



# SENIOR LIVING PROGRAMMATIC DISPLAY

*MARKETING GUIDE*



*The challenge all senior living operators face is keeping up with the pace of change while continuing to operate in highly-competitive and compliance-driven markets. In addition to quality of care metrics, senior living operators are judged on their ability to maintain and grow occupancy rates.*



## *How Programmatic Display Transforms Senior Living Marketing*

The challenge all senior living operators face is keeping up with the pace of change while continuing to operate in highly competitive and compliance-driven markets. In addition to quality of care metrics, senior living operators are judged on their ability to maintain and grow occupancy rates.

Tasked with achieving occupancy goals, senior living marketers must constantly adapt to and embrace new marketing strategies, platforms and tactics.

The classic marketing methods of phone calls, events and tours are still effective. Yet, marketers that integrate digital marketing and advertising programs into these methods are driving impact and ROI with greater efficiency.

Simply put, senior living marketers want to know what works. What combination of programs, messaging and platforms will help them reach, engage and acquire new residents?

Also, we hear marketers asking,

“What marketing and advertising programs can be designed to be responsive to current occupancy rates?”

And,

“How can we dial up the lead volume when needed?”

A range of advertising programs are currently being used by operators to accelerate resident inquiries. Most have been dependent on Google’s pay-per-click advertising model to dynamically address current needs.

There are also a wide array of other advertising programs available that may not have reached mainstream adoption due to the perceived complexity of implementation. For example, the terms artificial intelligence and machine learning seem to be dominating the conversation at marketing conferences, yet they’ve been underpinning the advertising ecosystem for quite some time.

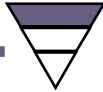

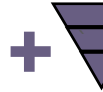
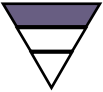

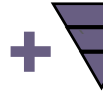
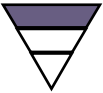








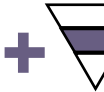

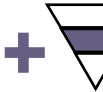

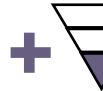

The purpose of this guide on programmatic display and paid media is to provide a high-level overview of the most important and impactful paid media marketing programs available today.

The range of programs discussed herein can help operators achieve occupancy goals across a specific time frame...be it the need for immediate new inquires or to achieve goals for a 2-year strategic plan.

Contained in this guide is an index to help providers determine the paid platform to prioritize based on its stage and level of impact in the buyer journey. A definition and application of each paid media marketing platform is included after the index. The guide also provides realistic results that can be expected when an integrated paid media marketing strategy is executed.

The following platforms are included.

- Programmatic Display Advertising
- Smart Display Ads
- Native Content Advertising
- Remarketing
- Geofencing

	Programmatic	Native Content Ads	Remarketing Ads	Geofencing
Life Plan Community (LPC) Continuing Care Retirement Community (CCRC)	+ 		+ 	
Independent Living Community (IL)			+ 	
Assisted Living Community (AL)				- 
Memory Care Community (MC)				
Skilled Nursing Community (SN)			- 	
Home Healthcare/Rehabilitation	+ 	+ 	- 	+ 
Foundations/Donations	+ 		+ 	+ 

### Key:

Paid Media Marketing channels marked with a funnel symbol represent channels that should be included in an integrated paid strategy based on the category and levels of care offered at your senior living community.



A funnel shaded in purple at the top represents a top-of-funnel tactic for marketers.



A funnel shaded in purple in the middle represents a middle-of-funnel tactic for marketers.



A funnel shaded in purple at the bottom represents a bottom-of-funnel tactic for marketers.



Funnels shaded completely represent a tactic that's applicable to the entire resident journey based on community type and paid channel.



Funnels marked with a plus sign (+) represent a channel that should be included in an integrated paid strategy and prioritized first.



Funnels marked with a minus sign (-) represent a channel that is applicable but isn't a channel that will be recommended first in a strategy. Funnel minus channels make sense from a tactical standpoint but may require additional strategy and refinement to properly execute based on your community type and level(s) of care.

