



7 Best Practices to Consider When Assessing the Effectiveness of Your Digital Marketing Program

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Senior Strategist

Marketing Essentials | New Bremen, OH

marketing  essentials

**"I don't know
what
'good'
conversions
look like."**

**"The website
traffic
is too low."**

**"There are not
enough
leads from the
online
campaigns."**



**"People
can't find
us!"**

**"Our SEO
isn't
working!"**

**"Why aren't
visitors
converting?"**



Learning Objectives



Examine the 7 areas that should be systematically reviewed within your digital program



Discover how to translate your findings into strategies that result in keeping your pipeline full



Discuss what to expect from a digital audit process to generate high-quality leads

✈️ “If you want something new, you have to stop doing something old.”

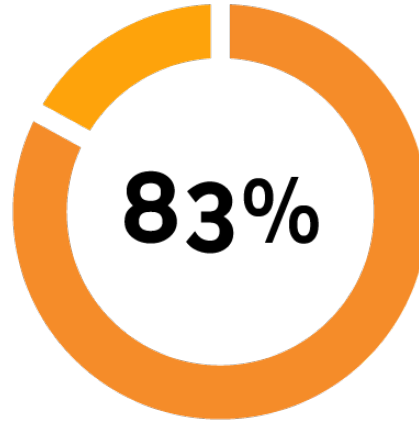
– Peter F. Drucker



**of senior living consumers
research options on search
engines.**

The overwhelming majority of senior living and senior care customers start their journey with online research.

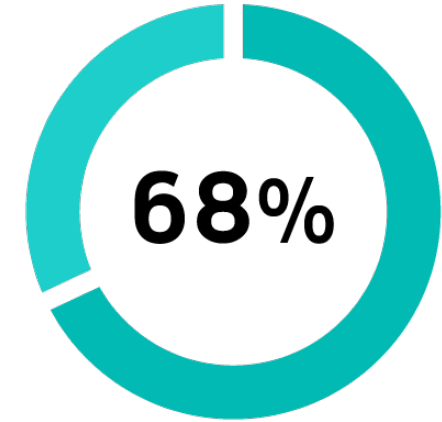
(Source: [Google](#))



**of nursing home
consumers did not have
one provider in mind while
running a search.**

Most senior living consumers start out undecided, creating a golden opportunity for your marketing to educate and convert them.

(Source: LSA)



**of senior living marketers say
their website is their most
effective channel.**

After performing their initial search engine queries, senior living and care consumers will shop around on various websites to learn specifics. In order to capture leads, it's important to optimize your website to drive calls and conversions.

(Source: Senior Housing News)

✈️ “Online reviews
impact 67.7% of
respondents’
purchasing decisions.”

– Google



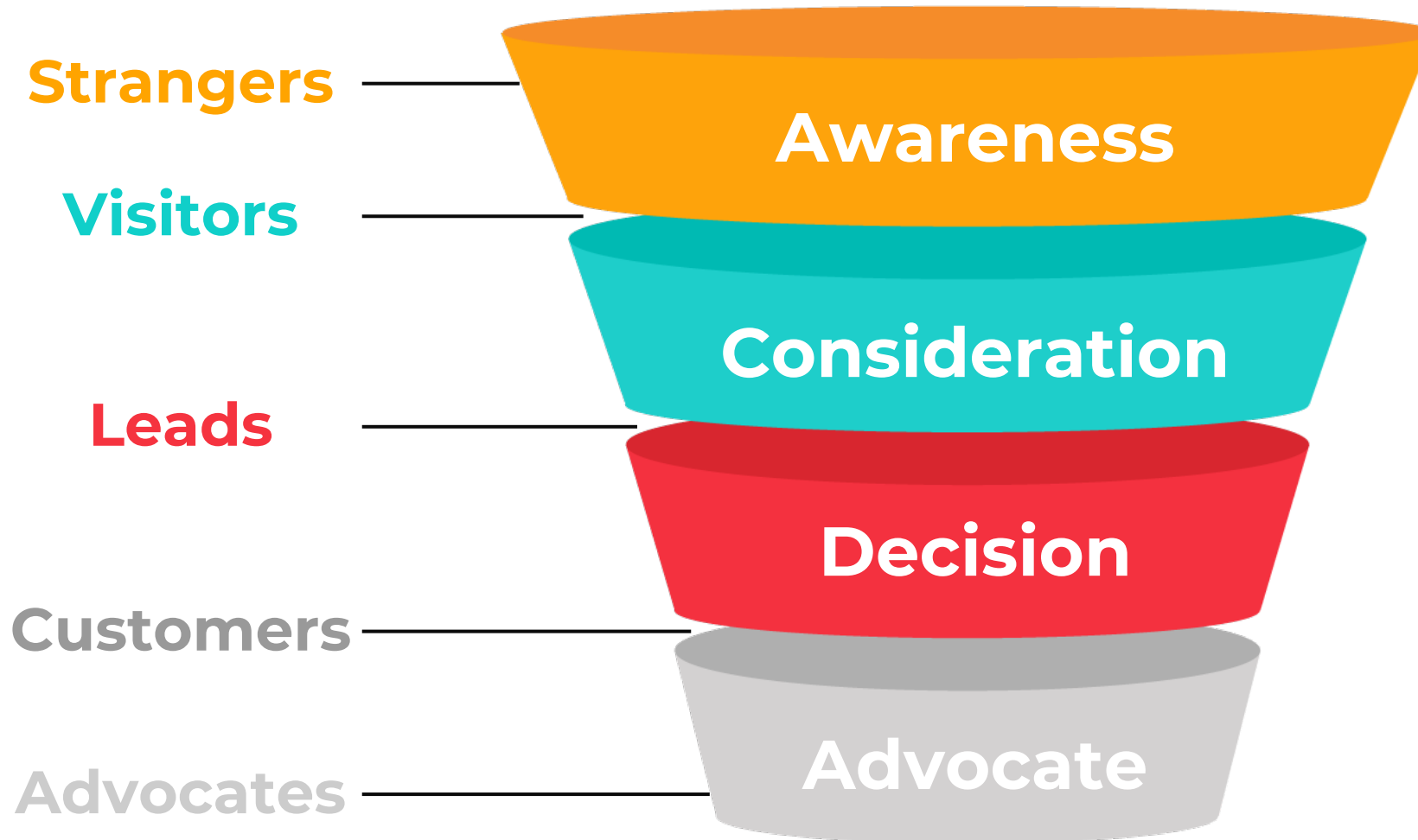
“41 percent of people surveyed said social media would affect their choice of a specific doctor, hospital, or medical facility.”

Source: Demi & Cooper Advertising and DC Interactive Group <http://infinitymkt.com/the-importance-of-social-media-in-healthcare/>

