

# Senior Living Marketing

*Helping guide prospects  
through the door.*





**EVR builds brand  
and generates  
qualified prospects  
for senior living  
communities.**

Imagine: a full-service marketing agency that shares your passion for providing seniors with the quality of life they deserve.



## Who We Are



We are EVR—a group of strategic, creative and inquisitive minds who enjoy coming to work every day. We like solving challenges in innovative ways.

As a seasoned agency with experienced pros, we combine the traditional and modern to cultivate integrated strategies that resonate for our clients. Knowing and caring about your business as much as you do is what makes us good at ours.

Clever, informed campaigns with measurable results is what we do. But a culture where people can grow and thrive is who we are. Our vision is to attract the best minds in the business because we know this is how we will deliver the most value to our clients. Our talented team is motivated by professional development and results—driving them to be their best.



# What We Do

Senior living marketing requires innovative solutions to turn qualified 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 70, 80 or 90 and regardless of the level of care they need. Senior living is about providing a carefree, low-maintenance lifestyle that allows residents to continue to enjoy all the things—and more—that they did before retirement. But with so many options across the country, getting prospects to even look in your direction can be a challenge.

As an industry expert, EVR Advertising integrates seamlessly with your sales and marketing teams to create beautiful design, authentic messaging, compelling content and effective media plans that break through marketplace clutter and drive leads. Then, we help gather, track and find clarity in the data, ensuring that every marketing dollar is best used in turning prospects into residents.



## Understand our audiences.

The first step in our strategic approach is understanding our different target audiences—(1) prospective residents, (2) adult children or influencers, (3) industry professionals—and how to reach them. From there, we dive into the data to uncover age, income and location demographics and trends of your ideal resident.

## Make first impressions last.

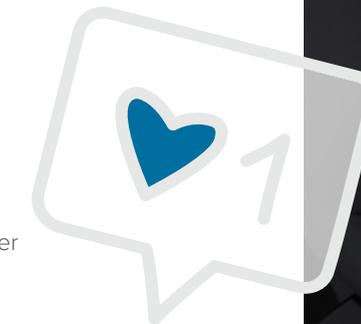
Having been in business for over 30 years, we know how to build brands that differentiate and resonate. This foundation sets the stage for strategic recommendations developed to best communicate your community's core message and value proposition. Whether that value comes from your quality of care, amenities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

## Develop fully integrated campaigns.

By being able to ease concerns and answer questions before they're even asked, we help establish your value, build trust and distinguish your brand in a competitive marketplace. Our approach combines research, technology, creative, content, brand strategy, media and metrics to ensure your budget is maximized and 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.

## Right person. Right place. Right time.

With the number of media channels available in today's consumer marketplace, it takes contemporary analysis and know-how to develop media campaigns that are most optimal in reaching your audience and achieving successful results. We'll work with you to choose exactly the right channels for your audience at the right time to target consumers where and when it matters.



## Our Services



**Brand Communications Strategy and Planning**



**Creative Services**



**Media Planning and Buying**



**Website and Mobile Development**



**Content Marketing**



**Data Analytics**



**Lead Generation**



# How We Do It

From thoughtful campaigns to memorable content, we help you turn prospects into move-ins. Let's go on this journey together.

## AWARENESS

1

The first stop on the journey is establishing strong brand recognition in the marketplace. This provides the foundation for all future marketing efforts. The goal? Generating impressions and increasing brand recall.

- Brand development
- Online presence management
- Community involvement/ sponsorships
- Direct mail
- Broad-based media channels

## INTEREST

2

We're out there. Now is our chance to break through the clutter and establish ourselves as the best choice. A multitiered approach ensures that when prospects come knocking, we're already at the door.

- Website development and optimizations
- Digital media buying (paid search, Google Display, programmatic)
- Data analytics
- Content strategy
- Online listings (Google My Business, Caring.com, A Place for Mom, Seniorly)
- Search engine optimization
- Photography/video services

## CONSIDERATION

3

While their interest is piqued, leads need to be nurtured in order to commit to that next step. There are competitors out there, but what we offer is unique—let's show it.

- Marketing events
- Marketing collateral
- Retargeting ads
- Organic social media
- Email marketing campaigns

## DECISION

4

We did it! They're ready to move. Let's make the transition as smooth as possible, from deposit through new resident welcome packet.

- VIP marketing events
- Welcome resources and collateral

## COMMUNITY AMBASSADOR & ADVOCACY

5

Your residents are your most valuable allies. Leverage residents' pride and passion for your community as a sales tool.