A channel left blank isn't applicable to the marketing strategy for the level of care that it's listed under.

## What is Programmatic Display Advertising?

Programmatic display advertising leverages machine learning and artificial intelligence (AI) to automate the ad bidding and media buying process. The advertising creative executions are typically delivered via a display banner ad. Data is gathered from millions of different sources including an individual's online behavior and machine learning takes that data, parses it out, and creates segments comprised of thousands of potential audiences.

Programmatic display advertising builds audiences at a granular level by identifying user behavior data and delivers the campaign with a high degree of specificity. In fact, all display advertising is rooted in programmatic display powered by AI and machine learning. Senior living providers using programmatic display ads can leverage information that's available to deliver more targeted, personalized ads to prospective residents and adult child influencers (ACIs.)

## How Does Programmatic Display Advertising Help Senior Living Providers?

### Reach Prospects with a Solution Before They Start Searching for Options:

Using available datapoints in programmatic display ads, senior living providers can present a solution to a prospective resident and ACI before they realize they have a problem. One of the most helpful aspects of programmatic display is that it doesn't require someone to take an action to produce a meaningful interaction.

Programmatic display gives providers the opportunity to influence a move-in decision and start a relationship with a prospective resident long before the competition begins marketing to them. Consider prospective residents and ACIs who are passively researching and not actively "shopping" senior living communities. Programmatic ads reach these individuals based on user behavior data.

Consider the audiences built through programmatic display in Figure 1 to the right.

### Customized Audience Segments Based on Unique User Behavior Data:

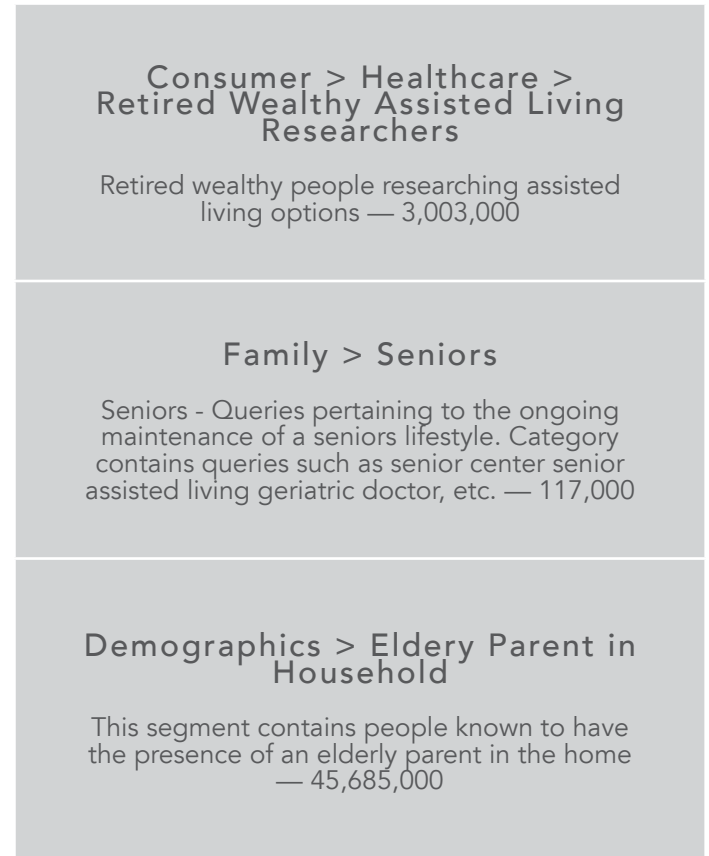


Fig 1: Three customized audience segments created through Programmatic Display

*Audience #1* segment represents those who are retired, wealthy and currently researching assisted living options. Leveraging verified third party data partners, our team determined that there are over three million individuals who could be marketed to that fit that profile.

These retired and wealthy prospective residents could be conducting search queries with amenity or experience intent. They could be searching for destination communities where they can retire in style. Senior living marketing teams can use those insights to craft copy speaking to the lifestyle benefits their community provides.