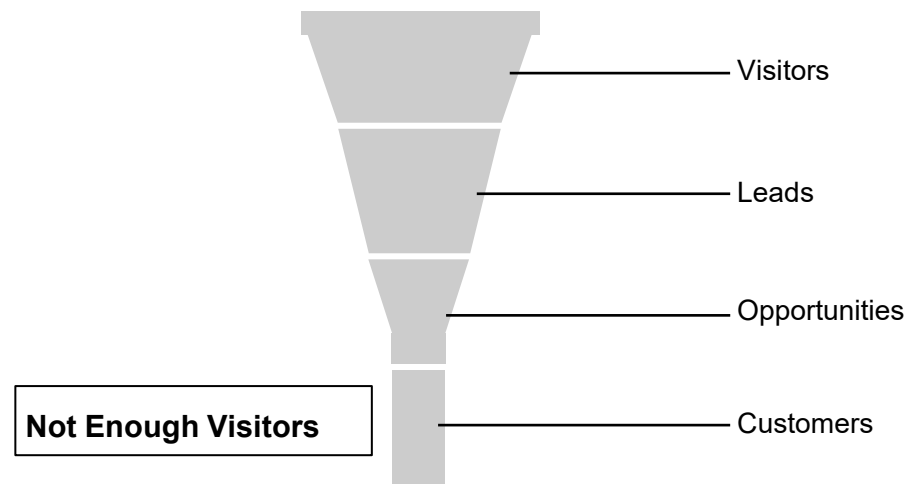
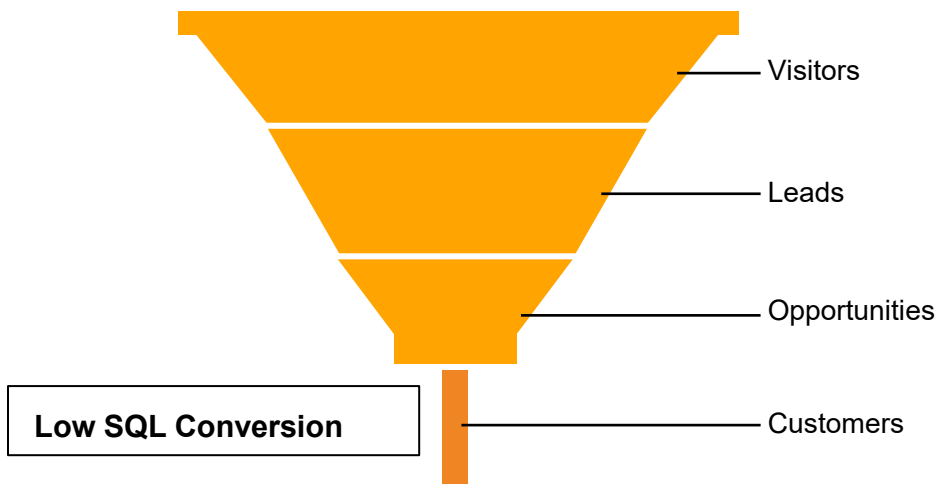
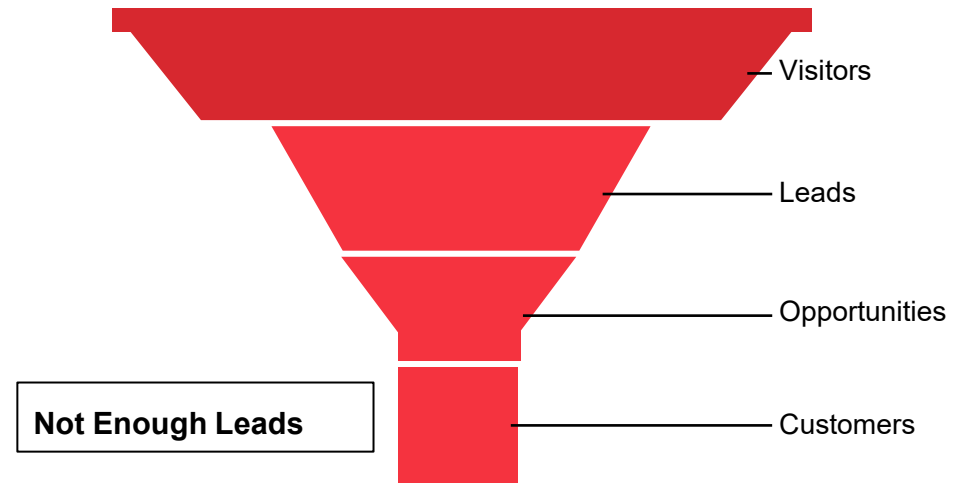
Digital Strategy - Customer Focused



Ideal Sales Funnel








Reality



Phase 1: Strategy



Goal

-  Brand awareness
-  Quality leads
-  Customer acquisition
-  Customer retention
-  Revenue
-  New service roll out
-  Entering a new market
-  Recruitment

Persona



Demographics

- Working mom
- 34 years old
- Lives in Reading, works in London
- Married, 2 kids
- Household: \$125K/yr

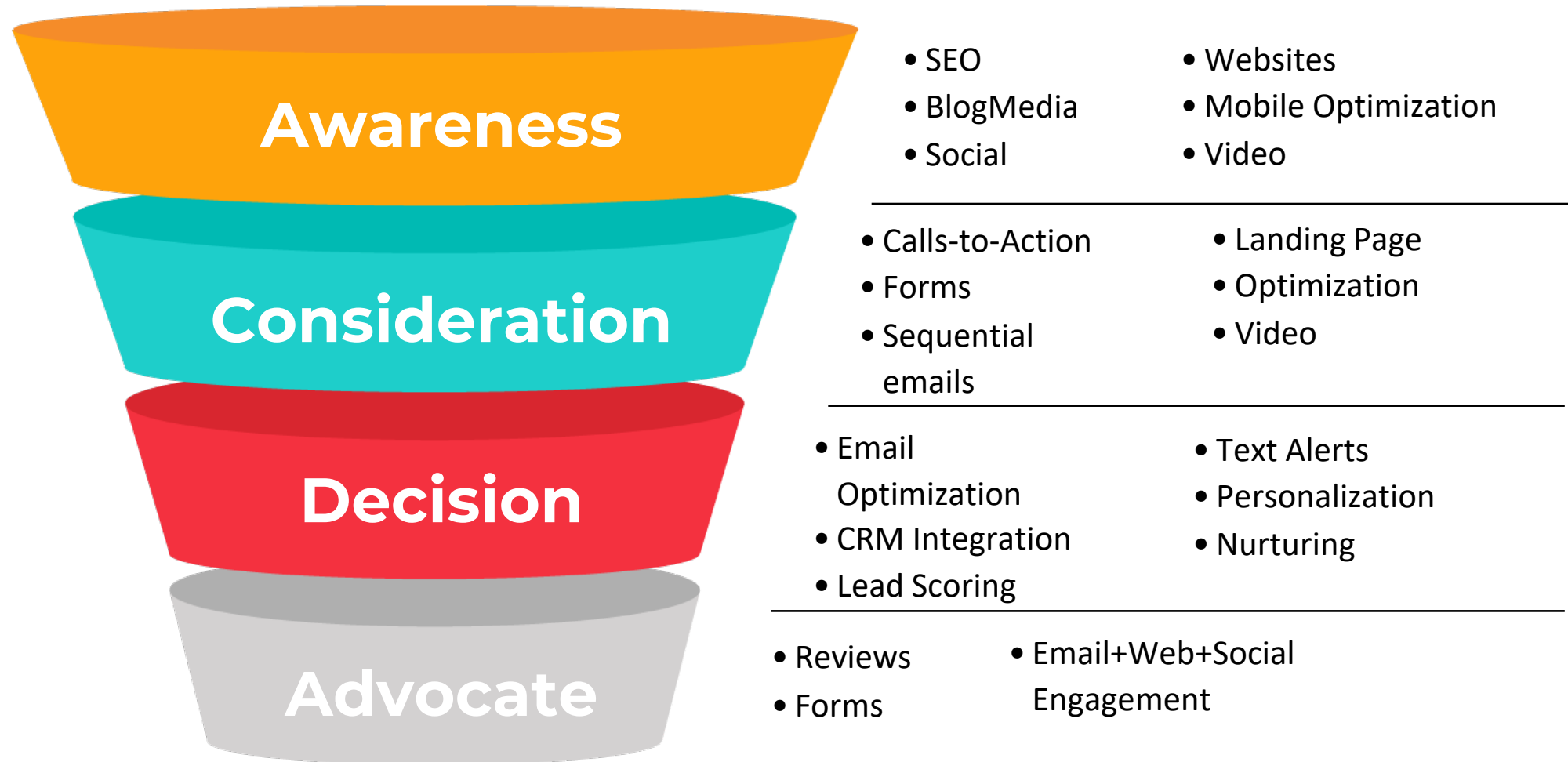
Behaviors

- Has a housecleaner
- Busy 3 nights/wk
- Frequently feels overwhelmed when she “forgets” something

