



# THE POST-PANDEMIC **SALES & MARKETING PLAYBOOK**

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5 expert strategies for entering the post-COVID-19 environment.



As resident vaccination rates rise, with over 95% of providers reporting 81%-100% uptake according to a recent Argentum survey, and consumer confidence reaches its highest levels in over a year, we're optimistic about the future of the senior living market in 2021 and beyond.

But thriving in a post-COVID-19 environment will come with a bit of difficulty for many providers that are currently operating at a loss. Senior housing providers have faced “over \$15 billion in increased expenses and lost revenue,” and 56% are not able to sustain operations for another year. Occupancy rates have also fallen for the sixth consecutive quarter, reaching record lows in Q1 2021.

Despite current financial and market challenges, there is now an opportunity for senior living communities to make proactive steps toward their future growth by taking advantage of lessons learned during the pandemic.

Here are five tips on how to integrate the innovations and lessons learned from COVID-19 to build a sales and marketing playbook with sustainable solutions that focus on long-term growth and create lasting revenue impact.

# 1

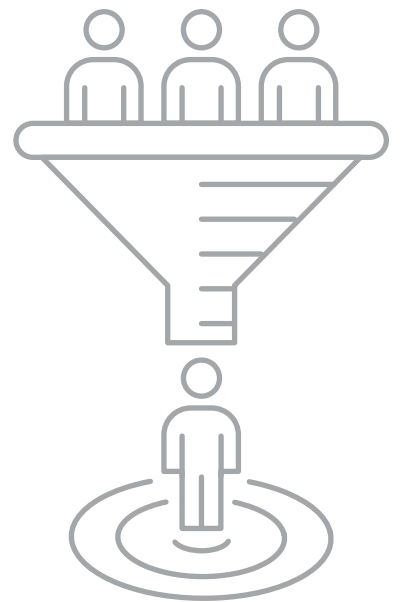
## STRATEGY 1:

### WORKING WITH DIGITAL LEADS

The world moved to digital in 2020, with overall website visits increasing 28% above 2019 benchmarks and website form completions up 6.73% compared to 2019. But many communities found themselves ill-prepared to sell in this new digital-only environment. It was difficult to maximize on digital lead generation enough to counteract lower referral rates, which decreased 48% from 2019.

Digital leads research and interact differently — and there has been a steep learning curve for implementing new technology and communicating effectively online.

**Going forward, communities should build upon their newly acquired digital selling skills and continue to use digital as a means to drive more conversions and increase lead quality. Properly qualifying leads via landing pages and adding upfront transparency to preemptively handle objections with affordability calculators will help to set communities apart online.**

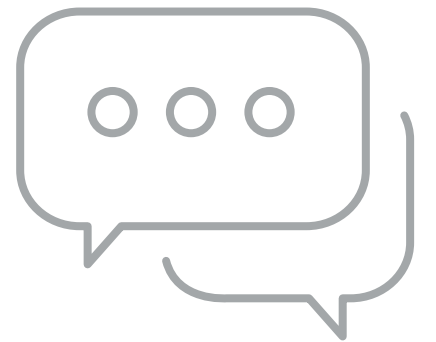


# 2

## STRATEGY 2:

### CONTROLLING THE NARRATIVE

Senior living was disproportionately affected by COVID-19, as older adults are more susceptible to the virus, and 8 of 10 reported COVID-19-related deaths have been in adults 65 and older, according to the Centers for Disease Control and Prevention (CDC). This unfortunately contributed to a lot of negative press targeted at senior living and decreased trust in the safety of communities.



Counteracting the negative narrative was difficult for communities. And with little support from the media, many communities struggled to maintain a positive reputation and had to be more proactive with their PR strategies.

**As uncertainty lifts and consumer confidence continues to rise, communities should continue to stay front and center with positive stories and promote safety and quality experiences.**

# 3

## STRATEGY 3:

### TARGETING WITH DATA

While the digital landscape became more competitive, Google followed Facebook's decision to remove over 5,000 targeting categories on their ad platform and restricted targeting capabilities for senior living and housing advertisers. Communities needed to expand their digital presence and be more strategic with targeting to better utilize flattened budgets, but instead were faced with more restrictions.



**As protecting user data continues to be a priority, more restrictions made to Google and other platforms' targeting options are inevitable. To ensure your digital marketing campaigns related to senior housing are successful and that your ideal audiences are being reached, you will need the help of a partner with a DSP infused with expansive first- and third-party data and custom audiences separate from Google to remain unaffected.**

# 4

## STRATEGY 4:

### SHIFTING CONTENT

As more consumers engaged with brands online, organic search rates increased. Even more session growth is projected in 2021, and conversion rates are likely to rise around 30% as lead volume rebounds. But even though more readers were online in 2020, they were not engaging with the same content they had been previously.

Keyword research showed that potential residents and their families were searching for informative, lead nurturing content centered around connection and safety.

Now that interest in moving to a community is rising, searches for lead generating content like pricing information and tours are also beginning to increase. Communities will need to continue shifting their focus and create new content based on current local searches to engage with local audiences in 2021.



