5 WAYS TO INCREASE YOUR CUSTOMERS IN THE SENIOR LIVING INDUSTRY

Create a mission culture

Start by bridging the gap between operations and sales. Ask staff "Remember when years ago you didn't have people in your building? What was your mission to those people out there?" Make sure your mission aligns with practice and messaging.

Resolve staffing issues & bring more talent into the industry

Some communities are limiting occupancy because they cannot find staff. You can outsource some positions like marketing to an outside agency. When hiring, you may think about a person's empathy and intelligence rather than the college education. Some high school students do not want to go into debt to get a college education, but they are ready to enter the workforce. Consider internships or internal training programs to bring more talent into the industry.

Create marketing videos

The video does not have to cost a fortune. You can use your smartphone to get great videos. Many times an authentic video is better and feels more personal than a slick professional video. Your video can include: a tour of the community, a thank you video to staff and/or residents, new features of your community, your community outreach (sharing what you do outside of the building in the local community, such as donating food made by your chefs to a local firehouse). Post valuable videos and content on social media showing your community or expertise in senior living.

Help Change Public Perception of the Senior Living Industry

Many people have the wrong idea about the senior living industry. They think of either a run down nursing home or active independent living. But there is so much more available like your community. Look for local influencers to help your community shine. Invite the mayor, city council members, school board members, or other influencers to come to lunch at your community to see they great things you are doing. Reach out to local media outlets. Let them know when you have a big or fun event going on.

Make sure your contact information is correct across the internet

Sometimes people find your business online, but the contact information is incorrect, out of date, or missing. Check your online presence and ensure your contact information is correct and visible on sites such as Google My Business, Bing, and Guide4SeniorLiving.com so that people *can* contact you.

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