*Audience #2* represents seniors whose search queries pertain to the ongoing maintenance of their lifestyle. While this segment appears broad on the surface, within the dashboard isolating this dataset, the targeting options are highly targeted and defined. The figure of 117,000 represents the number of individuals performing these search queries.

For example, these individuals could be searching for “assisted living geriatric doctor” “cardiologists near independent living center” and more. This audience’s search queries reflect an ongoing need for quality care and the access they could expect to receive from the community they’ll call home.

*Audience #3* represents the number of households that have an elderly parent living in-home. Based on the trusted third-party data sources appending this information, there are over 45 million people in this demographic that could be marketed to via programmatic ads. This segment represents ACIs who are taking care of their parents.

Given the capabilities of programmatic display, ads could be served to these individuals who may not yet be “in market,” but still concerned with their parent’s overall health, safety and well-being. Conversely, programmatic display can serve ads to the ACIs who are actively typing in search queries with price-based intent or with quality of care intent to ensure their parent finds the right community to suit their specific needs.

### Build and Target Audiences Who Look Like the Residents at Your Community:

Programmatic display also helps communities build an audience lookalike campaign. This is made possible by integrating a community’s existing website and CRM data. Audience lookalikes help communities identify users who “look like” residents currently living at a community. These data points help senior living marketing teams target the individuals who are an ideal fit.

The benefit of a lookalike campaign is that it meshes with other campaigns running simultaneously on different advertising channels that are also targeting individuals who look like your ideal residents. This gives your entire campaign and marketing efforts a strategic and cohesive feel.

## A Realistic Application of Programmatic Display in Senior Living:

### *Granular Targeting to Find Ideal Donors and Improve Charitable Foundation Endowments*

Senior living providers that host annual galas are always seeking donors who passionately believe in their cause. This is true whether it’s an MS walk, Alzheimer’s prevention event, or any other cause related to bettering the health and well-being of older adults. These individuals who readily donate to such causes exist but can be difficult to track down without the assistance of programmatic display.

Using programmatic ads, these individuals can be reached through data related to their lifestyle and demographic characteristics that make them ideal candidates for outreach. Figure 2 below illustrates the potential opportunity for engagement that programmatic provides with the respective CPM (cost per thousand) included for each ad bid.

Finance > Charitable giving > Gives to charity > Senior living			
Donors to Charities that provide support for the elderly.	DataLogix	15,000	\$2.01
Lifestyle & interests > Charities > Elderly			
Targetable profiles of individuals likely to donate to charities for the elderly.	CACI UK	6,000	\$2.01
UK Data > Demographics > Charity > Elderly			
This category contains people who donate to charity: elderly	I-Behavior	6,000	\$2.41
Demographics > Charity supported > Elderly			
Targetable profiles of individuals who support a charity for the elderly	AmeriLINK	193,000	\$4.02

Fig 2: The CPM (cost per thousand) for ad bids to target those who provide charitable giving with Programmatic Display



*Given the capabilities of programmatic display, ads could be served to these individuals who may not yet be “in market,” but still concerned with their parent’s overall health, safety and well-being.*

## What is Smart Display Advertising?

Smart display ads are powered by artificial intelligence (AI) and machine learning to analyze various data signals and factors to determine an individual's likelihood to convert on an ad. Smart display ads look at ad performance history, creative copy, website data, remarketing lists and hundreds of additional factors to deliver a customized ad to each unique user.

Responsive ads are then automatically created using a mixture of various headlines, descriptions and CTAs. Thousands of variations can be tested to serve an individual a unique ad. Using these factors, smart display ads are configured on the fly to appeal to a specific individual while also addressing their intent at the time the search query is conducted.

Below (fig 3) is an example of some of the inputs AI and machine learning uses to serve a smart display ad.

