



Sales & Marketing

a playbook by *oneday*

This playbook for Sales & Marketing will help you take full advantage of our best-in-industry video marketing solution for senior living communities.

The OneDay team will provide you with the insights and solutions that set you apart from your competitors, drive more move-ins, and let you capture what makes your community, residents, and staff so special.



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This playbook is divided into sections to make it easy to use. Our goal is for you to immediately start benefiting from these insights, whether you've been partnered with us for years or are brand new to the program.

In this playbook, you can find information about:

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14-16	<u>Flywheel to Increasing NOI</u> In every video, be sure to follow these 3 R's.

With this Playbook, your sales and marketing teams are able to harness the power of video to unlock your community's full potential and stand out from the competition.

So let's get started!

About OneDay

Our Company

We designed OneDay specifically for the Senior Living industry. Communities both large and small have taken our platform and used it for a variety of goals – training videos, virtual tours, construction updates, event invitations, introductions, and many others.

We're partnered with thousands of communities because we make recording and sending polished video incredibly efficient, measurable, and scalable for sales and marketing teams.

With our mobile platform, you can easily capture and share beautifully branded video content instantly, including:

- + **Creative Prospect Follow-Up** – stand out from the competition with personalized videos that deepen your relationship with prospects.
- + **Virtual Tours** – showcase your community to people near and far.
- + **Residents' life stories** – preserve residents' legacies and send update videos to grateful family members.
- + **Testimonials from residents, family, and staff** – let your raving fans promote your incredible community.
- + **Recruitment videos** – keep ideal candidates interested in your community and positions.

Questions?

For any technical support or strategic question, contact support@oneday.com and our team will connect you with the right team member!

Our Results

OneDay lets you drive connections and deepen relationships over video; which results in increased leads and higher occupancy.

Let's take a closer look at two case studies to see how our partners have leveraged our program and the results they achieved. You can also download the full case studies for a more in-depth look at each.

Visionary Video ROI: A Case Study with Allegro Senior Living



Allegro Senior Living has been serving residents and families for over 40 years. With over 15 locations across six states, they are a leader in providing luxury retirement communities.

OneDay assisted Allegro Senior Living with creating a three-month, three-tiered incentive program offering across several communities a financial reward for:

- + The most OneDay videos created overall for sales purposes
- + Move-ins who received a personalized OneDay video within the first seven days of their inquiry
- + The person who had the most programming, or "lifestyle" videos

Allegro Senior Living and OneDay tracked the results of the three-month contest across 11 participating Allegro communities to measure the impact of OneDay videos on sales.

- + The company experienced a 14% increase in move-ins during the contest period
- + Tours increased from 1,031 tours in April-June to 1,107 tours in July-September, a 7%+ increase
- + Based on its average \$4,500 impact on the bottom-line from move-ins, Allegro experienced an uptick of \$112,500 in additional monthly revenue, equating to \$1.35 million in annual revenue

[DOWNLOAD CASE STUDY](#)

The company also tracked advances, planning sessions (or time spent on planning interactions with prospects, partners and families), and creative follow-up, finding that all three metrics increased during the three-month contest.

Keys to Their Success:

Allegro Senior Living put its money where its focus was - to drive authentic connections between their sales teams and prospects. They had a strong advocate at the company who helped pioneer the project. Additionally, the community staff members embraced the OneDay platform; reached out with questions and ideas, and let their personalities shine on video.

Drive Occupancy and Differentiate Your Community with Video Marketing:

A Case Study with Discovery Senior Living



Award-winning Discovery Senior Living has been a partner of OneDay for years. Based out of Florida, their commitment to upscale living has set them apart from the competition.

One Discovery Senior Living community saw clear results after implementing OneDay videos into their sales and marketing initiatives.

- + Out of 10 videos sent, they received four responses and set tours for each, ultimately closing on three of them, equaling the community's three-month closing rate with one fell swoop.
- + To highlight the drastic difference OneDay made for the community, Melanie King-Martin, director of sales for The Trace Senior Living community, said: "I have people in the database that have been there for 3 months. I've called and emailed them with no success, but when I send them a video, 95% will email me back."