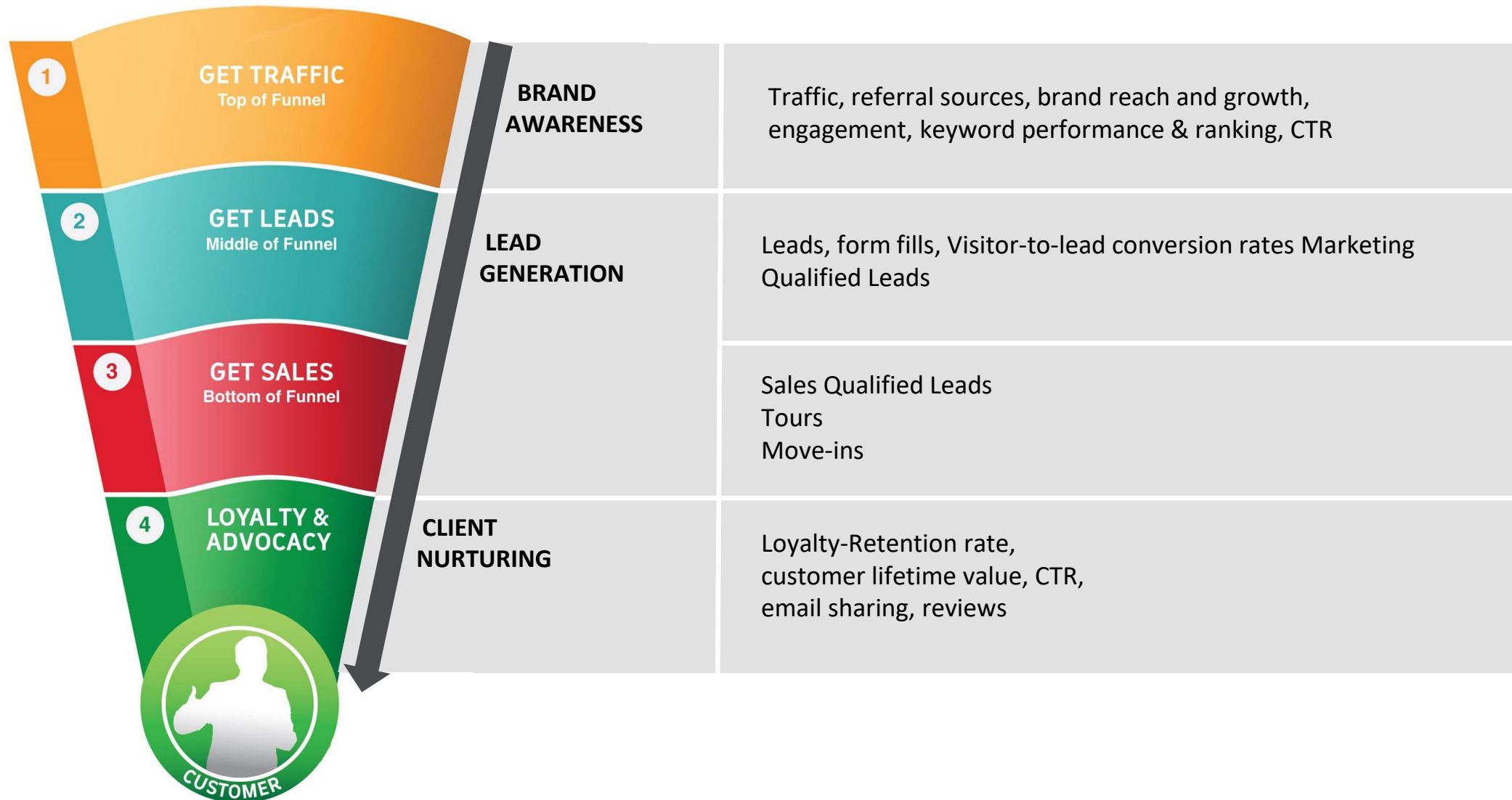
Needs & Goals

- Help! Running errands, managing kids, keeping things running
- Time for her girlfriends
- To feel like she “has it sorted out”
- “To clone herself”

Tactics



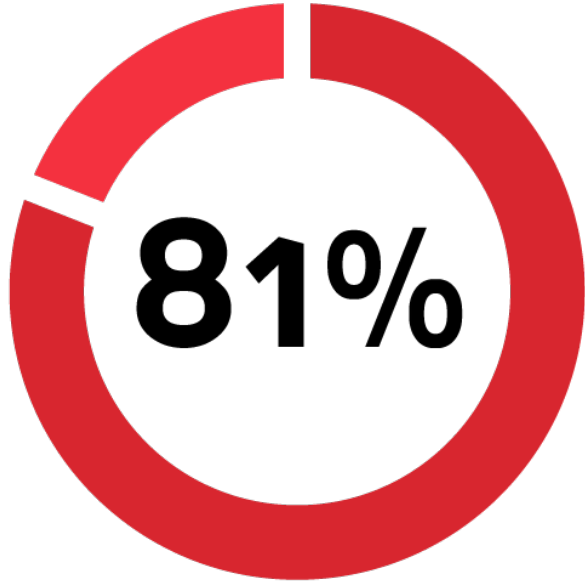
Measurement



✈ Phase 2: Awareness Stage

- Website
- Social Media
- SEO
- Blogging
- PPC





**of Americans say they rely
mainly on their own
research when making a
decision.**

**About half begin with an
Internet search.**



We empower families to engage in life.

▼ I Need Help For...

▼ Services

▼ About Us

I Need Help for...

Me



My Parent



My Patient



“**He’s my dad,**
I needed someone to
care for him like he was
their family too.”

[Learn more »](#)



Talk with us 24/7

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employment questions?
Call 717.264.8178

Do we serve your town?

City or Zip

Search »

How Can We Help?

Font size:



Empowering Families to Engage in Life

Spiritrust Lutheran® Home Care & Hospice is a faith-based, non-profit organization that has been serving our friends and neighbors in south central and northeastern Pennsylvania and northern Maryland since the late 1970s. Our professional, compassionate caregivers bring skilled home health services, in-home care, hospice care, and grief counseling directly to your home or the home of a loved one.



Be Bold. Be *You*.

Be Otterbein.

Experience senior living the way it was meant to be: Full of opportunities and freedom, and connected to family and community.

Find an Otterbein Location Near You

Search by City, State or Zip*

Search





4 important
questions to
consider before
choosing a
cancer center.

Download this list of questions

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QUICK ACCESS
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AVAILABLE FOR NEW
PATIENTS

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CANCER CARE [BOSTON](#)

REGIONAL CANCER CARE
[SOUTH SHORE, MILFORD](#)

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Now offering appointments
as soon as the
[next day for new patients](#)



Patient Stories

Read inspiring stories of strength, hope and perseverance.



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OUR LOCATIONS

Ohio Valley Home
Health has a 5 star
Quality of Patient
Care Rating!

HOME

FAQ / BENEFITS

SERVICES

RELATED LINKS

CONTACT

JOB

STORIES



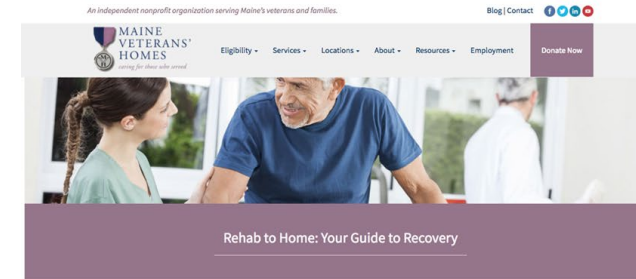
Ohio Valley Home Health is guided by a tradition of personal, clinical and technological excellence. We are dedicated to providing the highest quality patient care with compassion and respect for each person.



Website Copy

On average,
website visitors
spend about **54**
seconds on a page.

