and financial needs.” brightviewseniorli...	Brightview White Marsh	<ul style="list-style-type: none">• “Our approach to care is centered on Possibilities.” bvsitecoreprod-3...• “Our Baltimore Assisted Living and Memory Care community has no large entrance fee...” brightviewseniorli...• High-amenity/resort lifestyle: chef-prepared meals, daily programs, etc. brightviewseniorli...
4	Brightview Towson	Similar to #3: seniors (active or requiring assisted/memory care) valuing location convenience, modern amenities, rental model	Website emphasizes “Towson Assisted Living, Dementia Care, and Enhanced Care ... premium ... resort-style service and amenities”. brightviewseniorli... It also mentions “no large entrance fee”. brightviewseniorli...	Brightview Towson	<ul style="list-style-type: none">• Emphasis on premium location/amenities: “premium location, modern amenities.”• “No large entrance fee” rental model, mirrored in other communities. Specifics for Towson are less publicly detailed.
5	Sunrise of Pikesville	Seniors needing assisted living or memory care (including short-term/respite) and families looking for established national brand reliability	The listing shows services: Assisted Living, Memory Care, Short-Term Stays, Hospice Coordination. Sunrise Senior Li... Pricing page shows studio-2BR, and messaging: “maintenance-free lifestyle where you are free to pursue your interests” with outdoor walking paths, inviting community feel. Sunrise Senior Li...	Sunrise of Pikesville	<ul style="list-style-type: none">• “Welcome to Sunrise of Pikesville ... maintenance-free lifestyle where you can pursue your interests.” Sunrise Senior Li...• “Assisted living, memory care, short-term stays and more. We have a friendly, experienced team.” Sunrise Senior Li...• Location + lifestyle: “charming elegance with outdoor walking paths, serene outdoor patios.” A Place for Mom
6	Woodholme Gardens	Seniors looking for more boutique assisted living or memory support, in a more residential/wooded setting (possibly more cost-sensitive/rental)	Website describes it as “cozy senior living community ... private, wooded setting ... near major hospitals/shopping”. A Place for Mom +1 Also mentions “A discreet helping hand ... personalized care plan ... apartments starting at \$3,375”. Elegance Living		
7	Blakehurst	Seniors (and couples) seeking full continuum Life Plan / age-in-place option (independent today, care tomorrow)	Marketing mentions full continuum, and being a large footprint/scale in Towson; the age-in-place messaging is inherent in CCRC model (though I did not capture a specific line here).		

TARGET AUDIENCE

Everyone in this room knows that many of our competitors are not true, 100% competitors – some go after different audiences, demographics, lifestyles, care requirements.

Ask ChatGPT (Gemini) to evaluate each competitor’s target audience, along with what site elements and pages indicate the target audience – then summarize findings in a table.

CORE MESSAGES

ChatGPT is also quite adept at identifying the core messages and differentiators highlighted by your competitors. Include that in your table as well, and you’ll have a pretty clear picture of not just who they are targeting, but how they’re trying to appeal to that audience.

BETTER THAN REVENGE?

