



THE ULTIMATE GUIDE FOR

Increasing Occupancy at Your Senior Living Community

For as diverse as the senior living industry is, there's a single unifying objective across all communities - increased occupancy. It's what powers the bottom-line, fuels growth, and keeps you ahead of an ever-increasing field of competitors.

But given how challenging and dynamic these times are for assisted living providers, traditional methods to improve occupancy might not work very well anymore. Times have changed, and so must a community's marketing and operations, at least if it wants to stay on top of the competition.

That's why OneDay has created this Ultimate Guide for Increasing Occupancy at Your Senior Living Community - to give you a blueprint on how to thrive in a patently different marketplace. We're going to look at driving occupancy through a collection of thought pieces from OneDay's industry experts, including:

3-5	<u>5 Strategies to Increase Occupancy In Assisted Living</u>
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As you'll see, with everything from high-level insights to detailed strategies, this is the only guide you'll need to transform your marketing into a occupancy-driving powerhouse.

So on that note, let's dive right in.

5 Strategies to Increase Occupancy In Assisted Living

If you dig below [the foreboding headlines](#) to reveal what experts predict for assisted living communities, you'll see that the providers communicating real value, safety, and compassionate care to prospective residents and family members are the ones that will see improved occupancy rates fastest.

But that leaves marketing teams across the industry asking themselves the million dollar question - how can we ensure our community is leading the pack and maximizing occupancy?

By embracing the following five strategies, senior living communities can answer that critical question and establish a game plan for improving occupancy rates now, tomorrow, and well into the future.

#1

Embrace the New Marketing Paradigm

To start at the highest level, it's important to understand that prospect expectations have changed drastically in the last few years. Therefore, what your audience "values" has also changed, where amenities now seem like a dime-a-dozen across communities that all appear similar, at least from a distance.

That means communities must embrace this new marketing paradigm and understand that what worked a decade ago won't necessarily connect and engage today. In other words, potential residents and their adult children might like the way a remodeled lobby looks in a set of glossy pictures, but it won't drive move-ins like it might have in the past.

Times have changed and value takes on a different meaning in today's marketplace.

#2

Focus on What Matters Most

So what provides such value now? And how can you convey that value proposition in your marketing plan to improve occupancy rates? People want to see compassionate care and a fulfilling quality of life, and both of those qualities stem directly from the [amazing culture you cultivate](#) across your community.

Showcasing that culture is the best way to differentiate your senior care facilities and staff members from the competition and, thus, drive more move-ins. From a prospect's point of view, they want to see that the next chapter in their life is going to be satisfying or even exhilarating, not pedestrian and dull.

And since maintaining occupancy also depends on minimizing turnover in your existing residents, a satisfying culture ensures they will never want to leave. When you focus on camaraderie, fun, empathy, and memorable experiences, it attracts new residents while helping to retain your current ones.

#3

Make the Experience Personal and Memorable

Think back to some of your best vacations. Maybe that includes a resort you had long dreamed of visiting, or a four-star hotel that you booked on a whim for a weekend getaway. While you might remember how elegant the bathrooms were or how comfortable the pillows felt under your head, it's probably the guest service that stands out most to you.

When people greet you with a smile on their face, address you by name, and convey a genuine desire to make the experience as satisfying as possible, it leaves a positive imprint that stays with you, even years later. Likewise, when a retirement community's staff treats prospects, residents, and loved ones like they're checking into the Ritz Carlton, it makes a big difference in the decision-making process.

Of course, that goes back to the culture you create and maintain across your community. When you make a point of emphasizing the importance of the resident experience in your labor management and marketing efforts, it becomes second nature to your people. And when that occurs, you've created a competitive advantage that automatically lends itself to increased

#4

Master Your Digital Voice and Message

In the last five years, we've seen website-driven leads rise from 9% of total lead generation to 25% in the senior living industry.

Given the speed that technology moves these days, it's safe to say that trend will only continue well into the future.

The digital landscape is going to be every community's bread and butter in the extremely near future. Whomever masters their digital voice and messaging best will likely be ahead of the competitive curve. For marketing and sales teams, that means you must be able to educate, engage, and progress prospects and their families along the sales funnel through that digital voice.

In many ways, your digital marketing represents the biggest opportunity for your community and its occupancy rates.

The senior living industry isn't exactly synonymous with technology, but that's a notion that's quickly changing. And it's the early adopters that stand to gain the most through tools like automated CRM platforms, social media messaging, digital referral sources, and other tech-based solutions.

