



Ohio Living

FAITH + COMPASSION + COMMUNITY

DIGITAL MARKETING OVERVIEW

OUR GOALS

1. Increase Lead Generation
2. Increase Brand Awareness
3. Increase Measurable ROI
4. Increase Sales
5. Increase Conversion Rate
6. Increase Website Traffic
7. Increase Lead Data Quality

INDUSTRY BENCHMARKS

88%

55%

20%

55%

40%

18%

18%

DIGITAL INDUSTRY BENCHMARKS

Avg. time spent on website

Industry: 1:00 to 3:00 minutes

Ohio Living: 2:15 minutes

Avg. pages per session

Industry: 1 - 4 pages

Ohio Living: 2.98 pages

Most effective social platforms

Facebook: 98%

LinkedIn: 28%

Twitter: 15%

Instagram: 8%

% using email and automation marketing

34%

66% have not started

EXAMPLE CAMPAIGN PLANNING



GPTW CAMPAIGN



Goal: Attract talent, engage employees & brand recognition

Audience: Current & prospective employees

CTA: Join our team ; Learn about us

Message: Join a team where you can trust the people you work for; have pride in what you do; and enjoy the people you work with.

Workflow: Social Post > Landing Page > Careers Page > Application

Budget: N/A

Analytics: Social engagement & landing page reporting



Ohio Living

Published by Corporate Master [?] · August 23 · 🌐

Chief HR & Ethics Officer, Dana, explains why this certification only validates the hard work our employees are doing everyday.

A Great Place To Work is one where you can trust the people you work for; have pride in what you do; and enjoy the people you work with.



Get More Likes, Comments and Shares

Boost this post for \$30 to reach up to 9,500 people.

12,773

People Reached

434

Engagements

1,116

Clicks

Boost Post



126

12 Comments 69 Shares



Like



Comment



Share



Performance for Your Post

12,773 People Reached

5,465 Video Views

434 Reactions, Comments & Shares ⓘ

262

Like

0

On Post

262

On Shares

60

Love

0

On Post

60

On Shares

3

Haha

0

On Post

3

On Shares

2

Wow

0

On Post

2

On Shares

37

Comments

13

On Post

24

On Shares

70

Shares

69

On Post

1

On Shares

1,116 Post Clicks

369

Clicks to Play ⓘ

0

Link Clicks

747

Other Clicks ⓘ

NEGATIVE FEEDBACK

2 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

#OHIOIVINGIT

100+ social shares

1,300 social engagements



OLMP HIRING EVENT CAMPAIGN



Goal: Prospective employees to event

Audience: Potential employees in surrounding area

CTA: Apply & attend our event

Message: Join a team where you can trust the people you work for; have pride in what you do; and enjoy the people you work with.

Workflow: Social event > Landing Page > Contact info > Email > Application page > Reminder email > Attend event > Hired

Budget: \$250

Analytics: Social engagement, landing page & event attendance

OLMP HIRING EVENT CAMPAIGN



Please RSVP to attend!

Fill out the form below and once you hit submit, you will be redirected to our application where you can apply for the position ahead of time.

Join us on **Wednesday, October 24th from 4 - 8 p.m.** for our hiring event located in the **Kittredge Chapel** on our campus. Sip mocktails, enjoy delicious appetizers and learn for yourself why Ohio Living Mount Pleasant was recently named a certified Great Place to Work.

Join a team where you can trust the people you work for; have pride in what you do; and enjoy the people you work with.

First Name

Alex TEST

Last Name

Alex TEST 3

Email*

test@ohioliving.com

Applying for...

- ☐ LPN
- ☒ STNA
- ☐ Assisted Living Aide
- ☐ RN
- ☐ Housekeeping
- ☐ Laundry



Thanks for your RSVP!

We are excited to meet you on Wednesday, October 24th at our Hiring Happy Hour.

Please arrive at the Kittredge Chapel at Ohio Living Mount Pleasant:

225 Britton Lane
Monroe, Ohio 45050

Don't forget to apply today! Get ahead of the game and fill out your application before the event.

[APPLY NOW >](#)

Have questions? Contact us at 513.539.7391

OLMP HIRING EVENT CAMPAIGN

Facebook Event Reach:

9,604

Facebook Event Clicks:

333

Clicks to Landing page

214

RSVP Form Submits

32

Positions Offered

8

Lead Generation

Increase CVR of contact forms
from 0.1% to 0.8% a month
(approx. 500 forms)

Independent Living

Campaign: Independence

*applies to any location with census need

Group #1

Features/Amenities

Audience: 55+ downsizing

CTA: Schedule a tour

Message: Live life your way, customized homes/apts,
activities, community, spiritual life, classes,
transportation to events

Workflow: Google Search Ads > Social Media Ads >
Landing Page > Contact Info Collected > Follow up
email with blog/message > Sales Team Notified >
Contacted > Enrollment.