Keys to Their Success:

Persistence and tracking! This community didn't send one video and wait. They kept sending videos to different prospects to see the impact. They also monitored the activity in their CRM so they could identify what worked and what needed improvement.

[DOWNLOAD CASE STUDY](#)



When to Use OneDay

OneDay is a simple, effective way to create a personal connection with your prospects, wherever they might be along the sales journey.

To help you identify the use cases where OneDay will help your sales process the most, ask yourself these questions:

1. When do you have the hardest time connecting with a prospect?
2. Where would a video be more beneficial than a picture, email, or a phone call?
3. In your community, who helps sell the experience or quality to potential residents?
4. What parts of your community are unique, and how can you showcase them through video?
5. How are you posting on social media?

Video is rapidly becoming the centerpiece to successful digital sales strategies in senior living. Sales videos are the future. OneDay is here to help you bring it into your sales process.

Let's look at some specific use cases and see how you can use OneDay in each.

Inquiry and Tour Invitation

If you want a more memorable, effective way to respond to inquiries, use video to introduce yourself and outline next steps. Below are ideas for effective OneDay videos we've seen work time and time again.

Post Inquiry Video – Visit Not Scheduled

- + Greet the viewer
- + Reference how you connected with them
- + Restate the problem they are facing
- + Layout a call to action (come in for coffee)
- + Explain why you are the solution to their problem
- + Reiterate the call to action
- + Inform them that they will have comfort knowing their options
- + Conclude with the call to action with the closing line

Sample Script:

Hi Angelica! Thank you so much for reaching out. I saw your inquiry come in through our website and wanted to reach out to give you some information about our community.

You mentioned that your mother Beatrice is looking for a place to stay active and make new friends. We are the place for her! I would love to invite the two of you to our fall kickoff picnic in two weeks. She'll love seeing how our residents engage and interact, plus it will give her a great feel of our brand new outdoor patio.

The picnic is on September 26th at 3 pm. I would love to see you and Beatrice there. Please reply letting me know if you'll be able to attend. I am happy to answer any questions!

Post Inquiry Video - Visit Scheduled

- + Greet the viewer
- + Reference how you connected with them
- + Inform them of the next touchpoint (ex. Tour next Friday)
- + Let them know what to expect. Learn more information about them and how you can help
- + Close warmly

Sample Script:

Hi Alexander! Thank you so much for reaching out to schedule a virtual tour. I am excited to show you our community. Before I send over a video, I'm curious - are there any specific areas that you're interested in seeing? If so, send me a text at 123-456-7890 to let me know.

Otherwise, I'll send you a full walk through tomorrow at 2 pm. You'll get a great feel for our housing options, as well as our common areas and extra features that really help our community stand out.

Again, thank you so much for reaching out, Alexander. I'm looking forward to guiding you in your decision.

Pre-Tour

Once you have a tour scheduled, a OneDay video can establish expectations for the tour and set the right tone ahead of time.

Tour Confirmation

The day before a prospective resident is scheduled for a tour, capture a video introducing yourself and let them know what they can expect during their visit.

Virtual Tour

Sales teams love recording and sending personalized virtual tours. And it makes sense! With families living across the country, people still need a way to connect with your and your community. During your virtual tour, be sure to showcase your personality and highlight the resident experience you provide. You're not just selling real estate, you're offering an experience.

Personalized Virtual Tour Video

- + Greet the viewer
- + Reference the information you learned about them during their visit
- + Identify 2-3 spots in the community
- + Explain how you can help
- + Inform them of the next touchpoint with them (call next Friday)

Sample Script:

Hi Janine! I loved chatting with you about our community. As promised, I'm going to show you a few key parts of what living here is like. Right now I'm in the one-bedroom apartment, which features a spacious kitchen, a bright and open living room, and a large bedroom. This is more than enough space for your king bed! You'll be happy to know that all the apartments come with their own private balcony as well, so when your kids come to visit, you all can sit on the porch and chat.