For senior living communities, technology epitomizes that old saying, you snooze, you lose. Simply staying on top of the latest tools is one of the easiest ways to avoid seeing your occupancy rates fall.

#5

Video Marketing Is the Future

Digital marketing isn't exactly a new concept, even for an industry like senior living that has traditionally been slow in embracing change.

But an effective marketing strategy is one that drives ROI and the bottom-line by positively impacting occupancy. And no other form of digital marketing accomplishes those essential goals as well as personalized, branded, and highly curated video content.

In a recent case study, we discussed how simply embedding a OneDay video in a marketing email increased response rates by 95% for one of our partners.

As a communication medium, video is far more engaging, emotive, and immersive than still pictures or text can ever be.

But video marketing is still in its infancy in the senior living industry so, once again, the communities that master it first will enjoy a lasting competitive advantage that's tough to catch up to, much less beat.

3 Ways a Strong Culture Increases Occupancy in Senior Living

An organization is only as strong as its culture, no matter the industry. For senior living communities, culture is especially critical in creating a supportive environment for staff and residents alike. In fact, there's a distinct relationship between fulfilled workers, the quality of life a community provides, and increasing occupancy rates.

As you're about to see, while it might not be the most obvious revenue driver, culture can be a difference-maker for those that are constantly working to develop and improve it.

Happy Employees, Happy Residents

Would you be surprised if you heard that **58% of people** have left companies because of a toxic work environment? Or that **nearly 40% of current employees** want to quit their jobs for the same reason?

Those are some alarming statistics, but even more so when you consider that the senior living space already has amongst the **highest turnover rates** in the service industries.

Besides the toll it takes on profitability, turnover directly impacts your residents' quality of life. Most people thrive on consistency, especially in their day-to-day interactions. And when everyone from your Executive Director down to the dining staff seems to be caught in a perpetual revolving door, it undermines that sense of comfort and familiarity that are so vital to a senior's well-being.

Therefore, if you're trying to improve occupancy, start by minimizing turnover in both employees and residents. Create a culture that satisfies and challenges your staff, one that makes them feel like they're making an important difference in a resident's life. Use **employee recognition** and **engagement programs** to foster that culture and teamwork. Once you do that, you'll establish a more stable environment that, in turn, will keep residents happier and less likely to leave your community.

Promote a Sense of Wellness

Wellness programs are another key contributor to improved culture for both employees and residents. Naturally, it's important to provide fitness, recreational, and educational programs for seniors because they help keep them **stimulated, connected, and healthy**. But have you thought about how similar programs for your staff could directly benefit your residents as well?

Think of it this way – your employees would experience the same personal gains from such programs as your residents do. And better engaged staff members that feel fulfilled with their roles are less likely to leave the organization.

Even further, when your employees take a more involved, hands-on approach to fitness programs, movie nights, dance classes, and the other activities you offer residents, it creates deeper connections between staff and residents. Those emotional bonds will increase occupancy as long as you stay consistent and always look for similar ways to improve your culture.

Home Is Where the Heart Is

Of course, move-ins are equally as important to increasing occupancy as minimizing your resident turnover is. This is another area where your culture is absolutely crucial, helping to drive a feeling of community and home that are so significant in senior living.

Remember, many of your prospects have been living in their own homes for decades. It's where they feel safe, secure, and comfortable, even if it's not necessarily the best place for them. In fact, that sense of "home" that you establish with your culture is competing with memories of raising a family under that familiar roof as well as the countless memories they experienced there – from birthday parties and holidays to all of those lazy and wonderful Sunday mornings.

By establishing a consistent and engaging culture, you're helping prospects and their families understand that, although a different environment, your community can provide them with a safe and nourishing home.

Under your roof, residents make new friends and experience new things. It's an exciting next chapter in their lives, but one that is only possible if your community has the culture to support it.



Video Marketing Showcases Your Culture

So what's the best way to showcase your culture and increase your occupancy? **Video marketing is an indispensable tool** for communities that want to convey a genuine window into a resident's daily life.

A OneDay video, for example, allows you to

show off your community and the people who choose to live there

through staff and resident testimonials.

Maybe highlight the story of your Executive Director, who started as an intern and worked their way up after falling in love with their work. Those are the types of simple but powerful videos that can really resonate.

Imagine being able to show a prospective resident and their adult children a

personalized video from your wellness team or nursing staff. They look into the camera and explain how much each resident means to them and why they love their job so much. A OneDay video is an excellent way to tell those positive stories that make a prospect want to join your senior living community.