Source: HubSpot



It's never too early to have a post-surgery recovery plan in place. This rehab guide is designed to help you achieve the best outcome possible after a surgery or illness that requires recovery time at a rehabilitation center.

Step 1: Determine Your Post-Surgery Needs

Step 2: Research Rehab Centers That Meet Your Needs & Goals

Step 3: Look Ahead to Your Transition Home

Step 4: Stay Calm

Why Choose Maine Veterans' Homes?

Get a Printable Version of this Guide

Email*

Send

4 Steps to Creating a Recovery Plan

Step 1: Determine Your Post-Surgery Needs

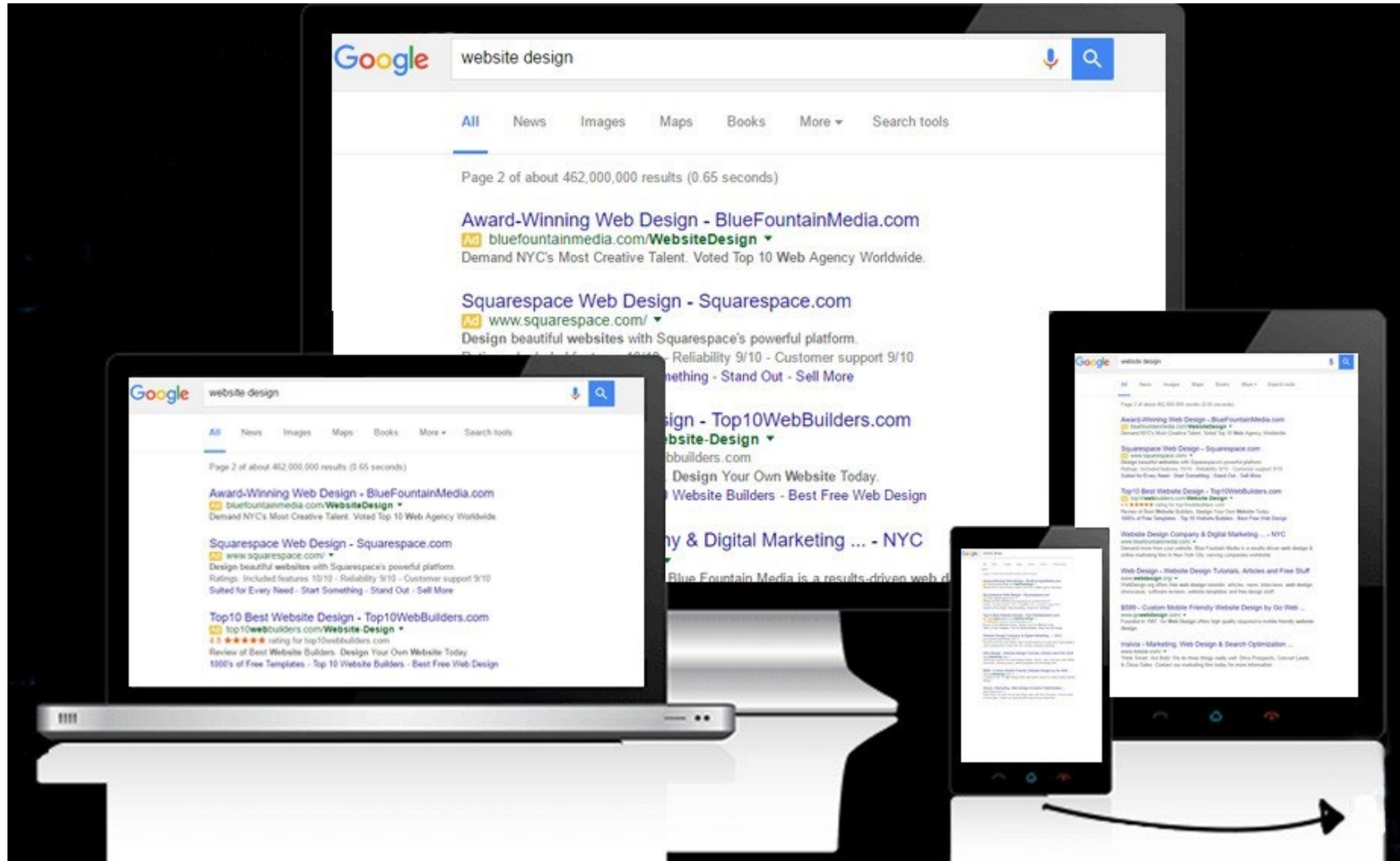
Discuss with your doctor a post-surgery plan of action. Here are some questions to consider:

- What is your doctor's expectation for your recovery compared to your personal goals?
- What do you most want to be able to accomplish when you return home? Resume daily activities? Live independently? Drive?
- What types of therapies and specialized equipment is needed to meet your goals?
- What are your doctor's recommendations for rehabilitation centers?

Step 2: Research Rehab Centers That Meet Your Needs & Goals

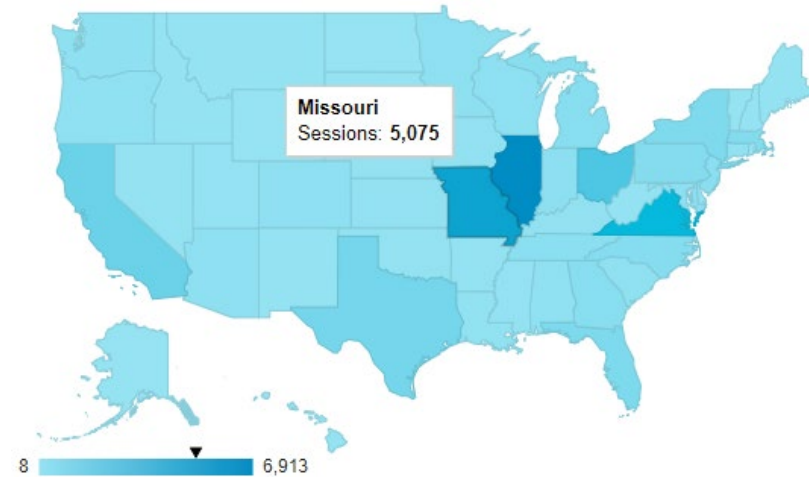
Look at various rehab and nursing centers to find the one that provides the best treatment for you. Use these tips to help you compare:

- Will they develop a customized treatment plan based on your specific recovery needs and goals?
- Do they have state-of-the-art therapy equipment? Take a tour.
- How often do they provide therapy? Look for a center that offers therapy 6 to 7 days a week to ensure you get the doctor-recommended amount.
- Are there benefits you qualify for to help compensate your rehab stay? For example, at Maine Veterans' Homes, eligible veterans can get stipends to help cover nursing home costs.
- What is the facility's reputation? Check out their website and social media channels. Read testimonials and reviews.
- Can you pre-book your rehab stay? Ask about selecting your room and meeting your therapist.