Budget: (see budget page)

Analytics: Call Tracking & Landing Page & Social
Tracking

Group #2

Benefits

Audience: 55+ downsizing, planners

CTA: Learn more

Message: life care commitment, my independence
assistance

Workflow: Google Search Ads > Landing Page >
Contact Info Collected > Follow up email with
blog/message > Sales Team Notified > Contacted >
Enrollment.

Budget: (see budget page)

Analytics: Call Tracking & Landing Page Tracking



Ohio Living Breckenridge Village

Sponsored · 

Our life plan community gives you the freedom to live life your way. From custom ranches to worry-free apartments, the choice is always yours.



OHIOLIVING.ORG

Book A Tour

[Book Now](#)

Home and apartment living provide the freedom to live life...

 Like

 Comment

 Share

Lead Generation

Increase CVR of contact forms
from 0.1% to 0.8% a month
(approx. 500 forms)

Health Services

Campaign #1: Short-Term Rehab

**applies to any location with census need*

Group #1 Physical Therapy

Group #2 Occupational Therapy

Group #3 Speech Therapy

Audience: Disabled hospital patients & family members, 55+

CTA: Contact us

Message: Quick recovery, best facility/amenities

Workflow: Google Search Ads > Landing Page OR Direct Call > Contact Info Collected > Follow up email with blog/message > Sales Team Notified > Contacted > Enrollment.

Budget: (see budget page)

Analytics: Call Tracking & Landing Page Tracking

Audience: Disabled hospital patients & family members, 55+

CTA: Contact us

Message: 24/7 nursing care, custom recovery plan

Workflow: Google Search Ads > Landing Page OR Direct Call > Contact Info Collected > Follow up email with blog/message > Sales Team Notified > Contacted > Enrollment.

Budget: (see budget page)

Analytics: Call Tracking & Landing Page Tracking

Audience: Families of Stroke, Parkinson's, Neuropathy, Alzheimer's patients, 55+

CTA: Contact us

Message: 24/7 nursing care, custom recovery plan

Workflow: Google Search Ads > Social Media Ads > Landing Page OR Direct Call > Contact Info Collected > Follow up email with blog/message > Sales Team Notified > Contacted > Enrollment.

Budget: (see budget page)

Analytics: Call Tracking & Landing Page & Social Media Tracking

SOCIAL MEDIA

```
graph TD; A[SOCIAL MEDIA] --- B[INSTAGRAM]; A --- C[LINKEDIN]; A --- D[FACEBOOK]; A --- E[TWITTER]; A --- F[YOUTUBE]; B --- G[2018 SOCIAL INFLUENCE CALENDAR]; C --- G; D --- G; E --- G; F --- G;
```

INSTAGRAM

LINKEDIN

FACEBOOK

TWITTER

YOUTUBE

2018 SOCIAL INFLUENCE CALENDAR

2018 SOCIAL INFLUENCE CALENDAR

November 2018



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 ALZHEIMER'S AWARENESS MONTH	2	3
4	5 HOSPICE & PALLIATIVE CARE MONTH	6	7	8 ALZHEIMER'S AWARENESS MONTH	9	10
11 VETERAN'S DAY VETERAN'S DAY	12 HOSPICE & HOME CARE MONTH	13	14	15 ALZHEIMER'S AWARENESS MONTH	16	17
18	19 HOSPICE & PALLIATIVE CARE MONTH	20	21	22 THANKSGIVING	23	24
25	26 HOSPICE & HOME CARE MONTH	27	28	29 ALZHEIMER'S AWARENESS MONTH	30	

INSTAGRAM

LINKEDIN

FACEBOOK

TWITTER

Current Total Followers

16,520

GOAL: Increase by 8% in 3 months

18,000

REVIEW GATHERING STRATEGY

```
graph TD; A[REVIEW GATHERING STRATEGY] --> B[INCREASE RATINGS]; B --> C[FACEBOOK]; B --> D[GOOGLE]
```

A flowchart illustrating a review gathering strategy. It starts with a dark grey rounded rectangle at the top containing the text 'REVIEW GATHERING STRATEGY'. A vertical line connects this to a green rounded rectangle in the middle containing the text 'INCREASE RATINGS'. From the bottom of this green rectangle, two vertical lines branch out to two separate green rounded rectangles at the bottom, labeled 'FACEBOOK' and 'GOOGLE'.