## How Does Smart Display Advertising Help Senior Living Providers?

When the specific users your community identified are actively searching for senior living, their intent acts as the catalyst for various search queries. AI and machine learning will identify the intent of these individuals to customize, tailor and serve ads to them.

Smart search display ads will match content and copy by incorporating these elements for a user. Consider three of the most common types of search intent in senior housing:

1.) *Price Intent*: For these individuals, pricing may be the most important factor before they choose a community. Smart search display ads will know this based on the data gathered about the user and serve them ads based on price at the time the search query is conducted. Search engines like Google will analyze previous search history and will pull headlines and ad descriptions that appeal the most to price-conscious ACIs and residents.

2.) *Amenity/Experience Intent*: These individuals may not be as concerned by price but may have specific requirements of the atmosphere at the community they will eventually call home. For example, an individual in this category may search for pet-friendly communities, or communities that offer apartment-style housing. In this case, smart search displays will pull in headlines and copy that highlight the great atmosphere at a community.

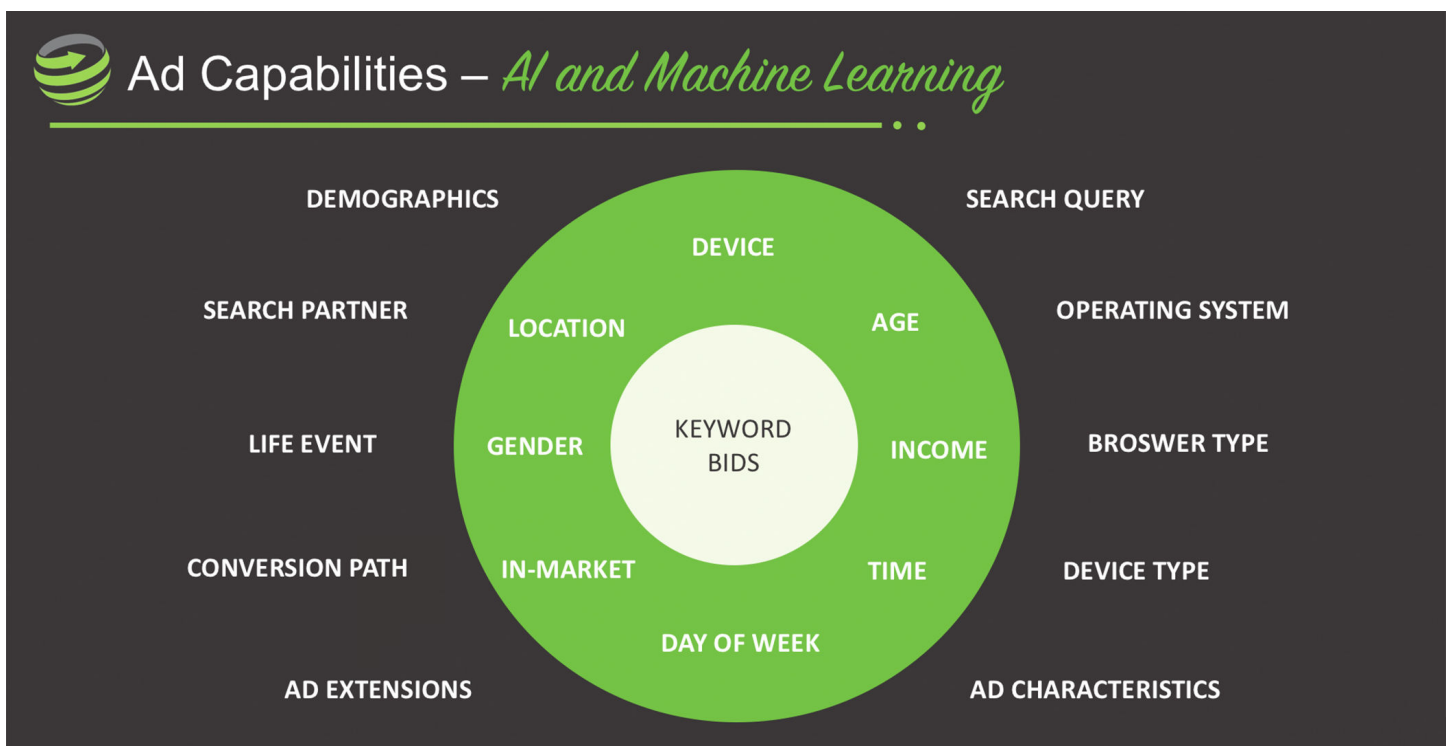


Fig 3: The inputs that go into serving a unique, personalized, responsive paid ad