- Review generation
- Resident referral programs
- Public relations

## Case Study

# Edgehill

Project: Visual and Verbal Messaging Development

### Challenge/Objective

Edgehill, a luxury continuing care retirement community (CCRC) in Stamford, CT, needed a refresh of verbal and visual messaging to elevate its strong community standing and highlight its alignment with the distinctive “Greenwich Lifestyle.”



### Strategy

A new campaign with the unique message “Where Life Meets Style” became the expression of an unparalleled living experience for the most discerning seniors. A new website and system of design were inspired by Piet Mondrian’s grid systems of the early 20th century, helping to differentiate the Edgehill brand from other CCRCs and positioning it among admired luxury brands in different verticals.



### Creative

An updated and modernized logo brought Edgehill’s look in line with parent company Benchmark Senior Living’s brand family/portfolio of CCRCs. With new photography came more authentic imagery that was able to better celebrate the unique characteristics of the residents, associates and community culture.



### Results

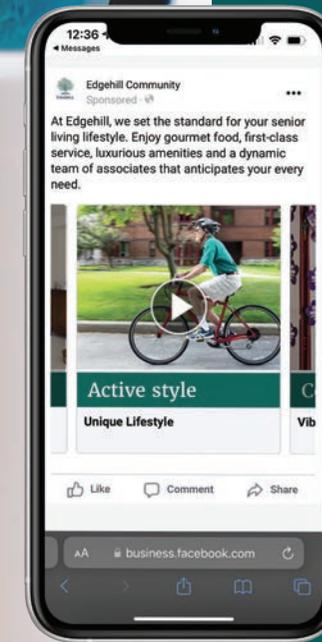
The brand refresh was enthusiastically received by key stakeholders, who embraced an aggressive campaign push. Key performance indicators showed substantial web traffic increases. The click-through rate (CTR) for the paid search campaign far exceeded the industry average, which demonstrated that messaging resonated with the target audience.

### The Numbers

**46%**  
Increase in Organic Web Traffic

**66%**  
Increase in Total Web Traffic

**146%**  
Above Average CTR for Paid Search



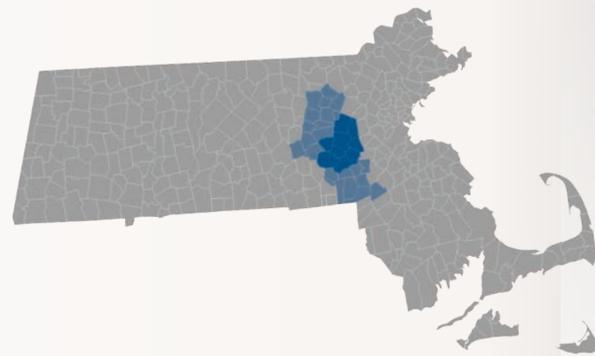
## Case Study

# New Pond Village

Project: Integrated Lead-Generation Campaign

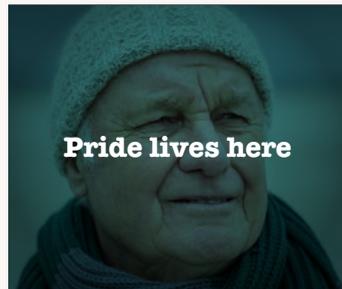
### Challenge/Objective

New Pond Village, a continuing care retirement community in Walpole, MA, needed new brand messaging and marketing tactics to increase brand awareness and generate leads in the Boston MetroWest market. While also providing Assisted Living and Mind & Memory Care, New Pond Village was particularly focused on Independent Living move-ins. The primary goal was encouraging prospect tours, as on-site visits generate the most sales.



### Strategy

Responding to market research, campaign messaging was crafted to have a strong tie-in with the local community while highlighting the value of New Pond Village's Lifecare contract. New Pond Village was positioned as high quality and vibrant, with messaging targeted to both prospective Independent Living residents and their adult children.