Competitor	Common Complaints / Pain Points	Opportunity / Gap to Capitalize On
Roland Park Place	<ul style="list-style-type: none">Some reports of coordination issues between departments (e.g., “one department ... cannot coordinate with the other department.”) <small>Caring +1</small>Aging facility / need for remodeling noted (“it is thirty some years old, and they just start doing the remodeling”). <small>Caring</small>Internal staff-reviews mention nursing management problems and under-qualified nurses. <small>Indeed</small>	Emphasize seamless care coordination , a modern/up-to-date environment, and high staffing quality. Your messaging could highlight integrated care teams, fresh renovations/modernized units, transparent staffing ratios, and real-time family-care-communication tools.
Springwell Senior Living	<ul style="list-style-type: none">In memory care unit: reports of caregiver response delays (“when my loved one would press the button, no one would show up to help”). <small>A Place for Mom</small>Some inconsistency between marketing promise vs. experience (“What you will hear from the marketing team does not represent reality.”) <small>Seniorly</small>	Position your organization as transparent and genuinely responsive , especially in memory care. Offer demonstrable metrics (response times, staff-to-resident ratios), show behind-the-scenes caregiver training, highlight real-life testimonials about consistent care, and avoid over-promising.
Brightview White Marsh	<ul style="list-style-type: none">Mixed reviews for higher care levels: concerns about understaffing, slow call-button responses, laundry/personal-care issues. <small>Seniorly</small>Some families mention that food/allergy needs aren’t well accommodated (“they don’t take [allergies] into account”). <small>A Place for Mom</small>	Focus on personalized care , especially for residents requiring advanced support. Emphasize allergy-sensitive dining, robust laundry/personal-care services, and strong staffing. Market a “premium care beyond assisted living” message, differentiating yourself from a general assisted/memory model.
Brightview Towson	While fewer detailed public complaints available, staff-reviews of the broader Brightview brand report issues with management and staff retention. <small>Indeed</small>	Use this as a chance to pitch your community as having stable, high-quality staffing and strong leadership culture. For example, feature caregiver tenure, staff satisfaction, continuity of care, and leadership accessibility.
Sunrise of Pikesville	Not many specific complaints surfaced in the review summary we found; the focus may be less on negative, but more on cost concerns (affordability) and typical assisted/memory care pain points.	Leverage this by offering clear value propositions — e.g., transparent pricing, modular care packages, perhaps flexible short-stay/respite options — and highlight strong lifestyle + care for assisted/memory. Emphasize cost transparency to appeal to budget-sensitive families.
Woodholme Gardens	Some reviews point to smaller scale and possibly fewer amenities than larger competitors; may be perceived as less “luxury”.	Position your company with amenity-rich offerings (or clearly communicate “boutique-luxury with big brand care”), highlight the advantages of a smaller community (more intimacy, personalized attention) while ensuring the reader sees comparable service levels to “big name” competitors.



Research Roland Park Place reviews and identify pain points or graphs that we can capitalize on. What are the common complaints of their customers?



Here are some of the **common complaints and pain-points** found in online reviews of Roland Park Place (RPP) — along with how you might use them strategically.

Pain-Points

1. Coordination and communication issues

“I cannot speak to assisted or independent living... My mother has been in their skilled care facility... I have had countless problems coordinating care for my mother. One department (nursing, rehab, activities, food services, beauty salon) cannot coordinate with the other department.” Caring

- Families report that when care levels change (skilled nursing, rehab) the hand-offs are weak.
- Meetings and care-planning were described as “not regularly attended by all services.” Caring
- Duplicate or overlapping services noted.

Implication: The “full-continuum” promise may not feel seamless to families.

2. High cost / affordability concerns

“It is very expensive... Just got a notice it is \$398/day starting July 1. Not worth it.” Caring
“They were too expensive for me.” SeniorSite +1

- One site estimates RPP’s cost well above regional norms: “estimated average cost... ~\$5,619 monthly” vs Baltimore average ~\$4,489. SeniorAdvice.com
Implication: Price is a friction point — especially for families comparing value across communities.