Traffic Quality

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	60,162 % of Total: 100.00% (60,162)	49,513 % of Total: 100.00% (49,513)	00:01:44 Avg for View: 00:01:44 (0.00%)	34,732 % of Total: 100.00% (34,732)	78.47% Avg for View: 78.47% (0.00%)	57.73% Avg for View: 57.73% (0.00%)
1. /	11,447 (19.03%)	8,592 (17.35%)	00:01:25	8,155 (23.48%)	51.55%	45.83%
2. /setting-spiritual-goals-2018/	4,676 (7.77%)	4,347 (8.78%)	00:04:23	4,328 (12.46%)	91.75%	90.80%
3. /independent-living/	3,290 (5.47%)	2,604 (5.26%)	00:01:48	1,028 (2.96%)	85.31%	54.68%
4. /setting-spiritual-goals-2017/	2,710 (4.50%)	2,523 (5.10%)	00:05:17	2,502 (7.20%)	92.25%	90.48%
5. /10-ways-keep-parent-er/	2,145 (3.57%)	2,075 (4.19%)	00:02:41	2,048 (5.90%)	95.46%	94.17%
6. /contact-us/	1,528 (2.54%)	1,209 (2.44%)	00:01:45	194 (0.56%)	66.49%	43.13%
7. /about-us/	1,511 (2.51%)	1,226 (2.48%)	00:01:22	211 (0.61%)	58.29%	30.38%
8. /continuing-care-retirement-options-apartment-community/	1,450 (2.41%)	1,036 (2.09%)	00:01:22	194 (0.56%)	66.49%	43.13%
9. /landing/	1,084 (1.80%)	234 (0.47%)	00:01:22	211 (0.61%)	58.29%	30.38%
10. /category/wellness-blog/	1,046 (1.74%)	664 (1.34%)	00:01:22	211 (0.61%)	58.29%	30.38%



- ✈ Top visited pages
- ✈ Locations
- ✈ Bounce rate
- ✈ Keyword performance

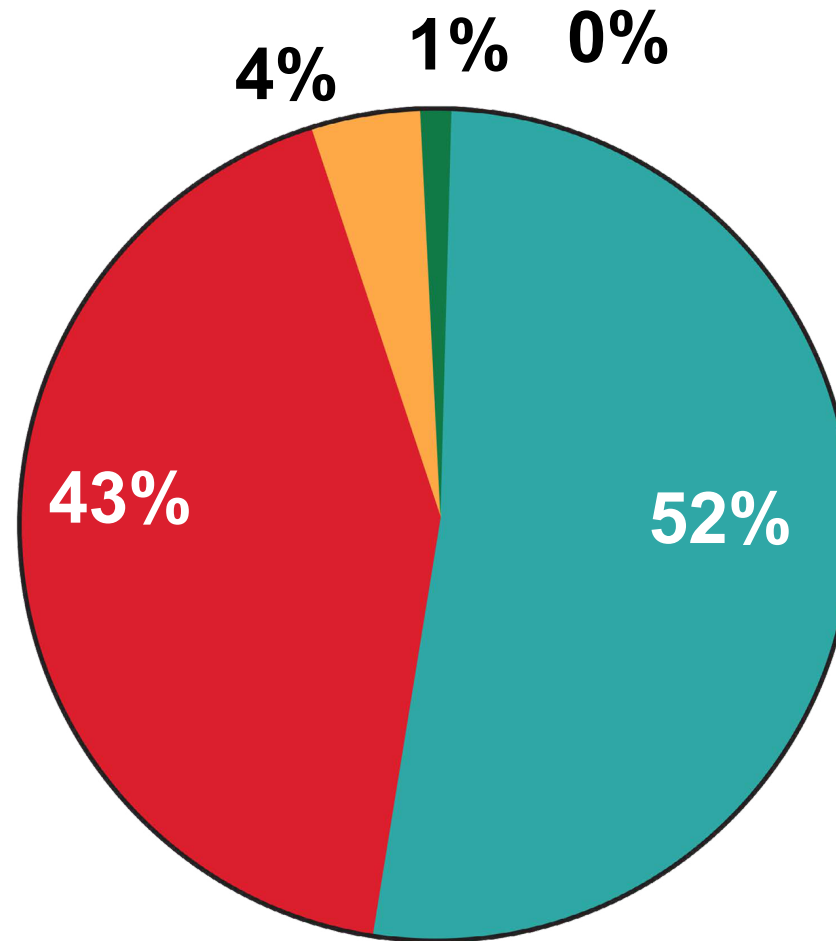
Keyword ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	15,261 % of Total: 43.94% (34,733)	87.08% Avg for View: 81.55% (6.79%)	13,290 % of Total: 46.92% (28,324)	77.18% Avg for View: 78.47% (-1.64%)	1.66 Avg for View: 1.73 (-4.22%)	00:01:10 Avg for View: 00:01:16 (-8.16%)
1. (not provided)	14,688 (96.25%)	87.11%	12,794 (96.27%)	77.47%	1.65	00:01:10
2. spiritual goals	47 (0.31%)	85.11%	40 (0.30%)	91.49%	1.28	00:00:51
3. assisted living activity calendars	27 (0.18%)	85.19%	23 (0.17%)	25.93%	2.85	00:02:12
4. spiritual goal	13 (0.09%)	76.92%	10 (0.08%)	84.62%	1.23	00:01:21
5. apartment community of our lady of the snows	11 (0.07%)	81.82%	9 (0.07%)	0.00%	5.27	00:04:15
6. what are your spiritual goals	10 (0.07%)	40.00%	4 (0.03%)	90.00%	1.20	00:00:06
7. assisted living activities	8 (0.05%)	87.50%	7 (0.05%)	25.00%	5.75	00:04:11









Website Visitors: Channels

% of sessions

- Direct
- Organic Search
- Referral
- Social
- Email



Website SEO Score

-  Backlinks
-  Content rich pages
-  <H> heading tags too long or too short
-  Alt Image tags
-  Title tags
-  Meta descriptions

SEO SCORE

B

Errors:

0

Warnings:

4

Passed:

1



Website Speed Score

SPEED SCORE

76

The Speed Score indicates how fast your web pages typically load in a user's browser

LOAD TIME

1.98

SECONDS

PAGE SIZE

1.9

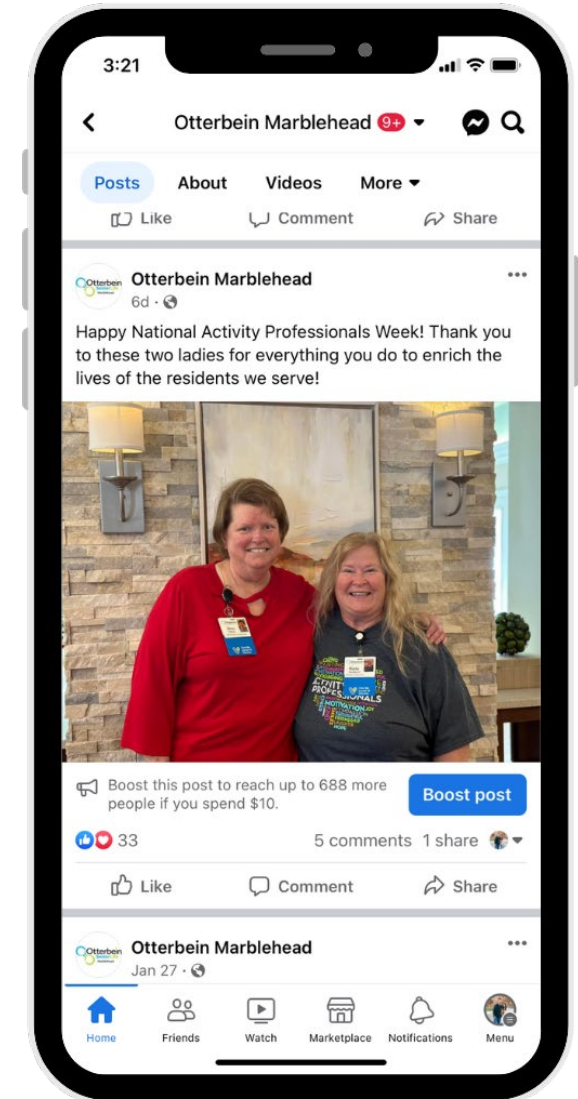
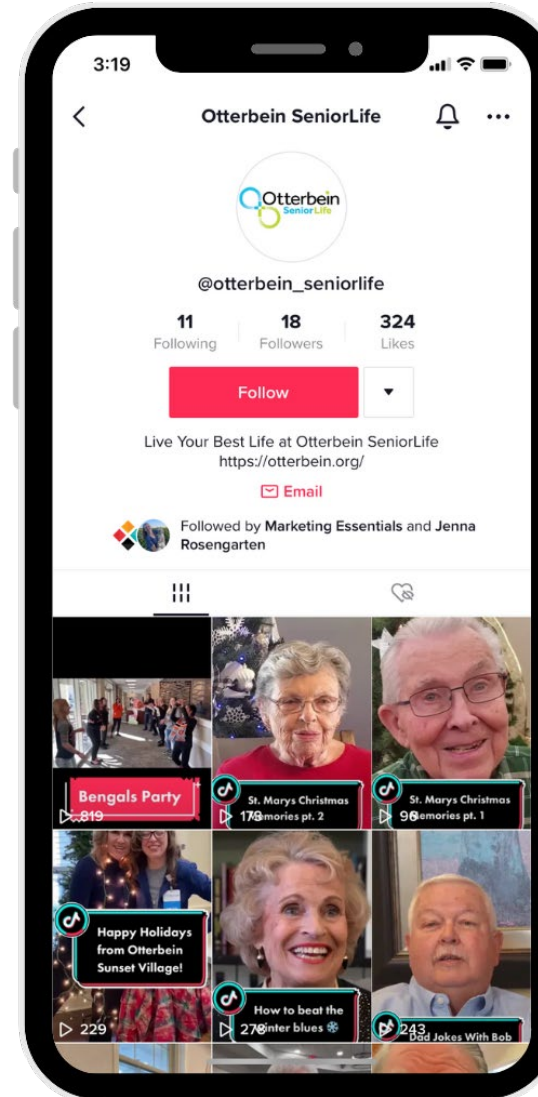
MB