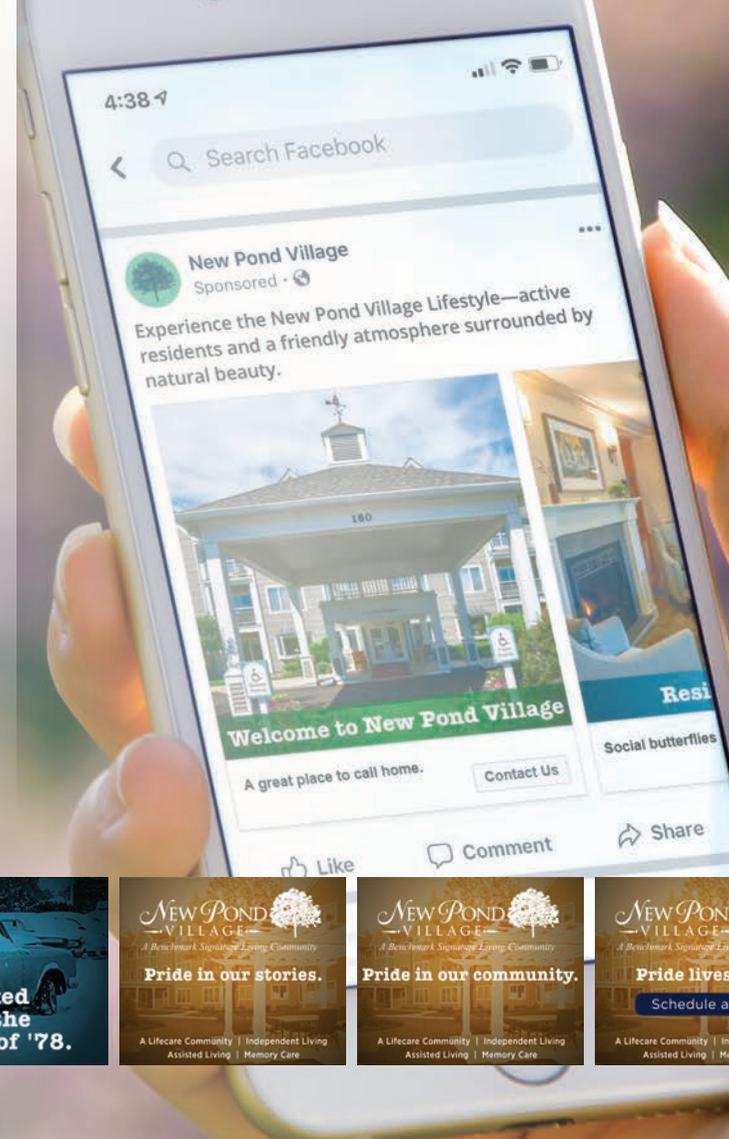


### Creative

Creative development focused on local places and events that would resonate with prospective residents and the deep connection they have with their community and region. The result: "Pride lives here." Messaging and imagery focused on time-honored regional vacation spots, historic Boston metro events and popular New England sports teams.

### Media Tactics

Media focused on paid search, programmatic display, social media (primarily Facebook), email marketing and direct mail. Prospects were invited on campus for a series of events that included summer barbecues, a meet and greet with members of the New England Patriots alumni, cooking demonstrations and informative sessions with financial planners.



### The Numbers

**32%**  
Increase in Tour Inquiries

**5%**  
Increase in Residency

**550%**  
Increase in Web Sessions



**We felt the heartbreak of the losses... And we relish the championships.**

This is football season and we'll be watching the game. We saved a seat for you. Being a die-hard New England fan is who we are. The Truck Rule Game? The Snow Plow Game? We remember them like yesterday. Do you? Join us and share your stories.

Welcome home to New Pond Village, Walpole's only Lifecare retirement community. Come see our new apartments and explore life in our community.

Openings Available  
PrideLivesHere.com  
508.435.5578

**NEW POND VILLAGE**  
A Benchmark Signature Living Community

180 Main Street, Walpole, MA

A Lifecare Community | Independent Living | Assisted Living | Memory Care

## Case Study

# Summit by Morrison

Project: Brand Discovery and Marketing Plan

### Challenge/Objective

Summit by Morrison was looking to establish brand awareness and attract residents to its first-of-its-kind senior living community in northern New Hampshire, which served as part of an extension community of The Morrison, a beloved landmark in the town of Whitefield, NH.



### Strategy

A strategy was implemented using EVR's integrated marketing approach. This included leveraging the deep-rooted community regard for The Morrison by combining brands to form The Morrison Communities.



### Tactics

EVR broadened Summit's digital and social media presence, refreshed all collateral, built a robust public relations campaign and merged websites to better link Summit by Morrison with its parent community.

### Digital Presence

To boost digital presence, a media plan was developed that included paid search, display ads, Facebook ads and boosted social posts. The campaign also included Pandora ads, giving Summit a prominent digital signature.



### Results

The rebranding met the vision of the board of directors, positioning the two campuses to be thought of together both internally and externally.

### The Numbers

# 400

Marketing-Qualified Leads

# 38%

Increase in Unique Website Visitors





# We can help.

**(603) 647-8606**

155 Dow Street, Suite 300, Manchester, NH 03101

info@evradvertising.com



## Some of our current and past clients

### Senior Living Clients



### Healthcare Clients





[EVRadvertising.com](http://EVRadvertising.com)