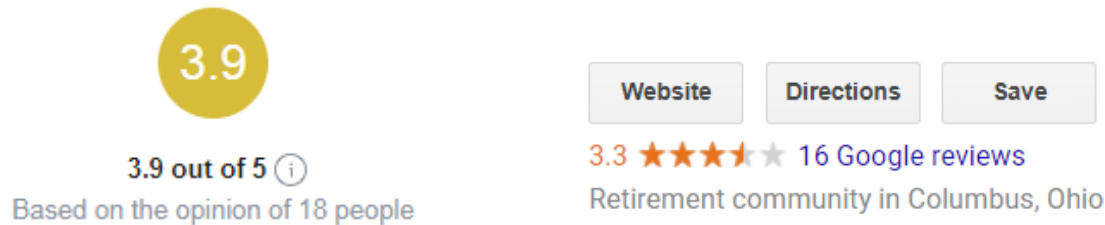
INCREASE RATINGS

FACEBOOK

GOOGLE

REVIEW GATHERING STRATEGY

Increase star rating for each community to **4.3 stars** or higher



Your opinion means
everything to us.

How to review us on Google:

1. Go to Google Search (google.com) and type in "Ohio Living Westminster-Thurber".
2. Click on ★★★★★ Google Reviews.
3. In the upper right-hand corner, click "Write a Review".
4. Select number of stars to rate us (5 stars = Excellent).
5. Write additional comments in the review box.

Let us know how we're doing!



Thank you!



VIDEO PROMOTION

FACEBOOK

INSTAGRAM

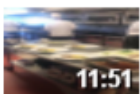
YOUTUBE



Why Ohio Living is a Great
Place To Work NOT YET RATED

See all video stats

Only visible to you

☐	Video	Status	Views	Date Added
☐	 Ohio Living ranks among Fortune's Top 50 Best Workplaces in Aging Service...	 	2,912	 Oct 1, 2018 at 3:32 PM Ollie Corp
☐			562	 Sep 15, 2018 at 2:09 PM Ollie Corp
☐			1,073	 Sep 15, 2018 at 12:35 PM Ollie Corp
☐			203	 Sep 15, 2018 at 11:29 AM Ollie Corp
☐			228	 Sep 15, 2018 at 10:56 AM Ollie Corp
☐			341	 Sep 15, 2018 at 10:23 AM Ollie Corp
☐			241	 Sep 15, 2018 at 10:00 AM Ollie Corp
☐			917	 Aug 30, 2018 at 1:43 PM Ollie Corp
☐			5,758	 Aug 23, 2018 at 10:42 AM Ollie Corp

Total Video Views - 12,235

cision®

Measurable ROI

Campaign Tracking



10,000 contacts

100,000 emails

Unlimited social monitoring

Unlimited landing pages

Unlimited analytics reports

***Free Chat Box feature**

HubSpot

CHAT BOX FEATURE



HOME ABOUT HOME HEALTH HOSPICE COMMUNITY CARE CAREERS CONTACT

Our mission is to provide adults with caring and quality services toward the enhancement of physical, mental and spiritual well-being consistent with the Christian Gospel.

OUR MISSION & VALUES

At Ohio Living, our mission is the heart of our organization. Ohio Living consistently exceeds the needs and expectations of those we serve. We are proud of our reputation for excellence, and we are committed to promoting quality of life and wellness of body, mind and spirit.

We believe in:

INCLUSIVENESS

We are open to residents, clients

RESPECT

For all whom we serve. We guard privacy.

INNOVATION

We encourage everyone in the

REFERRAL

855.579.4

Call 800.525.8746 for T1

FIND A LOCATION

- Click here to find a service location nearest you!

VIDEO

HubBot

September 25

Hello! Can I help you find something?

In case we get disconnected, which contact method would you prefer us to use?

