

Senior Living Sales & Marketing Trends 2023

HOW TO GET MORE MOVE-INS

**FASTER, EASIER &
WITH LESS STRESS**



Generate more qualified leads



Convert more leads into move-ins & revenue



Streamline processes and consolidate costs



HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS



Generate more qualified leads



Convert more leads into move-ins & revenue



Streamline processes and consolidate costs



- Let's strategize about how you can get more move-ins. Schedule a free consult.
- See how Advantage Anywhere would streamline your move-ins and reduce costs. Schedule a tour.

HOW TO GET MORE MOVE-INS

FASTER, EASIER & WITH LESS STRESS

Growth of the Senior Population:

The senior population (65 and older) is one of the fastest-growing demographics globally, and this trend is expected to continue as life expectancies increase.



Mona@AdvantageAnywhere.com | 239-337-2667 | AdvantageAnywhere.com

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

Online Search Influence:

Over 80% of seniors and their adult children use online searches as their primary source of information when researching senior living options.



Mona@AdvantageAnywhere.com | 239-337-2667 | AdvantageAnywhere.com

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

Social Media Engagement:

As of 2021, around 27% of seniors are active on social media platforms, with Facebook being the most popular among them.



Mona@AdvantageAnywhere.com | 239-337-2667 | [AdvantageAnywhere.com](https://www.AdvantageAnywhere.com)

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

Word of Mouth Matters:

Nearly 70% of families report relying on recommendations from friends, family, or healthcare professionals when choosing a senior living community.



Mona@AdvantageAnywhere.com | 239-337-2667 | AdvantageAnywhere.com

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

Content Consumption:

Seniors and their families engage more with long-form content, such as articles and videos, rather than shorter content like ads or social media posts.



Mona@AdvantageAnywhere.com | 239-337-2667 | AdvantageAnywhere.com

HOW TO GET MORE MOVE-INS

FASTER, EASIER & WITH LESS STRESS

Importance of Video Content:

Including videos on your digital can increase organic traffic by up to 157%, making video content an essential tool for senior living marketing.



Mona@AdvantageAnywhere.com | 239-337-2667 | AdvantageAnywhere.com

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

Responsive Websites:

About 52% of website traffic comes from mobile devices, underscoring the importance of having a mobile-responsive website for senior living communities.



Mona@AdvantageAnywhere.com | 239-337-2667 | AdvantageAnywhere.com

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

Virtual Tours Gain Traction:

The COVID-19 pandemic accelerated the adoption of virtual tours for senior living communities. Around 64% of senior living communities started offering virtual tours in response to the pandemic.



Mona@AdvantageAnywhere.com | 239-337-2667 | [AdvantageAnywhere.com](https://www.AdvantageAnywhere.com)

HOW TO GET MORE MOVE-INS

FASTER, EASIER & WITH LESS STRESS

Online Reviews Influence Decisions:

Positive online reviews play a significant role in attracting potential residents. Around 88% of consumers trust online reviews as much as personal recommendations.



Mona@AdvantageAnywhere.com | 239-337-2667 | AdvantageAnywhere.com

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

Email Marketing Effectiveness:

Email marketing remains a powerful tool in senior living marketing, with an average open rate of around 15% and a click-through rate of about 2.5%.



HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

Educational Content Preference:

Seniors and their families often prefer educational content that addresses their concerns, such as health and wellness, financial planning, and transitioning to senior living.



Mona@AdvantageAnywhere.com | 239-337-2667 | AdvantageAnywhere.com

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

Personalized Marketing:

Personalized email campaigns can deliver six times higher transaction rates, emphasizing the importance of tailoring marketing efforts to individual needs and preferences.



Mona@AdvantageAnywhere.com | 239-337-2667 | AdvantageAnywhere.com

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

SEO Impact:

93% of online experiences start with a search engine, highlighting the need for effective search engine optimization (SEO) strategies to increase the visibility of senior living communities.



Mona@AdvantageAnywhere.com | 239-337-2667 | AdvantageAnywhere.com

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

Lead Generation Challenges:

One of the biggest challenges for senior living sales and marketing is lead generation. About 61% of marketers struggle to generate high-quality leads for their communities.



Mona@AdvantageAnywhere.com | 239-337-2667 | [AdvantageAnywhere.com](https://www.AdvantageAnywhere.com)

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

Rise of Influencer Marketing:

Some senior living communities have started collaborating with local senior influencers to create authentic and relatable content that resonates with their target audience.



Mona@AdvantageAnywhere.com | 239-337-2667 | [AdvantageAnywhere.com](https://www.AdvantageAnywhere.com)

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS

These statistics and facts demonstrate the evolving landscape of senior living sales and marketing, emphasizing the importance of digital presence, personalization, and strategic communication to attract and engage seniors and their families.



Mona@AdvantageAnywhere.com | 239-337-2667 | [AdvantageAnywhere.com](https://www.AdvantageAnywhere.com)

HOW TO GET MORE MOVE-INS FASTER, EASIER & WITH LESS STRESS



Generate more qualified leads




Convert more leads into move-ins & revenue



Streamline processes and consolidate costs



- 
- A woman with short reddish-brown hair, wearing a black sleeveless top with a gold necklace, holding a blue clipboard and smiling. She is positioned in the upper right quadrant of the image.
- Let's strategize about how you can get more move-ins. Schedule a free consult.
 - See how Advantage Anywhere would streamline your move-ins and reduce costs. Schedule a tour.