Here we are in the community room. This is where we celebrate holidays and have weekly happy hour events. Almost everyone joins in and I have a feeling you'll make many friends in no-time.

There is more to show you about our community, but I want to know what you think so far. Give me a call this week and let's talk about your other questions. Have a great day!

Post-Tour

As you know, follow-ups are a critical part of your sales process. On average, it can take a sales rep up to 20 hours per prospect from Inquiry to move-in ([Enquire Benchmark report](#)). They help keep your community front-and-center in a prospect's mind, which is vital while they tour the competition. Here are a few tips on using OneDay for that post-tour component of your sales process.

Thank you

After a prospect tours your facility, capture a video thanking them, including a short recap of what you discussed. Throughout your tour, take note of the topics and specific points they bring up, and be sure to mention these when filming your video. Some other ideas on using post-tour OneDay videos are:

- + A "thank you" for watching your virtual tour video
- + Quick community updates
- + [Resident testimonials](#)
- + A message from the Executive Director
- + Community response

Post Visit Video – Expressing Enthusiasm

- + Greet the viewer
- + Thank them for coming in and visiting
- + Reference the information you learned about them during their visit
- + Identify the problem they are facing
- + Explain how you can help
- + Inform them of the next touchpoint with them (call next Friday)
- + Close warmly

Sample Script:

Hey Daniel! I am thrilled that you enjoyed the tour I sent over yesterday. It's wonderful to hear your insights and thoughts on our community. We have worked hard to make our residents comfortable during this time, and it means a lot that you noticed that.

I know your father Thomas is struggling with the decision to leave his home. When we spoke on the phone, he mentioned that he is feeling very lonely. Our residents are constantly engaging with each other - even throughout COVID! We've found ways to help them interact and stay active safely.

I connected with Enrique, one of our most active residents and he's agreed to chat with Thomas about this decision! Are you free for a FaceTime call at 10 am this Friday? Text me and let me know. I look forward to speaking with you both!

Post Visit Video – Expressing Empathy

- + Greet the viewer
- + Thank them for coming in and visiting
- + Sympathize when referring to the information you learned about them
- + Identify the problem they are facing
- + Explain how you can help
- + Inform them of the next touchpoint with them (call next Friday)
- + Close warmly

Sample Script:

Hi Mary Beth. Thank you so much for taking the time to watch the tour I sent over to you and Cecile. I know your mother is struggling with the loss of her spouse. I can imagine how incredibly difficult this time is.

You both mentioned that she is shy and it's difficult for her to come out of her shell, so moving into a community feels very overwhelming for her.

Fortunately, I think I found the perfect room for her! A one bedroom apartment just opened up yesterday. It looks out to our garden, so the space is quiet and peaceful. Plus, her next door neighbors would be some of our sweetest residents!

I would love for you and Cecile to come in and view the unit on Thursday at 9 am. Email me back and let me know if that works for you! We have an isolated door for visitors to come in and out of and will have masks and gloves provided upon entry. Safety is our top priority!

Again, email me and let me know if Thursday at 9 am works for you!

Post-Deposit

The prospect and family loved your community, and ultimately chose you over the competition. Congratulations! And as you know, that's just the beginning of that prospect's journey. OneDay videos show your newest resident how special they are to your community.

Welcome and Expectations

Welcome to the community

- + A personalized video greeting the future resident and explaining how excited you, the staff, and the other residents are about them joining the community.

What to expect on move-in day

- + Use a video to align expectations for the new future resident
- + Be sure to discuss anything of note or particular importance

Our Five Best Practices

#1

Write a bulleted script to get comfortable on camera.
3-5 points is plenty for a video!

#2

Personalization is key if you want to stand out from the competition. Say their name, speak to their situation, and address their concerns.