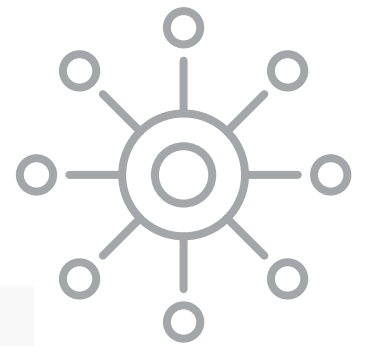
# 5

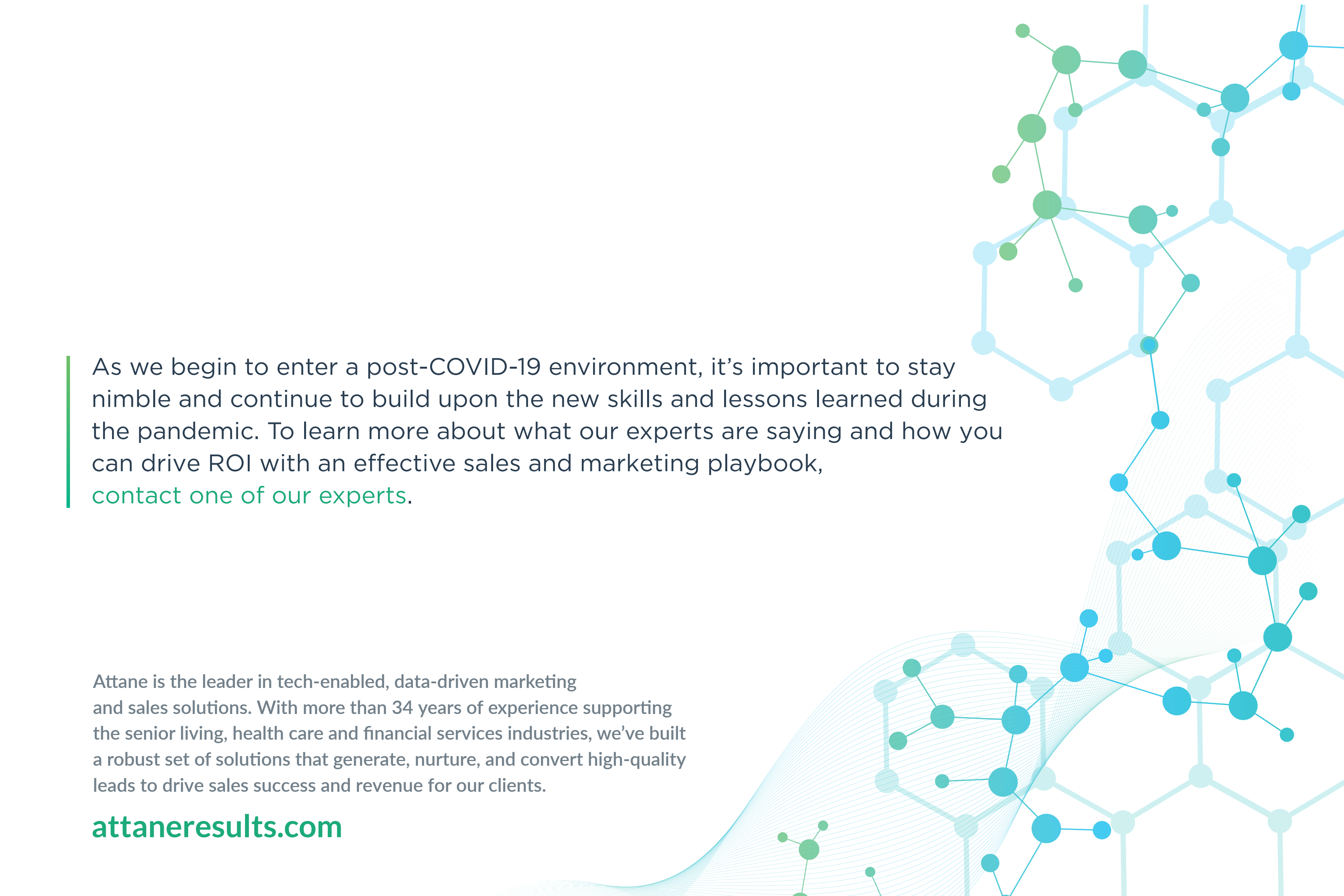
## STRATEGY 5:

### INVESTING IN FULL-FUNNEL

When the pandemic hit, many marketing budgets were put on hold or shifted to top-of-funnel tactics and working new leads instead of also nurturing digital leads. Investments in re-inquiry programs lowered, and re-inquiries fell by 31% compared to 2019.

To gain momentum and advance leads in the sales process, communities will need to invest in a full-funnel omnichannel approach that works mid-funnel leads, including a strong digital and direct mail effort, solid website content and conversion tools, and marketing automation that deploys ongoing email nurturing. It will be more important than ever to create personalized touch points and connect authentically throughout the buyer journey with seamless user experiences.





As we begin to enter a post-COVID-19 environment, it's important to stay nimble and continue to build upon the new skills and lessons learned during the pandemic. To learn more about what our experts are saying and how you can drive ROI with an effective sales and marketing playbook, [contact one of our experts.](#)

Attane is the leader in tech-enabled, data-driven marketing and sales solutions. With more than 34 years of experience supporting the senior living, health care and financial services industries, we've built a robust set of solutions that generate, nurture, and convert high-quality leads to drive sales success and revenue for our clients.

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