REQUESTS

43

Social Media

-  Short-form video content (Tik Tok, IG Reels)
 - Short-form, bite-sized video allows viewers to consume more videos in a shorter window.
-  Authenticity
 - Audiences are looking for more authenticity from the people they follow — including brands. Be genuine in your approach to social media marketing, and you'll appeal to a larger audience.
-  Responding to important issues
 - Whether it's taking a stand on social issues or publicly sharing your plans to protect the environment, showcase your support and involvement as part of your marketing efforts.
-  Behind the scenes content
 - This goes along with being authentic. Followers want to see the faces behind the company. Post photos from company parties or just a snapshot of what daily life looks like.





FB Advertising



New Albany Rehabilitation Center, Skilled Nursing & Assisted Living

Sponsored (demo) •



Our priority is to provide uncompromised, personalized health care services that exceed expectations.



The New Albany Rehab & Nursing Difference

At the MacIntosh Company it's about expectations, focusing care and service delivery above what is expected. Every member of our team, at each of our central Ohio healthcare communities and our home health agency, is committed...

Send Message



PPC (Google AdWords)

Desktop

Get the Help Your Parent Needs | Personalized Care and Services

Ad www.macintoshcompany.com/monterey

Find the best Long Term Care in Grove City, OH - it's the Monterey Difference.

Our Company - Meadow Grove Transitional Care

www.meadow-grove.net/atlas

We are growing community of caregivers dedicated to providing the highest quality of nursing and rehabilitation care in **Ohio**. We have 35 facilities throughout **Ohio** specializing in skilled nursing, short-term rehab, **long-term care**, hospice care, dialysis, behavioral care, and memory care for seniors living with Alzheimer's and ...

Monterey Rehabilitation Center, Skilled Nursing & Assisted Living ...

<https://www.macintoshcompany.com/monterey/monterey-community-overview>

At Monterey Rehabilitation Center, Skilled Nursing & Memory Care located off Stringtown Road in **Grove City, Ohio**, caring is our top priority. Whether it's post-hospital rehabilitation and care, outpatient rehabilitation, specialized cardiac care, **long-term care**, secure memory care, hospice or respite care, every Monterey ...

11 Nursing Homes in Grove City, OH - Caring.com

<https://www.caring.com> › Senior Living › Nursing Homes › Ohio › Franklin County

23 reviews of 2 **nursing** homes in **Grove City, OH**. The average rating is 3.8. Read the reviews and learn about pricing and availability on Caring.com.



Mobile

Get the Help Your Parent Needs | Personalized Care and Services

Ad www.macintoshcompany.com/monterey

Find the best Long Term Care in Grove City, OH - it's the Monterey Difference.

Content

-  Companies that blog gain 55% more website visitors.
-  Businesses acquire new leads and customers by providing them with quality content.



15 Helpful Tips to Find the Right Senior Living Community

Posted by [Otterbein SeniorLife](#)

Joyce loves to travel, dine out, and go on shopping excursions with her cousins. But recently, she has become somewhat overwhelmed with the burdens of homeownership.

[Read More](#)

Videos

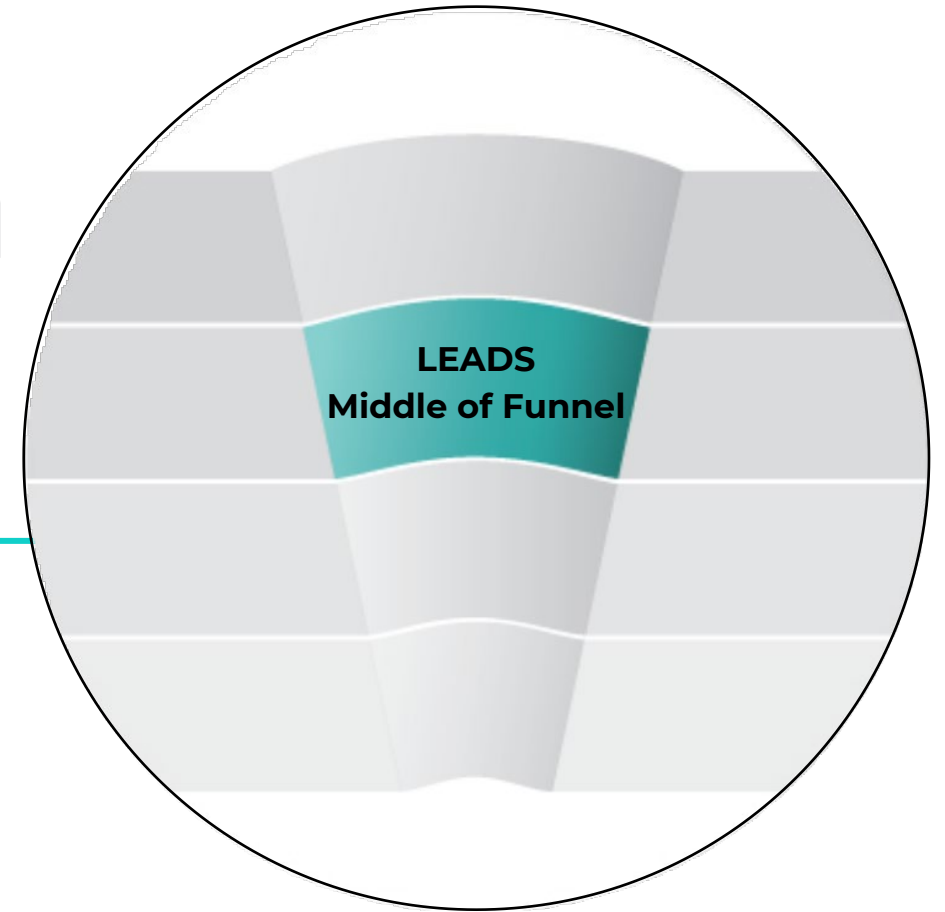
-  83% of video marketers say video has helped them generate leads. (Wyzowl, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)
-  88% of video marketers reported that video gives them a positive ROI. (Wyzowl, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)





Phase 3: Consideration Stage

- Calls to Action
- Landing Pages
- Thank you Pages & Email
- Nurturing Email Workflows



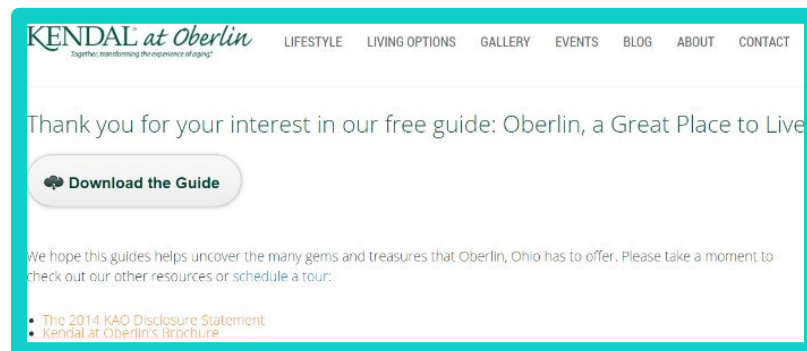
START WITH CTA



LINK TO A LANDING PAGE

The landing page has a white background with the "KENDAL at Oberlin" logo at the top left. The main heading is "Oberlin, A Great Place to Call Home". Below it is the subheading "Find Out Everything That Oberlin, Ohio Has to Offer!". A paragraph of text describes the benefits of living in Oberlin. To the right is a registration form with fields for First Name, Last Name, Email, Street Address, City, State/Region, and Postal Code. There is a checkbox for "Subscribe to Our Email" and a "Download Now" button. A small image of the guide cover is also present.