But OneDay videos aren't just for prospects and residents, of course. They're also a great way to bolster your culture by engaging your staff as well. Sending a personalized video to recognize work anniversaries, accomplishments, or even just give a quick shoutout makes employees feel appreciated and important to the community. As the old saying goes, what gets celebrated gets repeated, and OneDay helps you build on your robust culture, transforming it into a competitive edge that's tough to beat.

Increasing Senior Living Occupancy with Video Marketing

At this point in the digital marketing revolution, the popularity of video content is undeniable. It's everywhere we turn, from websites and emails to social media and mobile apps.

But there's a difference between popularity and effectiveness. While **85% of businesses** now use video as a marketing tool in some way, that doesn't mean that 85% are seeing positive ROI for their efforts. Thankfully, with a handful of simple best practices, you can quickly see just how powerful video can be at driving lead generation and increasing occupancy for your community.

Choose the Right Channels

Choosing the best marketing channels for your video content depends on whom you're trying to engage in the first place. Adult children, for example, usually spend more time on LinkedIn than other social platforms because of their careers and professional networks.

But if you're trying to engage seniors directly, then Facebook is a better choice.

The Pew Research Center found that 73% of people 65+ are on the internet at least once a day, over 50% own a smartphone, and 46% are active on Facebook.

Besides choosing the best channel for your specific needs, you also want to keep the end user in mind - whether family members or the potential residents themselves - when designing your messaging. People scroll through their feeds until something catches their eye, no matter the social media channel, so your posts and ads should stand out from the crowd and immediately draw attention.

Establish Your Goals and Stick to Them

Video is the most personal and engaging form of content that you will use in your digital marketing strategy.

Therefore, trying to adopt a one-size-fits-all mentality by using a single video for several purposes can quickly do more harm than good.

Instead, begin your video marketing strategy by establishing a set of goals. Such goals could include increasing awareness of your community, driving website traffic, or converting leads for sales. Once you've established your goals, then you can focus on generating genuine stories that provide value for the target audience.

The easiest way to provide that value is to keep those goals in mind when creating your video content. For example, put yourself in the shoes of an adult child trying to choose an assisted living community for their senior parent. It's an emotional, difficult decision for them, so they will value a personalized video that demonstrates the loving, compassionate atmosphere within your senior care community.

Alternatively, prospects looking for a 55+ independent living community will probably be more interested in the activities and amenities you have to offer. In that case, you should highlight a highly social, active lifestyle and **appealing culture** in your video content.

Whatever your goal with a video might be, using testimonial content from your community – both residents and staff – will help personalize the viewing experience for the prospect and their loved ones in ways that pictures or text simply can't match.

Keep It Short and Sweet

The length of a video plays a pivotal role in engagement rates. Research shows that your video content shouldn't be more **than two minutes long, often even shorter than that depending on the subject and distribution channel.**

And as before, it's important to have an engaging hook that immediately grabs the viewer's attention. The first 10 seconds of a video are essential in determining if that person will continue watching your content. That notion is true whether you're providing an update on amenity upgrades, introducing new staff members, or just sharing fun facts about your community.

Of course, there are instances where you can and should go beyond that two minute threshold, especially for something like a virtual tour that is meant to provide an up close, intimate view of your community.

If someone is considering moving into your community and lives out of state or cannot visit in-person, then they will not have an issue watching a five-minute video to get an accurate idea of the quality of life your facilities provide.

Showcase Your People and Residents

Your senior living community has a wide range of personalities and roles [across its team](#), from your executive director and nursing staff to dining staff and everyone in between.

Highlighting that level of diversity in your staff can cast your community in a unique light when captured in your video content. The same is true for your residents, where each can provide a

unique story and perspective on their individual journey to your community.

Personal testimonials from your staff and current residents humanize the experience for the viewer, helping form the connections that drive move-ins and improve occupancy rates. Featuring this wide range of subjects in your video content also means you can appeal to a broader audience, giving your marketing team a greater ability to curate your message for each individual.

Don't Forget the Call to Action

Treat every video you send to a prospect as an open invitation of some kind.

As you wrap up each message, you can use a warm and endearing CTA to invite the viewer to lunch in your community, meet some of the new residents, or to participate in an upcoming tournament you're having. The point is, your video is creating a sense of inclusiveness and comfort for the viewer, making them feel welcome before they even join your community.

