



## Better senior living marketing starts with understanding your audience and how to reach them—and we do.

**Senior living marketing requires innovative solutions to turn prospects into residents. EVR helps you guide them through the door.**

Gone are the days of senior living being equated with the hospital-like setting of a traditional nursing home. Today, senior living communities offer a chance to live life better, no matter if someone is 62, 82 or 102, and no matter the level of care they need. Senior living is about providing a carefree, maintenance-free lifestyle that allows seniors to experience all the things they couldn't before retirement.

But with so many options in so many cities in so many states, getting prospects to even look in your direction can be a challenge. Cue: An industry expert. EVR Advertising knows that creating a successful campaign that will resonate with prospects and their families starts with understanding your audience. And luckily, we have a few tricks up our sleeve.

**First impressions are lasting.** Having been in business for over 30 years, we know how to build brands that differentiate and resonate. This foundation sets the stage for the strategic recommendations developed to best communicate your senior living facility's core message and value proposition. Whether that value comes from your quality of care, amenities that provide worry-free living or something else entirely, we audit your online and offline brand environment and prepare it for optimal success.

**Strategy is key.** Our approach combines research, technology, creative, content, brand strategy, media and metrics to ensure every marketing dollar spent works with the big picture to move business in a positive direction. This allows us to create compelling content that will ensure your brand's messaging breaks the mold of the senior living market.

**Timing is everything.** Broadcast, paid search, online display, social media. We work with senior living clients to find exactly the right channels for their audience at the right time to target consumers where and when it matters.

603.647.8606 | [info@evradvertising.com](mailto:info@evradvertising.com) | [EVRadvertising.com](http://EVRadvertising.com)

### OUR SERVICES:

- Brand Communications, Strategy and Planning
- Creative Services
- EVR Media Services
- Website and Mobile Development
- Content Marketing

### CASE STUDIES:

 **NEW POND  
VILLAGE**  
*A Benchmark Lifecare Community*

*Summit*   
*by Morrison*