



Seven Things to Change This Year



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The road ahead is critical because how communities plan for the future may be the differentiator between those who get through this pandemic and come out stronger, and those who stand still and get sidelined.

Of course, you want to be the former, not the latter. So now is the time to get to work.

Here are seven things you can start doing today to position your community to not only survive, but thrive.



1 Revamp your messaging to meet them where they are.

Never has the journey a prospect takes to find a community for a loved one been so altered by external conditions. That means you need to stay connected to where your prospects are in that journey, and make sure your messaging is hitting on the pain points they are feeling right now. Issues like safety, health and staffing are key. Make sure you are addressing them!



2 Toss last year's plan. This year will be different

Q3 of 2019 seems like light-years ago when compared to marketing in our "new normal." Use consumer behavior data to make sure you are targeting qualified prospects. Review last year's plan and spend time reviewing what needs to be tweaked or totally revamped for 2021. This is not the year to cut and paste plans and programs from last year.

3 Get good at using new tools.

That means using virtual communications platforms and apps. If you haven't already embraced virtual meetings, webinars, and tours, now is the time to dig in and become an expert.



4 Be prepared to toss leads with a high "cost to conversion" (CTC) rate.

With budgets tighter than ever, cost to conversion is critical. Dig into your data. Take the time to do the math. You should also have a good grasp on what your cost per acquisition (CPA) is per lead, based on your move-in data. Be prepared to replace lead sources that are not performing.



5 Listen.

The conversation has changed dramatically. Are you listening to how your sales team is addressing the concerns of prospective residents and their families? Are they actively listening? Or talking too much, as many Mystery Shops have revealed. You need to turn that around and start asking great questions and listen to responses.





Use your data strategically.

That means taking advantage of technologies that enable you to re-target website visitors who leave your site. You should be able to obtain information like ailment data, familial relations, financial status, and more.



Think quality over quantity. Fewer, but better leads.

The days of scattershot approaches to marketing are over. The worst thing you can do right now is to inundate your sales team with hundreds of unqualified leads. We understand that you have metrics to hit and we know that more activity equates to more sales. However, you need to make sure every activity sales is engaged in is both meaningful and based on strategy. No more checking the box for “completed activity.”

These are challenging times. There are so many unanswered questions. When will we be able to host events again? When can we welcome guests back into our community?

That's why it's so important to put your focus on things that you have control over; things that will help your community prepare for what lies ahead. By getting out in front of as many challenges as possible, you will be better positioned to meet the twists and turns ahead and come out wiser, stronger and a better community.



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