3. Aging facility / renovations needed / construction disruption

“It is thirty some years old, and they just start doing the remodeling.” Caring

DO IT ON YOUR PHONE

≡ ● ChatGPT 5 ▾



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

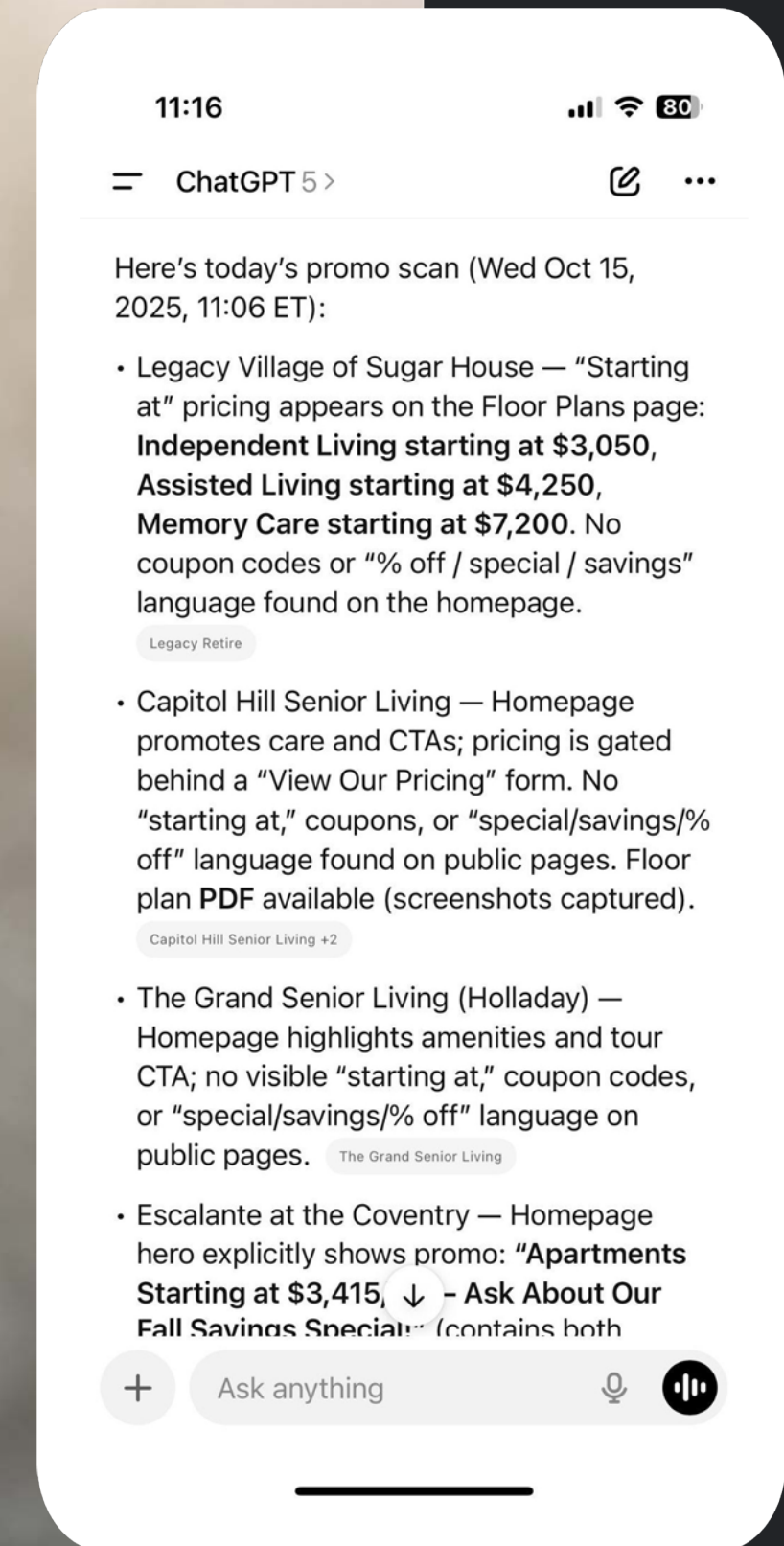
Daily at 11 AM

...

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.