Email

Phone Number

Write a message

Send





CHAT BOX FEATURE



Live Agent

- Personalized help
- Assistance with any request
- Can set hours of availability
- Requires employee time
- No filtering of messages received



Automated Prompts

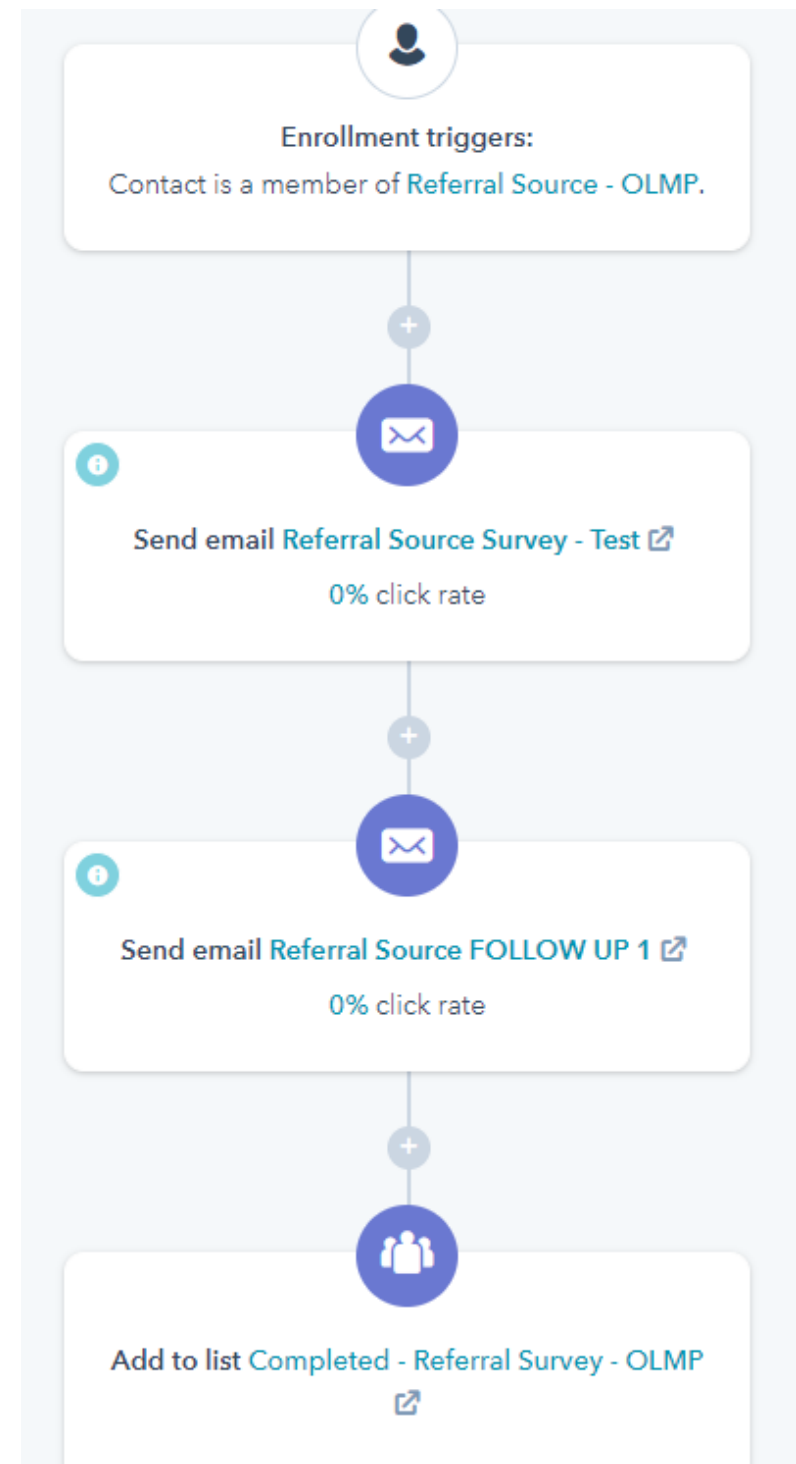
- Guides user to provide contact info
- Doesn't require constant employee monitoring
- Filters messages
- Automatically sends to appropriate contact
- Eliminates confusion of contact form



REFERRAL SOURCE SURVEYS

We will use HubSpot's workflow automation to send referral source emails to our location referral lists.

As each survey is taken, data will be collected both in HubSpot & our survey platform to help us better understand our referral intake process.