SEND TO A THANK YOU PAGE



FINISH WITH A FOLLOW UP EMAIL





Use of Video

Explore Living Options at Otterbein Granville

See Our Campus & Plan Your Visit Today

Live life just the way you want at Otterbein Granville. Our active life plan community provides plenty of living options to suit your lifestyle, including:

- 10 different apartment floor plans: 600 to 1,395 sq. ft.
- 4 cottage floor plans: 800 to 1,375 sq. ft.
- 2 villa floor plans with attached garages: 1,570 to 1,750 sq. ft.
- All residences include a three-seasons room

Hear from Derik on what you can expect when you schedule a visit to our community.



Schedule My Visit at Otterbein Granville

First name*

Last name*

Email*

Phone number*

Inquiring For*

Which best describes you?

Timeframe for choosing a retirement community

- ☐ Within 6 Months
- ☐ 6 Months to 2 Years
- ☐ More than 2 Years
- ☐ Just Researching

Subscribe to our email?

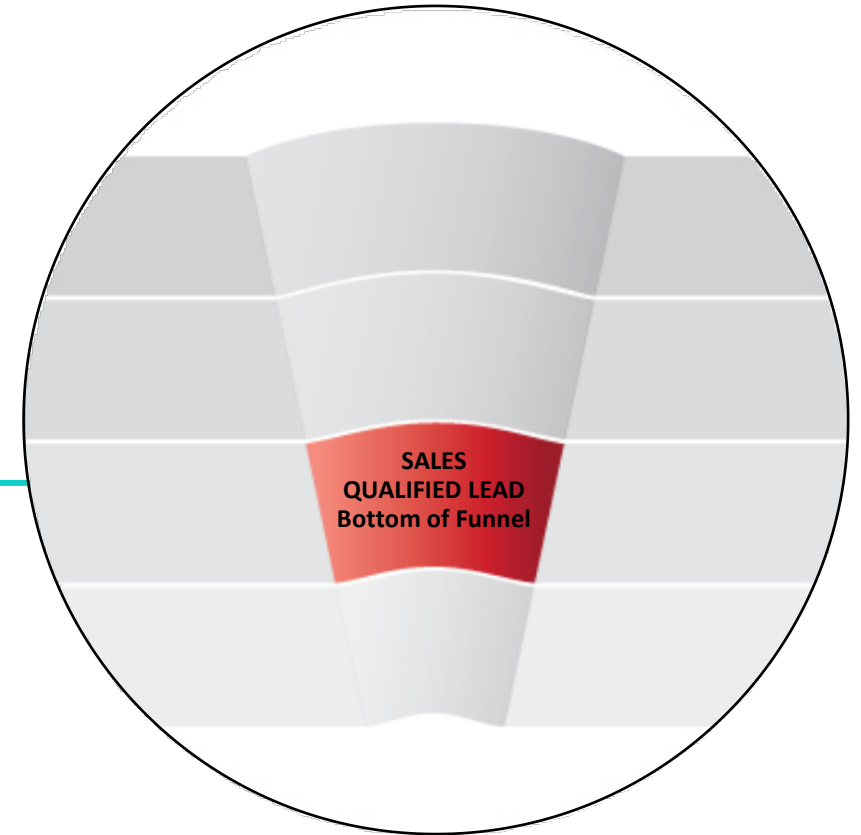
- ☐ Yes
- ☐ No

Schedule My Visit



Phase 4: Decision Stage

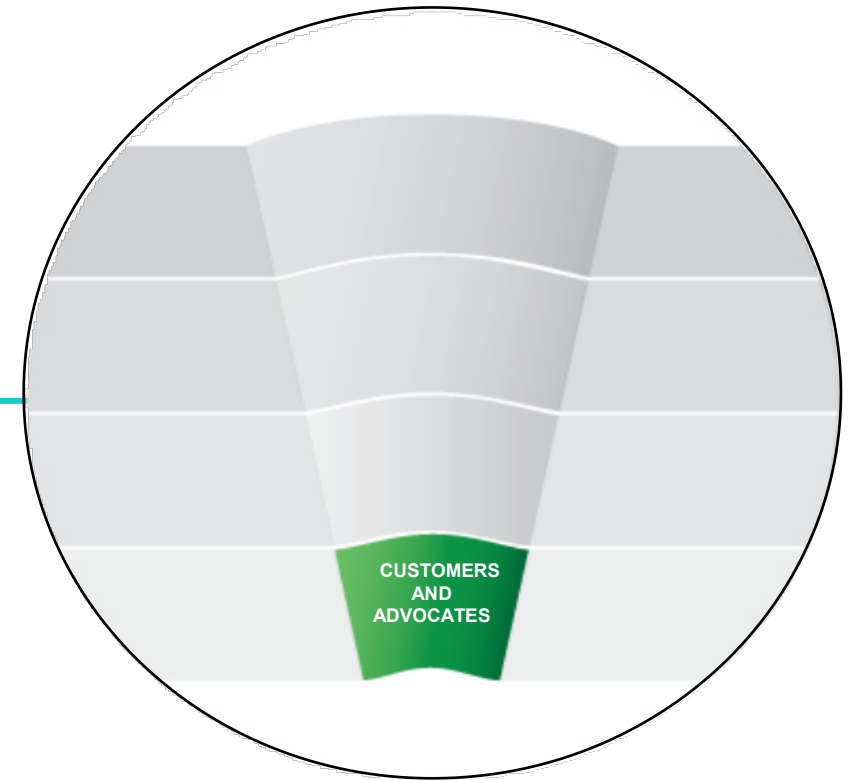
- Home Assessment
- Advisory
- Consultation
- Online Chat
- Email





Phase 5: Customer & Brand Advocate Stage

- Email
- Social Media
- Reviews

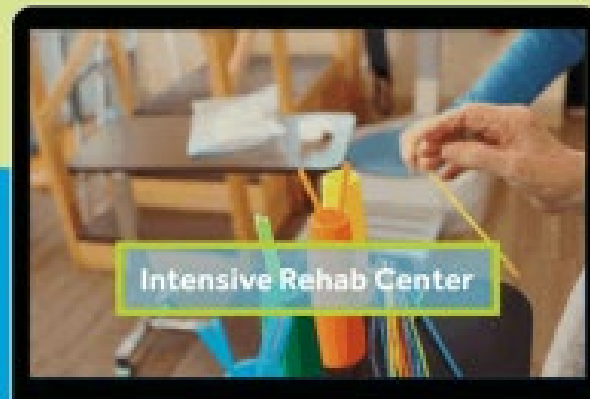




Email



Discover the Benefits of Rehab at Otterbein St. Marys



Intensive Rehab Center

WATCH VIDEO



Influence

 **93%** of Americans report reading customer reviews and ratings at least sometimes when buying a product or service for the first time....**88%** think they help a lot or some with consumer confidence.