**THE POSSIBILITIES ARE
ENDLESS**

Lead_ID	First_Name	Last_Name	Email	Phone	Contact_Date	Last_Contacted	Lead_Source	Lead_Status	Age	City	State	Zip_Code	Preferred_Care	Interested_Since	Move_Timeline
LD00001	Michael	Smith	michael.smit	888-876-444	7/23/23	8/14/23	Walk-In	Follow-Up	87	Chicago	CA	17044	Community C	Independent	6-12 months
LD00002	Alice	Jones	alice.jones@	916-235-251	12/12/23	12/19/23	Website	Contacted	71	Baltimore	IL	59185	Community L	Assisted Livin	0-3 months
LD00003	Daniel	Johnson	daniel.johns	537-737-303	5/20/23	5/22/23	Email Campa	Follow-Up	88	Houston	AZ	35981	Community E	Assisted Livin	12+ months
LD00004	John	Brown	john.brown@	714-495-538	9/6/23	9/29/23	Referral	New	76	San Antonio	AZ	93614	Community A	Rehabilitatio	0-3 months
LD00005	Alice	Williams	alice.william	843-139-292	1/18/23	2/2/23	Referral	Follow-Up	81	Phoenix	PA	35605	Community E	Skilled Nursin	0-3 months
LD00006	John	Garcia	john.garcia@	453-743-806	2/27/23	3/21/23	Website	Tour Schedul	65	Houston	TX	73510	Community E	Skilled Nursin	6-12 months
LD00007	John	Brown	john.brown@	625-269-575	9/12/23	10/9/23	Referral	Interested	94	Houston	TX	13429	Community E	Memory Care	3-6 months
LD00008	David	Smith	david.smith@	512-901-286	2/4/23	2/24/23	Phone Call	Contacted	79	Los Angeles	AZ	81719	Community E	Memory Care	6-12 months
LD00009	Jane	Smith	jane.smith@	375-712-646	4/15/23	4/15/23	Website	Follow-Up	95	Baltimore	TX	74269	Community A	Rehabilitatio	12+ months
LD00010	David	Smith	david.smith@	291-895-323	3/23/23	3/25/23	Referral	New	77	Philadelphia	NY	54216	Community E	Rehabilitatio	6-12 months
LD00011	John	Hernandez	john.hernanc	852-908-263	1/25/23	2/4/23	Email Campa	Closed - Lost	86	San Antonio	MD	92325	Community A	Memory Care	3-6 months
LD00012	David	Hernandez	david.hernan	678-731-208	12/25/23	1/20/24	Email Campa	Interested	75	Houston	AZ	80593	Community A	Rehabilitatio	0-3 months
LD00013	John	Martinez	john.martine	284-347-467	4/27/23	5/22/23	Website	Tour Schedul	85	Los Angeles	FL	50378	Community E	Skilled Nursin	3-6 months
LD00014	Michael	Smith	michael.smit	587-637-385	11/14/23	11/23/23	Direct Mail	Interested	72	Baltimore	TX	99590	Community L	Memory Care	0-3 months
LD00015	Daniel	Williams	daniel.williar	721-100-775	6/18/23	6/21/23	Website	Follow-Up	74	Los Angeles	CA	40621	Community L	Rehabilitatio	6-12 months
LD00016	Emily	M	WHAT'S WORTH PRIORITIZING?										y E	Assisted Livin	12+ months
LD00017	Emily	M											y E	Memory Care	12+ months
LD00018	Alice	B											y A	Independent	0-3 months
LD00019	Jessica	M											y A	Skilled Nursin	12+ months
LD00020	Alice	V											y E	Memory Care	6-12 months
LD00021	Michael	Hernandez	michael.herr	205-301-564	3/10/23	4/6/23	Email Campa	Closed - Wor	95	Houston	FL	34148	Community L	Assisted Livin	12+ months
LD00022	John	Johnson	john.johnson	685-698-633	10/11/23	10/16/23	Phone Call	Closed - Lost	81	Chicago	AZ	59440	Community E	Independent	12+ months
LD00023	Michael	Johnson	michael.john	701-671-603	4/19/23	4/24/23	Direct Mail	Follow-Up	70	Chicago	CA	41657	Community A	Rehabilitatio	6-12 months
LD00024	Robert	Garcia	robert.garcia	136-709-159	12/5/23	12/20/23	Referral	Closed - Lost	66	Houston	IL	23390	Community A	Assisted Livin	3-6 months
LD00025	Robert	Hernandez	robert.herna	804-208-701	1/24/23	2/3/23	Walk-In	New	73	Baltimore	IL	34213	Community A	Skilled Nursin	3-6 months
LD00026	Michael	Williams	michael.willi	248-854-493	10/5/23	10/8/23	Direct Mail	New	81	Philadelphia	AZ	49602	Community A	Memory Care	3-6 months
LD00027	Michael	Smith	michael.smit	630-989-297	5/20/23	6/7/23	Email Campa	Contacted	71	Phoenix	CA	39645	Community L	Independent	6-12 months
LD00028	John	Brown	john.brown@	277-585-300	9/18/23	10/15/23	Walk-In	New	68	Phoenix	IL	47221	Community E	Assisted Livin	6-12 months
LD00029	Jessica	Brown	jessica.brow	115-495-250	1/4/23	1/4/23	Referral	Tour Schedul	65	Los Angeles	MD	47826	Community C	Independent	3-6 months
LD00030	Jane	Williams	jane.williams	232-910-848	11/5/23	11/11/23	Email Campa	Contacted	86	San Antonio	CA	43742	Community C	Memory Care	0-3 months
LD00031	David	Smith	david.smith@	482-822-999	8/27/23	9/17/23	Walk-In	Closed - Wor	80	Phoenix	NY	26797	Community E	Rehabilitatio	12+ months
LD00032	Jessica	Davis	jessica.davis	552-395-787	7/10/23	7/16/23	Phone Call	New	73	San Antonio	NY	60131	Community C	Rehabilitatio	12+ months
LD00033	John	Jones	john.jones@	860-281-663	6/8/23	6/10/23	Phone Call	Interested	68	San Antonio	TX	89794	Community E	Rehabilitatio	0-3 months
LD00034	Jessica	Johnson	jessica.johns	326-842-169	9/26/23	10/24/23	Website	Closed - Wor	89	San Antonio	MD	23138	Community E	Assisted Livin	6-12 months
LD00035	David	Davis	david.davis@	732-475-336	7/10/23	7/14/23	Phone Call	Closed - Wor	87	Chicago	FL	58726	Community A	Assisted Livin	12+ months
LD00036	Jessica	Williams	jessica.willia	213-388-514	12/4/23	12/20/23	Referral	New	86	Miami	FL	54127	Community L	Skilled Nursin	12+ months