Measurable ROI

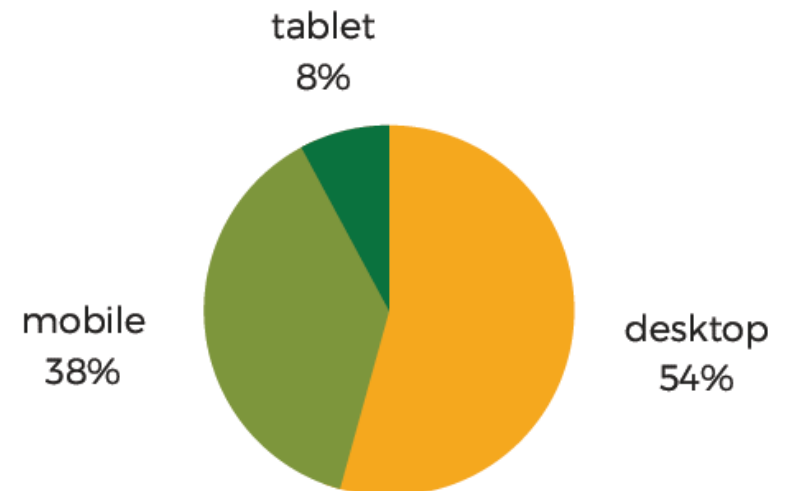
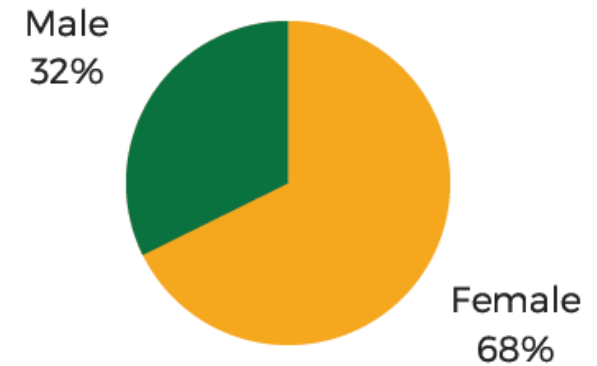
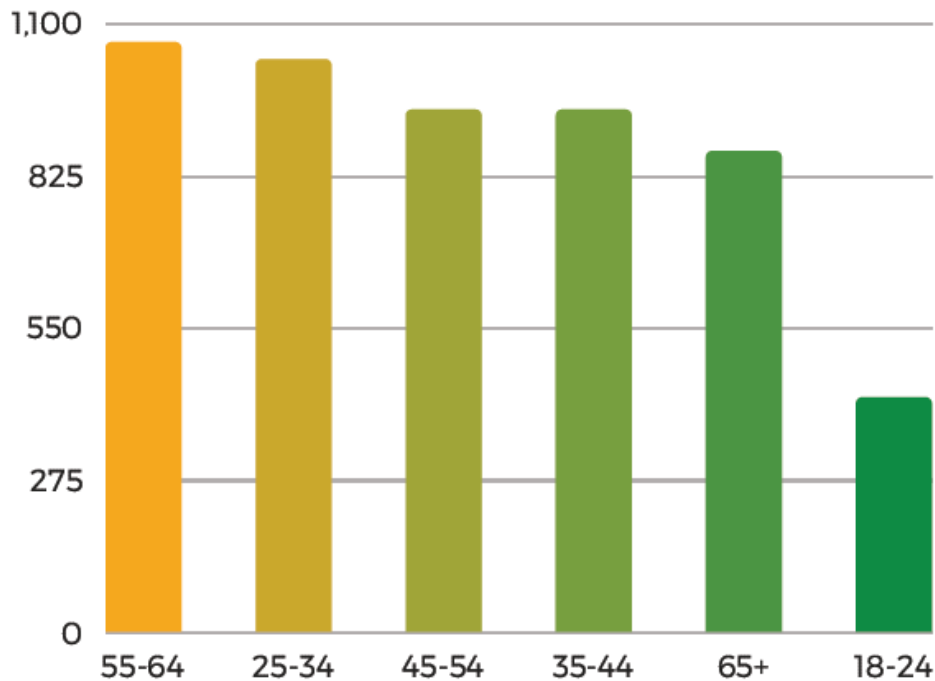


Monthly Digital Reporting

USER DEMOGRAPHICS

These graphs represent the percentages of age, gender and device types active on the website this month.

SEPT 1 - SEPT 30, 2018



CONTACT US

Types of contact submissions received this month.

