

WHITEPAPER

SIX THINGS SENIOR LIVING LEADERS WILL HAVE TO MASTER TO SURVIVE IN 2025

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Survive 2025.

The senior living industry is facing unprecedented changes as we approach 2025. The influx of baby boomers means the market is larger, but also much more discerning. With advancements in technology and shifting expectations, senior living communities must adapt quickly. Strategic planning is the foundation of success in every domain, from marketing to customer care. Here are the six critical areas that senior living leaders will need to master to ensure their communities not only survive but thrive.

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1. Master Marketing: The Deluge of Boomers Are Sharp, Tech-Savvy, and Have Choices

Market Demands.

The baby boomer generation is redefining the senior living market. They are tech-savvy, well-informed, and have a multitude of choices. Effective marketing planning is essential to capture their interest. The market will continue to require mastery in marketing. Prospective residents have many choices and high expectations. Your marketing efforts must be top-notch to stand out.

Plan First.

Develop a detailed marketing plan that outlines your goals, target audience, budget, and tactics. Regularly review and adjust your plan based on performance metrics and market changes.

Key Points.

- **Digital Presence:** Establish a strong online presence. Plan a comprehensive digital marketing strategy that includes SEO, compelling content, and user-friendly website functionality.
- **Social Proof:** Leverage testimonials, reviews, and case studies. Develop a plan to regularly collect and showcase social proof.
- **Targeted Advertising:** Utilize data to create targeted marketing campaigns. Plan your advertising budget and strategies to maximize engagement and conversion rates.

Tip the table in your direction.

Take a few days with your team to create, or recreate, a 2025 business plan that includes a marketing and sales component.

2. Enhance Customer Care: Providing Exceptional TLC

Market Demands.

The thought of leaving the comfort of home is daunting for many seniors. Exceptional customer care and emotional support are non-negotiable. Effective planning in customer care ensures consistency and quality.

Plan First.

Residents and their families expect high levels of attention and emotional support. Your community must deliver to retain residents and earn referrals. Create a comprehensive customer care plan that includes training schedules, activity calendars, and communication strategies. Regularly update the plan to incorporate feedback and new ideas.

Key Points.

- **Personal Connections:** Foster genuine relationships between staff and residents. Plan regular staff training programs focused on empathy and connection.
- **Engagement Programs:** Create diverse activity programs that cater to different interests and abilities. Plan a yearly calendar of events and activities.
- **Family Involvement:** Actively involve families in the care process. Plan regular family meetings and communication schedules.

Tip the table in your direction.

Do a survey with your residents and families before 2025 arrives. Ask how you are doing and what they would like to see next year. They will be grateful you asked and I guarantee you'll hear new ideas.

3. Invest for Growth: Surviving Beyond Survival Mode

Market Demands.

Cutting costs to the bone only exposes vulnerabilities. The market demands that senior living communities invest for growth. Continuous improvement and strategic investments are necessary for long-term success. Strategic investment and planning are critical for thriving beyond survival mode.

Plan First.

Develop a financial growth plan, or profitability plan, that outlines your investment strategies and areas for improvement. Regularly review the plan to ensure it aligns with your overall business goals and market conditions.

Key Points

- **Employee Well-being:** Invest in staff training and well-being. Plan initiatives to support staff, including healthcare benefits, continuous training, and wellness programs.
- **Operational Efficiency:** Use technology to streamline operations. Plan for technological upgrades and process improvements.
- **Strategic Investments:** Identify and plan for growth opportunities. Plan your budget to include strategic investments in facilities, services, or technologies.

Tip the table in your direction.

Leadership is key here. Spend time to develop leadership traits in your team. You will be amazed at their ability to take on bold initiatives when they are trained leaders.

4. Master Social Media: Building a Positive Online Reputation

Market Demands.

In the age of social media, your community's reputation is always under scrutiny. Effective social media planning is essential for managing your reputation and engaging with your community. The market demands proficiency in social media management. Residents, families, and potential clients are all online and watching. Your online reputation can make or break your community's success.

Plan First.

This will come straight out of your marketing plan.

Key Points

- **Active Engagement:** Actively engage with your social media audience. Plan a content calendar and engagement strategies.
- **Content Strategy:** Develop a content strategy that highlights your community's strengths. Plan regular postings and updates.
- **Reputation Management:** Monitor social media platforms for mentions of your community. Plan for reputation management, including responsive strategies for negative feedback.

Tip the table in your direction.

Focus is key here. It is not necessary to be on every social platform out there. Pick one and get great at it.

5. Craft Your Unique Story: Building a Strong, Individual Brand

Market Demands.

As public funding and traditional business models become less reliable, your community's individual brand becomes increasingly important. Planning your brand strategy is essential for long-term success. The market demands a strong and unique brand. Your story and brand identity must resonate with prospective residents and their families, setting you apart from competitors.

Plan First.

This will ALSO come straight out of your marketing plan.

Key Points

- **Active Engagement:** Actively engage with your social media audience. Plan a content calendar and engagement strategies.
- **Content Strategy:** Develop a content strategy that highlights your community's strengths. Plan regular postings and updates.
- **Reputation Management:** Monitor social media platforms for mentions of your community. Plan for reputation management, including responsive strategies for negative feedback.

Tip the table in your direction.

Your plan and your story work in harmony. Dust off your EOS and re-familiarize yourself with your story, or better yet, start a Business Elevation System program to get your entire plan in order here.

6. Develop Leaders: Building a Team for the Future

Market Demands.

Strong leadership is crucial for navigating the challenges and opportunities in the senior living industry. Effective leadership development and planning ensure that your team is well-equipped to lead your community into the future. The market demands strong and effective leadership. Building a capable leadership team is essential for sustaining growth and adapting to industry changes.

Plan First.

Formulate a leadership development plan that identifies potential leaders within your organization and outlines training programs, mentorship opportunities, and succession planning. Regularly review and update the plan to adapt to emerging leadership needs and organizational goals.

Key Points

- **Leadership Training:** Implement comprehensive training programs that develop essential leadership skills such as communication, problem-solving, and decision-making.
- **Mentorship Programs:** Establish mentorship programs where experienced leaders can guide and support emerging leaders within the organization.
- **Succession Planning:** Plan for leadership succession to ensure a smooth transition and continuity in leadership roles. Identify and groom potential candidates for key leadership positions.

Tip the table in your direction.

You don't have to boil the ocean. Many businesses I coach get their leadership in order in a 2 day workshop.

Conclusion

Mastering these six areas—Marketing, Customer Care, Investment for Growth, Social Media, Crafting Your Unique Story, and Leadership Development—will be essential for senior living leaders to navigate and thrive in the evolving landscape of 2025. Strategic planning is the backbone of success in each of these domains. By focusing on these areas and developing thorough plans, you can create a resilient and prosperous community that meets the needs of the next generation of residents.

Reach out if you would like to talk more about planning for a successful 2025.

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