Top Priorities:

- 1. **Leads with Short Move Timelines (0-3 months):**
 - **Why prioritize:** These leads are planning to make a decision soon, making them more likely to convert quickly.
 - **Action:** Prioritize personalized follow-ups, tours, and offer any incentives for quicker decisions. These are your most time-sensitive leads.
- 2. **Leads with Multiple Visits (3+):**
 - **Why prioritize:** Multiple visits indicate strong interest. They are likely weighing their options and may just need a final nudge to convert.
 - **Action:** Focus on providing these leads with tailored tours or experiences that address any remaining concerns or questions they may have.
- 3. **Leads with Recent Activity (within the last 30 days):**
 - **Why prioritize:** If they've recently engaged, they are still interested and may be closer to making a decision. Recent interaction indicates they are actively considering options.
 - **Action:** Make these leads a priority for follow-ups while their interest is still fresh.
- 4. **Leads from High-Converting Sources (e.g., Referrals or Walk-Ins):**
 - **Why prioritize:** Leads from referral sources tend to have higher trust and engagement levels. Walk-ins also demonstrate serious intent since they took the time to visit in person.
 - **Action:** Invest time in nurturing these leads with personalized follow-ups, offers, or exclusive invitations to events.

Secondary Priorities:

- 5. **Leads with High Follow-Up Counts (5+):**
 - **Why prioritize:** These leads are still interested but may need more personalized attention to convert. They've been contacted multiple times but haven't fully committed yet.
 - **Action:** Reevaluate your approach—perhaps a senior sales rep or more personalized communication could help close the deal.
- 6. **Leads within Close Proximity (Same City or State):**
 - **Why prioritize:** Leads who are geographically closer are more likely to visit and engage with your community due to convenience.
 - **Action:** Prioritize them for in-person tours or community events, as they are easier to convert and can be actively engaged locally.
- 7. **Leads Interested in Specific Services (Memory Care, Assisted Living, etc.):**
 - **Why prioritize:** Leads who have already indicated specific service needs are more focused and likely to convert.
 - **Action:** Customize your messaging around the specific service they are interested in and highlight the benefits of those services in your community.