If visiting restrictions put a hamper on such in-person events, then a virtual follow-up is the next best thing. Provide your direct phone number and email address, emphasizing that you would love to chat and address any and all questions, issues, or concerns they might have. This way, you're still creating a one-on-one experience that helps strengthen the emotional bonds so critical in the senior living industry.

Besides those essential one-on-ones through Zoom or a similar platform, you can also conduct frequent Q&A sessions on Facebook or Instagram, creating a safe space where prospective residents and families can get to know you and your community better.

Going Digital: Understanding ROI in Your Senior Living Video Marketing

Return on investment (ROI) gives a sense of direction and purpose to video marketing for retirement communities and assisted living facilities. It's something tangible to analyze and build from. Think of it as the northern reading on your marketing team's compass, telling you when you're on the right path or need to readjust your course.

However, as every marketer knows, calculating the ROI isn't always straightforward. Different tracking metrics yield different results, so it's vital that you have a clear understanding of what your marketing efforts are trying to achieve, then build the framework to get you there.

With the following best practices, your team will not only better understand ROI in your video marketing but, most importantly, start driving more leads and move-ins for your senior community.

Identify Your Objectives

You wouldn't start a road trip without a destination in mind. The same notion is true for your senior living community's [video marketing strategy](#), where you want to begin by identifying goals. Without crystal clear goals, you won't know what to measure for your ROI tracking.

Some of the most common goals for a video marketing plan include:

- **Boosting brand awareness**
- **Reputation management**
- **Qualified lead generation**
- **Improved conversion rates**
- **Educate prospects and loved ones**

Once you have your goals established, then you can identify the metrics that will help you gauge your ROI. Generally, it's best to choose three different metrics relevant to a goal rather than tracking every imaginable data set.

Paralysis by analysis can easily occur if you're trying to monitor too much information. So, as an example, if your goal is to build brand visibility, then you'll want to zero in on metrics that measure reach, like social media traction.

Keep Your Data and Strategy Manageable

As tempting as it might be to track performance for every video, that can quickly become unmanageable, especially if you're a large organization or particularly active with your video marketing. Instead, break down that analysis to use cases and video types. For example, you could track all of your virtual tour videos as a group to monitor traction and engagement levels to see if they're meeting your goals.

Also, remember that video marketing – and digital marketing in general – is a collaborative effort. If you're creating introductory videos for new members of your team, HR should be involved in setting the associated goals as well as creating the videos.

The same goes for a sales team and a set of videos meant to drive more potential resident leads – marketing shouldn't feel like they're on their own.

Monitor Your Performance

The whole point of gauging ROI is to monitor your performance and see where you excel and where you need to improve. And to do that, you need to understand where you're coming from, making it crucial to establish a baseline to work from.

For video marketing, that monitoring begins when you put a new video live, whether that's posting it to social media, embedded in an email, or using another digital marketing channel. From that first moment, you need to be able to monitor and measure success relative to goals. This way, as you continue to track performance, you can change your approach as you go to maximize results.

Also, it's important to note that if you're using a new system, platform, or strategy – that tool may take a while to gain traction. Rarely does the first video you create break the internet and get you a 500% ROI. As you implement video marketing tools, know the data builds over time so you can tweak and improve the strategy. This is normal and healthy.



Prioritize Your Efforts

One of the most important aspects of maximized ROI is efficiency. Prioritize your attention and resources to what drives the most positive impact on your results. It's simply not worth it to invest vast amounts of effort, time, and money into improving something that doesn't move the ROI needle much.

For your video marketing, that means once you've established your goals and baseline, started tracking performance through key metrics, and identified weak points in your approach, you should focus on changes that have the most impact on reaching your goals.

Concentrating on the low hanging fruit, at least initially, will provide some easy wins that can quickly boost ROI

and create a sense of momentum behind your video marketing strategy.

Establish Milestones to Keep You on Track

Improved metrics don't necessarily equal success.

It's important to remember that your performance doesn't exist in a vacuum, so establishing milestones will help you continually measure where you're at against your overall objective.

As an example, let's say you're launching a new email marketing campaign. You've decided to use embedded videos rather than copy since **3x as many people** prefer to learn about a product or service through video than text. After the third round of emails, you check the numbers and see that five more people responded to that third email than the second one. Yes, improvement is always a good thing, but if you are still 50 responses below where you need to be to reach your goal, obviously something is amiss.

However, suppose you had established milestones after each round of emails. In that case, you could have been making smaller adjustments after each round rather than suddenly dealing with a massive, 50 response discrepancy. Making minor, frequent changes is far easier than a single massive one, especially for busy teams.