3.) *Quality of Care Intent:* For these individuals, price and amenities are secondary to the quality of care the individual or their parent can expect to receive. Many seniors require specific care and treatment options that drive their decision. Does your community have applicable state licensures, certifications and/or accreditations?

Is your community accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF)? Does your community have an accreditation by the American Health Care Association (AHCA) or the Joint Commission on Accreditation of Healthcare Organizations (JCAHO)? Is your community compliant with the Centers for Medicare & Medicaid Services (CMS)? Does your community have a high star average from Medicare's 5-star rating?

For those intent on learning about the quality of care and relevant and applicable state licensures, certifications and accreditations, smart display ads will serve headlines and copy that reflect the fantastic quality of care offered at your community.

### ***What is Native Content Advertising?***

The content your community creates authentically speaks to the various need states and pain points of prospective residents. It answers questions and encourages outreach once trust has been established. Still, it can be challenging to scale content marketing efforts, so native content ads are an effective way to have your content extend beyond your website.

Native content ads utilize AI and machine learning using various data points to identify websites and social media feeds that serve as worthy platforms to place a piece of relevant content. Once the platform has been determined, relevant pieces of content will be hosted on the page and appear as a paid advertorial or sponsored listing.

Native content ads are developed by the advertiser (which would be your senior living community). These sponsored ads or paid advertorials are effective because each one is placed on websites with relevant content your team has worked diligently to create.

These paid ads match the aesthetic look, function and format of the platform hosting the content, blending into the page seamlessly, hence appearing as a native part of the web experience. By mimicking the user experience of the platform hosting the content, native ads earn trust and visibility simultaneously, while also driving traffic to your community's website.

Native content ads leverage search demand and visibility from the platform hosting the content, opening pathways to new audiences.

The image shows a screenshot of a CNN news article. The main headline is "Doctors newly define another type of dementia, sometimes mistaken for Alzheimer's" by Michael Nedelman, updated on April 30, 2019. Below the headline is a large image of two brains, one pink and one brown. A navigation bar below the image shows several article thumbnails. A native content advertisement is integrated into the page, appearing as a sponsored listing. The ad consists of two parts: "Simple Way To Relieve Tinnitus (Ear Ringing)" sponsored by dailyimpact.club, featuring an image of a man's ear, and "What Exactly is Plaque Psoriasis? - Search for Early Signs of Plaque..." sponsored by Yahoo! Search, featuring an image of feet. To the right of the main article is a "More from CNN" section with a large advertisement for the "THE ALL-NEW CHEVY BLAZER".

Fig 4: An example of a native content ad appearing under a related topic on CNN

## ***How Does Native Content Advertising Help Senior Living Providers?***

Native content ads extend the reach of your content and drive new demand from the added exposure of being hosted on third-party websites and/or social networks. Because this new audience hasn't interacted with your community before clicking a sponsored native content ad, it's realistic to place these individuals toward the top of the funnel and in a pre-awareness or awareness stage in the buyer's journey.

However, once these new, top of the funnel leads are on your community's website via a native ad, they'll have the opportunity to discover additional pieces of content and click to deeper pages within your website to be driven further down the funnel before converting.

Consumers have shown a preference to native ads as part of an integrated campaign. Data from Outbrain shows that consumers look at native ads 53% more than display ads and native ads create an 18% increase in purchase intent. Though that's true for some industries, the lengthy sales cycle dictates senior living marketing teams gauge performance expectations accordingly.