Lower Priorities (But Still Important for Long-Term Nurturing):

- 8. **Leads with Longer Move Timelines (6+ months):**
 - **Why:** These leads may not be ready to commit right away but should be nurtured over time.
 - **Action:** Develop a long-term nurturing strategy with educational content, reminders, and occasional check-ins to keep them engaged until they are ready to make a move.
- 9. **Leads with Low Engagement (1 or fewer visits, minimal follow-ups):**
 - **Why:** These leads have shown limited interest and will require more effort to convert.
 - **Action:** Focus on re-engaging them with targeted messaging or exclusive offers to spark their interest and bring them back into the funnel.

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?

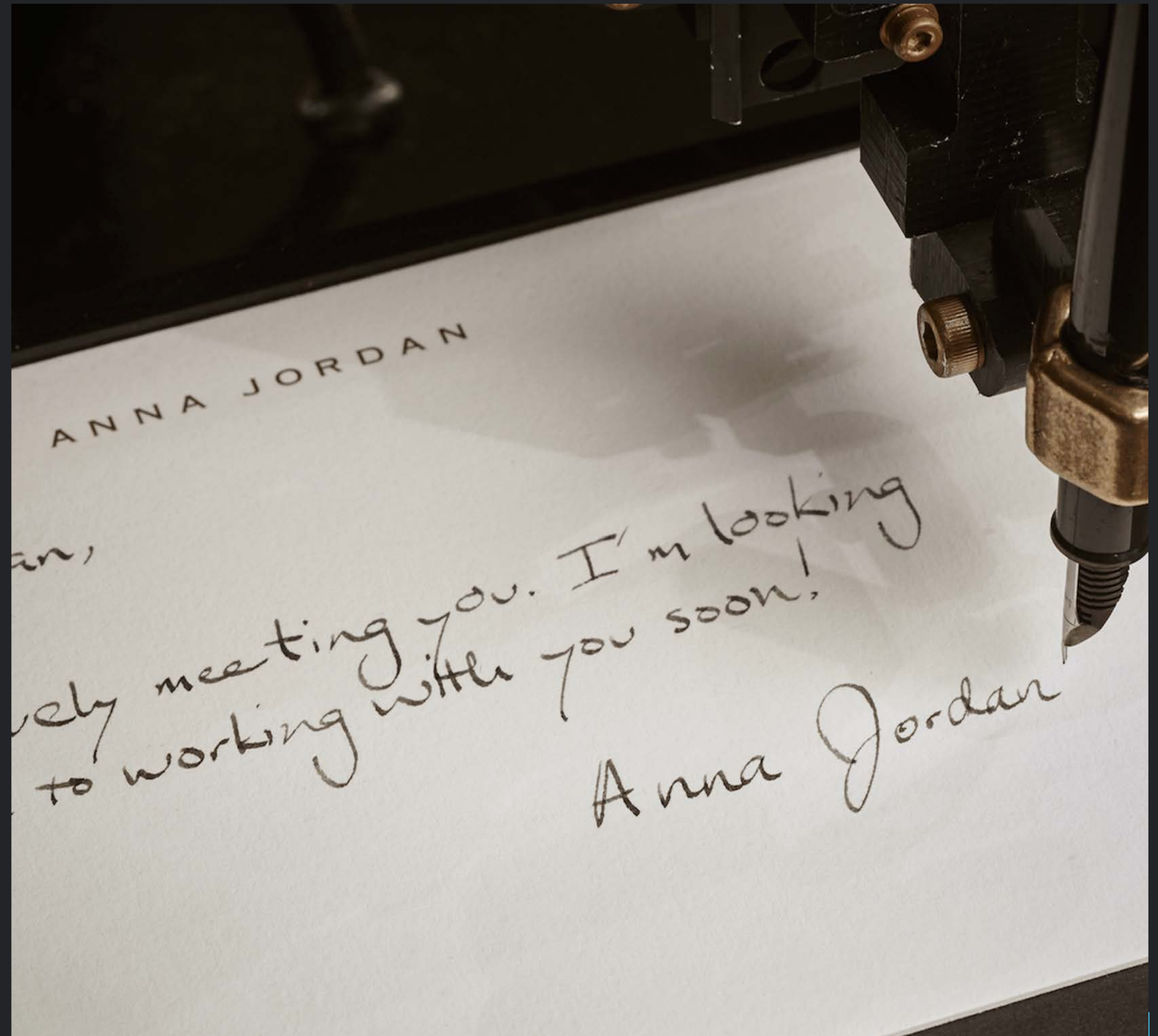
THIS DOESN'T HAVE TO BE FANCY

Role	Needs	Legitimacy		Financial Ability		Need-Offet Fit		Solution-Awareness		Desire to Join Community		Urgency		Total	
		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