#3

Consider your surroundings. You want to be somewhere that's quiet and shows off your community. If you're recording in your office - be sure to clear that desk and spruce up your background.

#4

Be timely when sending a video. Flex those empathy muscles to think through what the recipient is going through and when it makes sense to reach out.

#5

Track your OneDay videos in the Partner Portal.

- + We integrate with Sherpa and Enquire
- + If we don't integrate with your CRM:
 - Be sure to log every OneDay video as an activity in your system.
 - If someone moves in, mark how many videos they received.

Social Media

NOTE: If you are not currently responsible for posting on social media, you can skip this section or pass it along to the person at your company who is.

Social media plays a pivotal role in any effective digital marketing strategy, no matter the industry. And given how important emotional connections and relationships are in senior living, social media can be a powerful ally for your community's engagement efforts.

Why use social media?

- + Post about your community for free
- + Interact with prospects, residents, and their loved ones
- + Connect with potential referral sources and stay top-of-mind
- + Gather and share testimonials
- + Boost event marketing
- + Engage with your broader community

Social Media Tips

- + Set a goal to gradually increase your post frequency
 - Facebook has a scheduling feature to help time-manage social media posts
 - Try a post scheduling tool like Hootsuite for LinkedIn
- + When posting videos longer than one minute on Instagram, use the IGTV feature
- + Families love to see videos of their loved ones
- + Post activity videos on top of the great pictures posted on your channels

Stats

+ 82% of adult children use Facebook daily

+ Videos are now being shared 20x more often than other content formats on LinkedIn

+ Nearly 50M Instagram users are over 55

+ Social media videos generate 1200% more shares than text and image combines

+ More than 50% of consumers say they prefer video content over other types of content coming from businesses they support

Video Roadmap

In every video, be sure to follow these 3 R's: Reflect, Reassure, and Remind.

Reflect:

Reflect their story and concerns back to them. Let them know how it impacts you, and that you care.

Reassure:

Calmly address any concerns or worries about their situation or your community.

Remind:

Move the conversation and relationship forward with clear steps or a call to action.

Hello!

I am thinking about finding a place for my mom, but I don't know much about the process.

Send a... →

How are you?

Check-in with your prospect and adult child after their inquiry. This allows them to put a name to your face. Invite them to hop on a call with your Executive Director to chat about their situation!

I can't visit.

I will follow up when I am able to come in.

Send a... →

Virtual Tour of your Community

Show off your beautiful community to your prospect. Allow them to see your community virtually and ensure them that it'll be better in person. As you record, describe how living there would feel and how it will help them.

I'm not sure if your community is the right fit.

How do I know my mom will be well taken care of?

Send a... →

Executive Director Introduction

Show the potential resident or adult child they really matter. Send them a video of your Executive Director introducing themselves and describing what makes your community the top choice.

What do your apartments look like?

I don't want my dad to be in a cramped space!

Send a... →

Virtual Tour of a Model Apartment

Show off their potential new digs. Narrate the tour with the benefits you all provide.

Do your residents like living at your community?

I am nervous mom won't have anyone to talk to!

Send a... →

Resident Testimonial

Provide authentic feedback from your residents. Your residents are your biggest fans. Their genuine reviews will demonstrate how amazing living at your community is.

I am worried about being bored.

I am still very active and I don't want to sacrifice my social life.

Send a... →

Activities at your Community

If a prospect mentions that they like to play bingo, highlight the activity that is relevant to them and share the video! Your community constantly has activities going on, let your prospect see that they will thrive.

My dad needs medical care every day.

How attentive is your staff? Are they able to handle this?

Send a... →

Nursing Staff Testimonial

Interview your staff about why they are committed to senior living. Create trust with your prospects that your community will be providing the care necessary for them.

My mom has been a cook her whole life and is nervous about sacrificing her food.

Send a... →

Dining Staff Testimonial

Have your chefs talk about their favorite recipes. Show them that your chefs are just as interested in food as they are and hope to treat them to meals one day.