The expectation of a native content ad should be to begin the relationship with a prospective resident or ACI. Therefore, the levels of measurement senior living marketing teams will want to use to gauge the success of its native ads will be impressions, awareness and conversions.

The exposure to a related audience of new prospects helps communities build external influence outside of the confines of its owned digital assets. Native ads help both sales and marketing teams keep the top of the funnel full of new prospective leads to nurture trust from and eventually push further down the funnel when they're ready to reach out and convert.

## ***What is Remarketing?***

Remarketing, also referred to as retargeting, is a digital marketing tactic that's implemented to reengage with traffic that's visited a website. Remarketing ads are only shown to site visitors who haven't actively visited a community's website after a specified time period to encourage them to click, interact and reengage with a brand. This is made possible through cookies placed on a web browser that enable marketers the ability to track web activity.

Remarketing ads can be run across the internet on a variety of websites and devices, giving senior living communities top-of-mind awareness with prospects.

## ***How Does Remarketing Help Senior Living Providers?***

Remarketing campaigns can be an extremely effective way to reengage with prospective residents that may still be interested in a community's offerings or levels of care but have dropped out of engaging with your brand. The most effective remarketing campaigns are highly targeted in nature, but don't come across as creepy to the end-user browsing the web. Remarketing campaigns are versatile, with nearly limitless applications based on your community's situational context. For example, remarketing can be integrated into a provider's paid social media efforts, which works in tandem with additional remarketing strategies.

Using creative copy and a compelling visual design, your community's remarketing ad could be a perfect re-introduction to your senior living brand, regardless of channel or entry point. Remarketing campaigns have been proven to increase conversion rates and increase brand affinity. Applicable examples are the ads that seem to "follow" you when you visit sites like YouTube, CNN, your social media platform of choice and other websites you would frequently visit.

Considering the cost for impressions, remarketing is also cost-effective. Meaning, your remarketing campaign can be performing its magic behind the scenes while your marketing and sales team pursue today's opportunities.

## **What is Geofencing?**

Geofencing is the digital marketing practice of targeting individuals who have been within a specified area. This can be in the form of an enclosed set of zip codes, acting as the “fence” surrounding the area where a creative message or ad will be placed.

In senior living, an applicable use case for geofencing would be to target individuals who are in your community’s radius, or to target individuals who were previously at your community for a tour or visit. For that circumstance, senior living marketing teams can target the zip codes of the individuals who attended a tour, so that their messaging carries additional relevancy and resonance.

## **How Does Geofencing Help Senior Living Providers?**

Geofencing provides senior living communities the ability to reach a target audience in customized geographies. These could include individuals who attended a tour that are no longer on premises or a prospect your team intends to reach via direct mail. Remarketing is especially useful to reach prospects in our increasingly mobile-first world, but also applies to desktop and tablet users. Senior living providers can incorporate geofencing in numerous ways, including:

*1.) Geofencing Competition* – By advertising in the area where your competitor’s location resides, your community will invite outreach from interested residents that may not be familiar with your community’s offerings. This is strategically crucial in the event a prospective resident or ACI had an unpleasant visit at a competitor’s community and is searching for alternative providers.

*2.) Targeting Households with ACIs that have an Elderly Parent Living at the Residence* – Your marketing team should of course proceed with caution in this circumstance due to the complex feelings involved. As a best practice, send direct mail pieces that highlight your community’s dining options, amenities and quality of care, inviting a visit to your community.

*3.) Geofencing Hospitals Where Prospective Residents Have Received Treatment* – If a prospective resident recently received care at a local hospital, how timely would it be to receive an ad for your community highlighting how attentive your staff is to the needs of residents? Geofencing offers that level of granular targeting where compelling ad copy can shine through in the form of a click or call to your community.

*4.) Targeting Mobile Users in Proximity to your Community* – This is an instance where ‘striking while the iron is hot’ applies. If a prospective resident or ACI within the radius of your community, a targeted ad for your community could be the catalyst for outreach.