SEPT 1 - SEPT 30, 2018

118

Contact Us Submissions

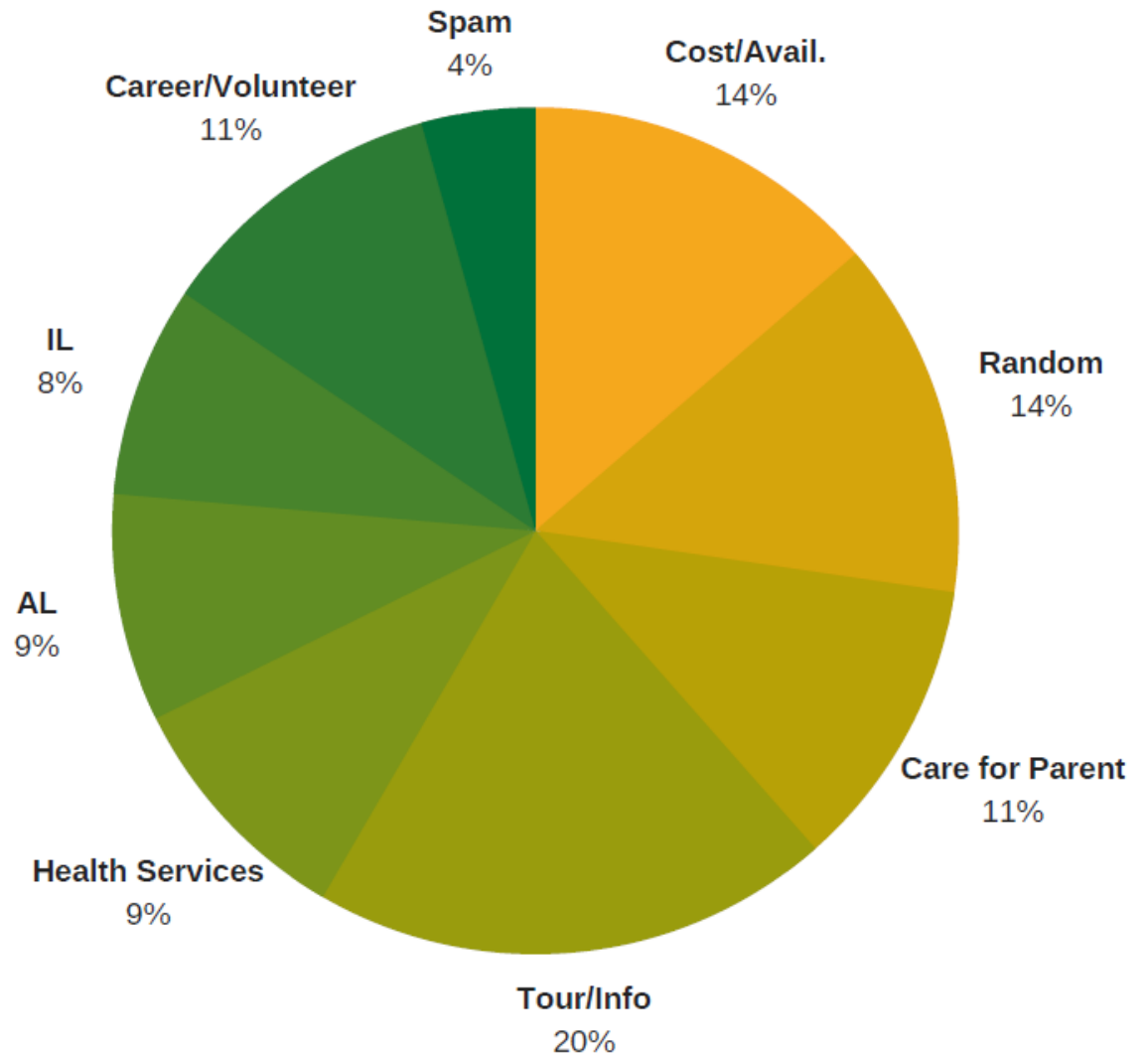
2,539

Contact Us Page Views

=

4.6%

Conversion Rate



TOP PAGES

SEPT 1 - SEPT 30, 2018

These were the top 10 most visited pages on the website (excluding the homepage)

/careers	2,279
/communities/ohio-living-breckenridge-village	1,749
/home-health-hospice	1,348
/communities/ohio-living-westminster-thurber	922
/communities/ohio-living-park-vista	882
communities/ohio-living-llanfair	798
/communities	781
/communities/ohio-living-rockynol	777
/communities/ohio-living-mount-pleasant/	716

DIGITAL SPEND ANALYSIS

COMMUNITIES - SPEND

Social Media Ads: \$200 - \$500/month per community

Google Search Ads: \$250- \$500/month per community

Recruiting boosts: \$250- \$300/month per community

COMMUNITIES - NO COST

Blogs: Free

Landing pages: Free

Organic posts: Free

SEO: Free

Chat box: Free

Website updates: Free

Digital graphics: Free

Video: Free