Introducing the OneDay Flywheel to Increasing NOI

Think about the traditional sales and marketing funnel for a moment. You capture the audience's attention at the top using broad strokes, then gradually progress them further down with an increasingly targeted message. Toward the bottom, you try to seal the deal with an emphatic call-to-action and, whether you were successful or not, start the whole process over again. And again. Thus, a funnel approach can be effective as long as you have the time, energy, patience, and skills to continually repeat the process from scratch.

Now imagine a flywheel, the very same tool people have used in everything from windmills and trains to hybrid cars and satellites, going back centuries in some cases. What makes a flywheel so unique and beneficial is its ability to store energy and return it to a system. Just as importantly, the faster a flywheel spins, the more momentum it creates, sending even more energy back into the system. Therefore, unlike the traditional funnel, it's self-perpetuating, feeding off of the very same energy it helps generate.

But what does this have to do with my senior living community, you ask? Plenty. What if different teams across your organization could, together, create a focused synergy aimed directly at increasing your NOI, one that is also self-perpetuating?



Well, that's precisely what the OneDay Flywheel generates for our senior living partners, and it does that through three interlinked components, each propelled by video storytelling in its own unique way:

- + Sales and Marketing
- + Human Resources
- + Resident Stories

Assuming we've piqued your interest by this point, let's dig in a bit further and see how each of these three components can utilize video storytelling to drive NOI for your community.

Sales and Marketing

As we've [discussed before](#), video storytelling is especially adept at driving move-ins and maximizing occupancy rates for senior living sales and marketing teams. Simply put, by providing your team with the ability to personalize your messaging across the buyer's journey, you're empowering them with a tool that's [more engaging than text](#), graphics, photos, or any other form of content.

And as you know, when prospects and their adult children are more engaged and [feel deeper connections](#) with your community, nothing but good can happen for your move-in volume. Therefore, with an inherently engaging format like video, your sales and marketing team are far better equipped to [move the occupancy needle](#) for your community.

To that point, OneDay's partners have realized anywhere between 1 and 14% increases in move-in volume simply by integrating videos into their sales process. Keep in mind, senior living and retirement communities need to stay above certain occupancy thresholds just to pay their bills – no easy feat in today's environment – a notion that's left far too many communities struggling just to break even these days.

Thankfully, OneDay's video sales and marketing platform transforms your team into skilled storytellers, helping drive your move-in volume higher through far improved engagement levels and those essential connections. In other words, video storytelling lifts your NOI upward.

How to Use OneDay for Sales

With so much change in the senior living industry over the last few years, it's now far more challenging for sales teams to identify, engage, and convert prospects with the outdated tools and techniques they've used with success in the past. To state the obvious, times have changed.

But that's what makes video so essential to today's senior living sales teams – the format allows you to, once again, personalize your strategy across the entire sales funnel. In short, video content helps you quickly build momentum in your sales pipeline, deepening the connections you form with prospects and their family members through video-driven:

- + Inquiry and tour invitations
- + Pre and post-tour [follow-ups](#)
- + [Virtual tours](#)
- + [Post-deposit videos](#)
- + Resident introductions

As you can see, there's no shortage of use cases for video in your [sales pipeline](#), and that doesn't even include some of the innovative methods you're bound to discover on your own.

How to Use OneDay for Marketing

Similarly, video provides senior living marketers with more options than they've ever had before. However, the trick is choosing solutions that serve your community's needs best, then using those tools in the most effective way possible. Building on the notion that video is the most engaging format available to you, your marketing team can harness that innate power in a variety of ways, including:

- + Brand awareness
- + [Social media](#)
- + [SEO](#)
- + Referral partners

Once your sales and marketing teams start using OneDay's video platform to generate tangible improvements in your occupancy rates, you'll of course need to identify and retain the talent necessary to provide your expanded resident base with an exceptional quality of life. Thus, the flywheel kicks in, where your sales now drive HR needs.