Compare Apples to Apples

Remember, when analyzing your ROI, it's always best to compare similar data sets. For instance, comparing the metrics for a mature campaign against a newer one is likely to give you skewed results.

Naturally, a later-stage campaign should provide more robust returns than a newer one that you're still fine-tuning. But if you're directly comparing the two, you could easily get false performance and ROI data that might impact your decision-making process.

Compare apples to apples whenever possible to avoid gauging metrics out of context.



How Do You Market a Senior Living Community?

For senior living communities, the future is now. With the convergence of new digital marketing tools and an exploding senior market – 10,000 Americans turn 65 every day – the future is indeed bright for senior living.

But that's not to say that there won't be bumps in the road, particularly when it comes to the ever-increasing competition. So how, then, should you market a senior living community when so much in the market is changing? These four best practices will help you answer that critical question.

Keep Your Website in Tip-Top Shape

We suggest starting with what might seem like an obvious best practice but, in reality, is surprisingly underutilized. Competition is already fierce in senior living, and only seems to get stronger by the day. Prospects and their adult children have seemingly countless options to choose from, making it extremely important to differentiate yourself from the crowd. And what's one of the best ways to do that? With your website.

Too many senior communities still rely on dated websites that don't convey an attractive image of their culture or commitment to excellence. Simply put,

if your website looks old and crickety, then there's a good chance people will assume your facilities, staff, and caregiving are the same.

And as the saying goes, you don't get a second chance to make a first impression.

Instead, strategically update your website with relevant information, use easy-to-understand copy, and include pictures of staff and residents enjoying themselves. Embedded videos are an **especially powerful tool** in this area, giving the user a glimpse of your community's culture, daily life, and your exemplary senior care. Above all else, your website should be easy to navigate, attractive, and provide a memorable experience that stands out from your competitors.

Use Testimonials to Create Trust

We live in an environment where recommendations from friends and product reviews carry enormous weight in buying decisions. In fact, **72% of people** say positive online reviews and testimonials increase trust toward a product, service, or provider. And as you know, developing trust is essential for assisted living marketing to drive move-ins and occupancy rates.

Imagine how powerful it is for prospective residents and their loved ones to read or, better yet, watch testimonials from your current residents or their family members about your **senior care community's culture** and the high quality of life you provide.

Testimonials are a potent way for you to generate positive word of mouth and form emotional, lasting connections with prospects and referral sources.

Speak Directly to Your Audience

You must first identify and understand your audience to engage them effectively. In other words, marketing for an independent living community should be different from that of a memory care provider. One is engaging the prospects themselves while the other focuses on the adult children of a potential resident. Therefore, your marketing efforts should provide relevant information that your audience segments want rather than taking a one-size-fits-all approach.

Whoever your target audience is, you want to speak to their specific needs to make the decision-making process as streamlined and informed as possible. Leave the industry talk for internal meetings and lead with your heart. For independent living communities, address the potential resident's autonomy and desire to enjoy life with less stress and more fulfillment.

Likewise, a memory care community will naturally want to lead with empathy as the adult children inquire. Your messaging should communicate that you know life is complicated and emotional, but your incredible staff is trained and ready to relieve everyone's worries.

Ultimately, your marketing should demonstrate that your community listens to your audience's particular needs, addresses those needs, and makes this important decision easier for the prospect, family, or both.

Pave Digital Highways

One of the most significant benefits of a comprehensive digital marketing plan is the access it provides to different communication tools. From social media and email to SMS and beyond, senior living marketing and sales teams aren't lacking ways to build relationships and engage with prospects and their family members.

However, unless you're using all of those amazing marketing channels and tools to their fullest extent, you're leaving something on the table when it comes to lead generation and conversions. Granted, a simple text message or email newsletter to touch base with a prospect helps keep your community top-of-mind. When you embed something like a personalized OneDay video in a text or email, though, you're **amplifying the effect** and demonstrating how special that prospect is to you and your team, differentiating your community in the process.

Further, expanding your digital marketing strategy allows you to better leverage an online referral program, publish real-time unit availability, and conduct virtual tours of your facilities. And to generate more traffic to your website, search engine optimization (SEO) techniques through blogging will boost your Google rankings with a bit of practice and perseverance.

Although marketing senior living communities haven't traditionally included cutting-edge technology, that's changing by the day. Now that's not to say that you should completely abandon traditional marketing.

However, it would take an awful lot of direct mail to create even a fraction of the impact that a finely tuned digital marketing campaign can generate.