*5.) Retargeting Prospective Residents or ACIs Based on when they Visited your Community* – Depending on your community’s brand messaging, this tactic is applicable anywhere from five minutes after a prospective resident or ACI visits your community up to 30 days after a tour. Messaging should reflect the circumstance of the copy. A ‘thank you for visiting our community’ is appropriate and a nice touch after a prospective resident and ACI are driving home after a tour, whereas a ‘Have any questions for our team?’ ad or outreach could be appropriate after a couple weeks. Have your marketing team structure ad copy accordingly for each/all of these events.

*6.) Increase Brand Awareness* – At times, your senior living community will merely want to increase its brand awareness in specific targeted zip or area codes. Geofencing is an effective channel to use in these instances, if your marketing team attaches a concentrated budget that throttles after a certain dollar threshold is met. Brand awareness is necessary to maintain top-of-mind awareness and maintain a certain image within an area. This is equally important for communities with a legacy heritage as it is for the new community that just moved in five miles down the road.

## Case Studies and Success Stories

The paid media platforms covered in this guide can deliver successful campaigns that drive results. Let's review Case Studies and Success Stories from real providers with deeper context:

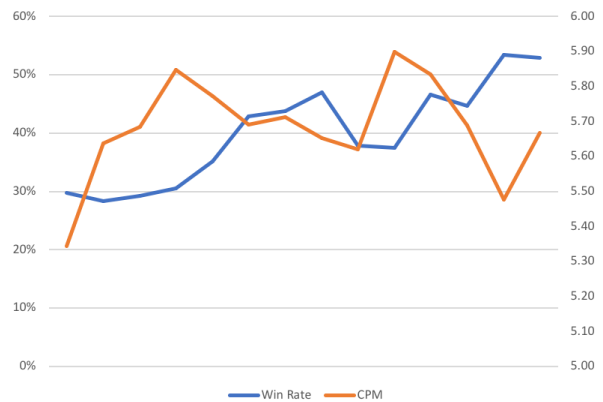
### Geofencing Case Study

#### Creating Awareness Through Geofencing

**SITUATION:** A community recently opened a state of the art healthcare facility and wanted to create awareness of the post-acute care within the 3 closest hospitals and surgical centers.

**SOLUTION:** Linkmedia 360 utilized a geofencing display campaign to place a location barrier around the 3 medical centers that would potentially be a source of leads as well as targeted any person that had been in the hospital over the course of the past 90 days.

**RESULTS:** Within 2 weeks we were able to generate over **148,000 impressions** and over **200 clicks**. For people within the hospital we were able to effectively manage the display auctions to ensure that win rate (won bids/total auction bids) was above our 10% goal and was able to achieve a **win rate of over 40%** with an average cost per thousand impressions **under \$6!**



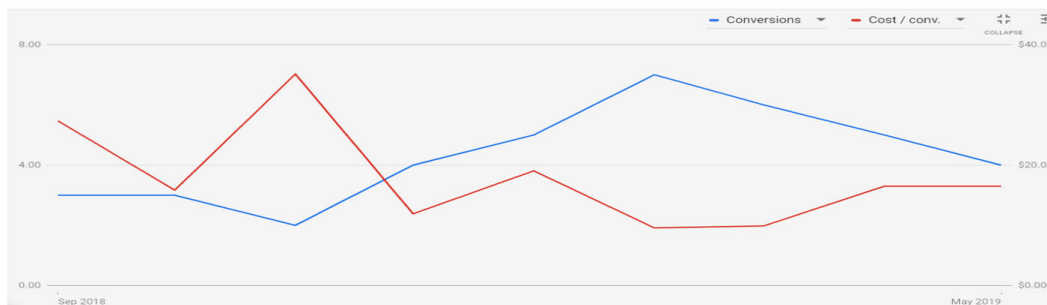
Example #1: Geofencing Case Study: Creating Awareness Through Geofencing

### Utilizing On-Site Content to Show Display Ads

**SITUATION:** A community wanted to drive demand through their entire funnel but they had limited budget and were not concerned about immediate inquiries.