THE **FUSION** OF TRADITIONAL & DIGITAL

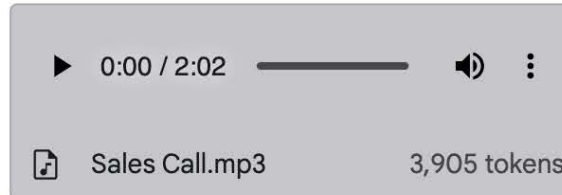
Print-On-Demand + LLMs = Magic. Why settle for emailing, when you can include the same content in a handwritten letter

- 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.



WHAT ABOUT YOUR **SALES CALLS?**

GEMINI API CAN EVALUATE YOUR **SALES** **TEAM**



You are a sales manager reviewing a recent sales call made by one of your team members. Your goal is to evaluate how well they built rapport, assessed the prospect's needs, communicated the value proposition, handled objections, and attempted to close or schedule a follow-up. Provide a brief evaluation with key takeaways and areas for improvement.

Okay, here's an evaluation of the sales call:

Strengths:

- **Rapport Building:** Lauren starts well, is polite and professional, addresses the customer by name, and makes a positive comment about the customer's car, which helps build rapport.
- **Needs Assessment:** She quickly gets to the point, confirms customer details, and identifies the specific product the customer is inquiring about.
- **Value Proposition:** Lauren explains the benefits of updating the map, emphasizing three years of updates in one purchase.
- **Handling Objections:** When the customer expresses concerns about affordability, Lauren attempts to overcome this objection by highlighting the promotional offer and the value of having updated maps.

Areas for Improvement:

- **Probing Deeper into Needs:** While she identifies the need (map update), she doesn't explore *why* the customer is considering an update now. Understanding the reasons (e.g., recent bad experience with outdated maps, travel plans) could allow her to tailor the value proposition better.
- **Handling Objections (Flexibility):** While the customer's main point of resistance was the cost, Lauren could have asked questions about alternative needs in the car like Bluetooth features, navigation accuracy, or the importance of having reliable directions.
- **Close:** Once the customer said "Yeah, let's go ahead and use a Visa...my number is..." this was a clear buying signal and it was missed by the agent.

Key Takeaways:

- **Positive:** Lauren maintains a friendly and professional demeanor throughout the call.
- **Improvement:** Lauren could have improved her effectiveness by probing deeper into the customer's needs and concerns, rather than just sticking to the standard product benefits.
- **Opportunity:** Lauren missed the buying signal with the customer as he began to recite his Visa number.

Overall:

Lauren demonstrates good sales skills and handles the initial part of the call effectively. However, by probing deeper and having a more nuanced understanding of customer needs, she could improve her close rate. Additionally, she will need to practice listening to and not missing the buying signals from customers.



THE LIMIT IS YOUR IMAGINATION

**MARKETING IS BUILT ON
DISRUPTION + EVOLUTION**

SMART PEOPLE + SMART MACHINES
= REMARKABLE RESULTS

EVOLVE OR DIE

A group of performers in elaborate, colorful costumes (pink, purple, and orange) are performing a synchronized dance on a stage. The stage is set with a large, ornate metal railing in the background. A large crowd of people is visible in the foreground, watching the performance. The scene is lit with warm stage lights.

THAT'S ALL, FOLKS!

THE DIGITAL DOWNLOAD

DDL.MEDIA

M@RKETING
UNCENSORED

LISTEN TO MY PODCAST

@MKTGUNCENSORED



St SAM TOMLINSON

@DIGITALSAMIAM



St

SAM TOMLINSON

THANK YOU

SCAN THE QR TO GET THE SLIDES