Why Your Senior Living Community Needs Video Marketing

Everything old isn't new again. Or maybe *shouldn't* be new again. It's a lesson that the senior living industry is learning right now as it copes with the incredible challenges that 2020 has thrown its way.

Communities need different, innovative tools to communicate and engage with residents, prospects, and families now, something that video marketing is uniquely capable of delivering. Like it or not, those that continue to rely on the same marketing solutions they've been using for decades are putting themselves behind the curve.

Numbers Don't Lie

It's one thing to say that video marketing is becoming indispensable for senior living communities, but quite another to prove it. But, as the saying goes, numbers don't lie, and these eye-opening statistics say an awful lot about video marketing and what the consumer – your residents, prospects, and families – expect these days, as well as what video provides.

- **66% of people** prefer to learn about a company, product, or service through a short video
- **86% of consumers** want to see more videos from organizations
- Video marketing generates a positive ROI for **88% of marketers** that use it
- The average viewer retains **95% of a message** when delivered by video
- Companies that use video marketing realize **49% faster revenue growth** than those that don't
- When a viewer enjoys an video message, it increases the intent to purchase **by 97%** and brand association by 139%

We've seen similar results here at OneDay, where, to again reference a recent case study, simply adding a video to a marketing email increased response rates by 95%. From a broader perspective, video can have the same impact on the entire sales cycle, making communication with prospects faster, more efficient, and far more effective. Suffice it to say, video marketing is a significant engagement and communication tool, one that the senior living industry is just now starting to embrace.

But Is Video Right for Senior Living Communities?

We concede that those statistics might seem rather broad. Yes, they certainly demonstrate the power of video marketing in general, but how does that translate to the senior living industry? Do videos connect with seniors the same way they do with other demographics?

That's a common misconception we continually hear – that seniors are terrified of technology. The fact of the matter is,

over 40% of people ages 65 and older now own smartphones, and two-thirds of seniors use the internet.

Plus, when it comes to prospects, you're engaging with their families just as much as the seniors themselves, if not more. In other words, your audience isn't intimidated by video marketing and, referring back to those statistics, usually prefer it to other formats.

Also, since OneDay is so simple and intuitive, a brief walk-through of the app with your staff is usually more than enough for them to feel at-ease with it. That's not to say that there isn't a learning curve but, from our experience working with partners, it doesn't take very long for staff members to feel completely comfortable shooting and sending OneDay videos. The results are professionally branded videos that are personal, engaging, and literally cost a fraction of hiring a videographer and editor.

Best Practices for Using OneDay Videos

To help you hit the ground running with OneDay videos – and video marketing in general – we have a few key best practices to share that you can integrate into your own digital marketing strategy.

#1 CONTROL THE NARRATIVE WITH FAMILIES

The media has painted the entire industry with an extremely broad, often unfair brush strokes throughout 2020. Use OneDay videos to convey authentic emotion to families, letting them see that their loved one has an enriched life, is making new friends, and is in very capable and compassionate hands with your staff and caregivers.

#2 SHOWCASE YOUR COMMUNITY TO PROSPECTS

Perks won't differentiate your community. New pools and putting greens look great in a picture, but what interests prospects and families most is quality of life. Use OneDay videos to showcase the best of your community and highlight the experiences and memorable moments that prospects have to look forward to.

#3 CUT OUT THE B-ROLL, MAKE IT PERSONAL

Your community is strong because your staff cares. Personalize every OneDay video for the viewer, whether that's a prospect, family, or both. Get to know them, what they enjoy most about life, and use those insights to steer your communication. If a prospect is a veteran, for instance, ask a resident who is also a veteran to "introduce" themselves in a video. As you'll see, video forms strong, almost instantaneous connections that will help your community stand out for a prospect and family.

The Bottom Line

As we've said, the senior living industry usually trails others in adopting new technology. However, 2020 has accelerated what was already a growing undercurrent in the space - technology isn't optional anymore, but a necessity.

The bottom line is this -

if your community wants to increase occupancy, drive revenue, and differentiate itself from the competition, then the different strategies and techniques we've covered in this guide are going to be essential.

And as the case studies, statistics, and countless insights we've provided demonstrate, video marketing plays an absolutely critical role for any senior community's future success.

To quote one final saying, **history favors the bold.** It's the early adopters in this industry that will forge a new, better path forward, using technologies like OneDay's own video marketing solution to define their "new normal." We, for one, can't wait to see what the future looks like in senior living, and are beyond proud to help lead the charge.

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