**SOLUTION:** Linkmedia 360 developed a programmatic campaign focusing in on machine learning opportunities based on keywords and intent of users on the relevant sites.

**RESULTS:** Over the course of 10 months Linkmedia 360 was able to generate **336k impressions**, but more importantly an average **CPM of \$1.87** and a **cost per conversion of \$16**. Well below industry standards for all paid channels.



Example #2: Programmatic Case Study: Utilizing On-Site Content to Show Display Ads



### Putting it All Together

AI and Machine Learning underpin almost all effective digital advertising strategies and platforms today.

While all are highly effective, it still boils down to developing an overarching strategy and securing a budget for the campaign. For example, if your community has a budget of \$10,000, it has enough spend to strategically drive ROI and influence occupancy, but the focus should be limited to a smaller number of platforms.

With a larger budget, and when integrated with the broader marketing methods of phone calls, events, and tours, these platforms will enable operators to execute very specific and dynamic campaigns to account for any current or future gaps in the census.

Programmatic display advertising provides incomparable advantages for the modern senior living marketing team:

- Massively expansive reach
- Doesn't require a prospect to have prior exposure to your community's brand
- Doesn't require a prospective resident be in "shopping mode" for a community
- Feeds top-of-funnel leads and drives crucial awareness
- Lifts the impact of all your other senior living marketing channels

We hope you gained valuable insight into the importance of each paid media platform covered in this guide. Our goal is to see your paid campaigns produce results that exceed expectations. Our team helps senior living providers with integrated paid campaigns with a programmatic advertising backbone and can help your organization do the same.

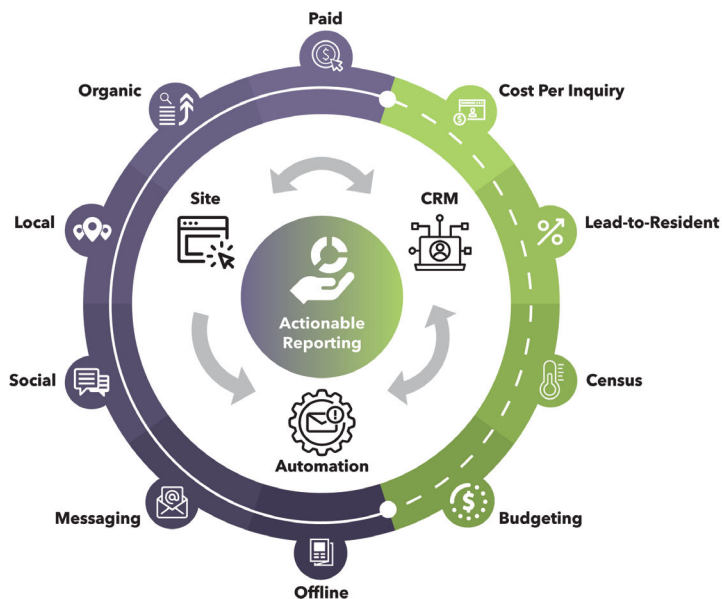
If you need more from us, we're happy to help. For additional information or questions, please contact Evan Horomanski. [ehoromanski@linkmedia360.com](mailto:ehoromanski@linkmedia360.com)

### Acknowledgements

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### About Linkmedia 360

Linkmedia 360 is an integrated marketing agency for senior living and life plan communities. We create, implement and report on custom digital marketing programs and media channels to drive tangible results – fueled by our passion for analytics & data science. We help providers achieve their census goals with industry advisement and timely execution in localized marketing channels. Experience a refreshed digital marketing approach that uses data integration to close the loop on sales, marketing & operations accountability for your brand.





2 Summit Park Drive, Suite 630  
Independence, OH 44131

phone (216) 447-9400  
toll-free (877) 843-1091  
fax (216) 447-9412