“A happy customer will tell 3 people about their experience, and an unhappy customer will tell Google.”

– Anonymous





Online Directories



Libby Arthur

2 reviews

★★★★★ a year ago

Our family loves Greentree Assisted Living. Their staff is professional and kind. They love our dad like he is their own. Vicky Colson is a wonderful director. She makes the residents her first priority. The place is beautifully decorated and super clean. Dad loves the food. We are super pleased with Greentree Assisted Living.



Mary Jane Ritchey

8 reviews

★☆☆☆☆ a year ago

I was shocked at the size of the tiny rooms in long term care. 🤔 2 residents, 2 chairs, 1 TV, 2 cots for beds. The beds or cots weren't even made up and they had what felt like paper mats on them for mattresses. Is this really good for elderly people to be sleeping on???? Thumbs down for a lot of reasons.



Like



Thomas and Laura Sanford

Local Guide · 105 reviews · 2,107 photos

★★★★★ 4 years ago

I went for a public event to the Miller Place rather than having a family member living there. In my short time there the place was clean and elegant. The help seemed friendly and compassionate to the elderly. The residents seemed happy and cared for. No problems or issues that I noticed in my short time there.



Lori Bryner

1 review

★☆☆☆☆ a year ago

My grandmother feels really great about the care providers and the food. I love that she is happy! I really hate that her room is dirty and there is rodent poop and insects all over her bathroom that clearly has not been cleaned in months. It's called Elder Neglect. Great Job Matt!



1



Like



Phase 6: People

- Knowledge & Time





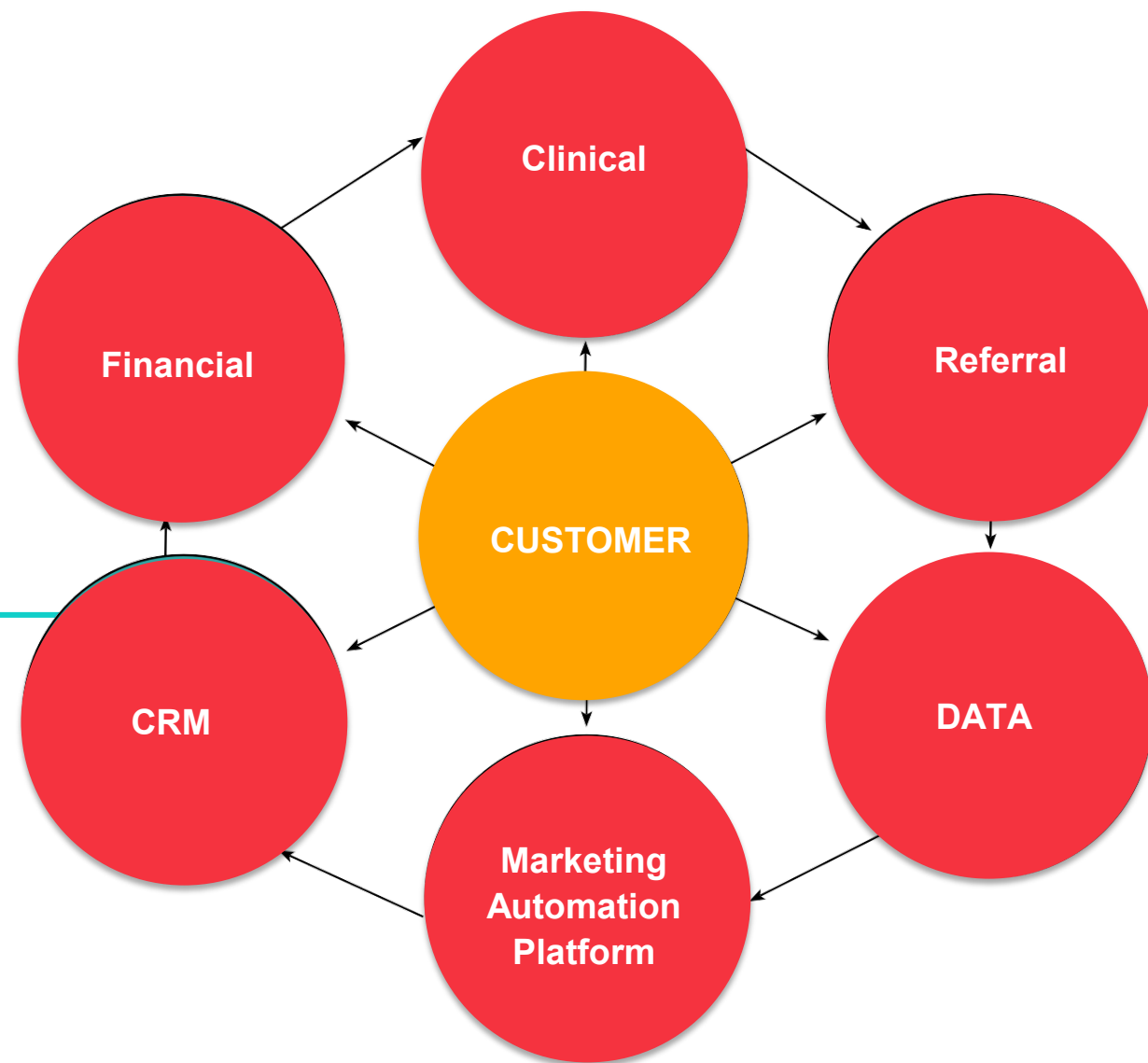
Challenges of Going it Alone

Challenges that B2C Marketers Face



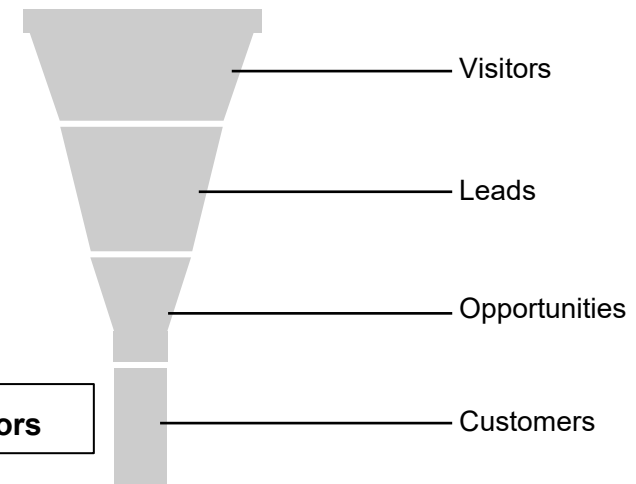
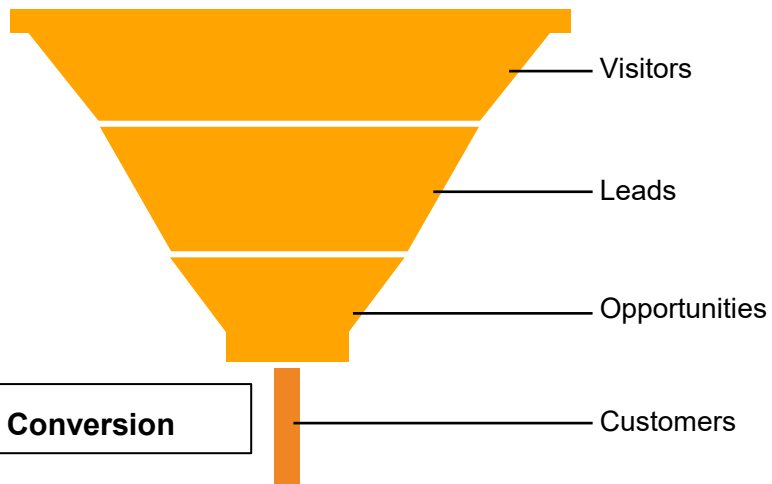
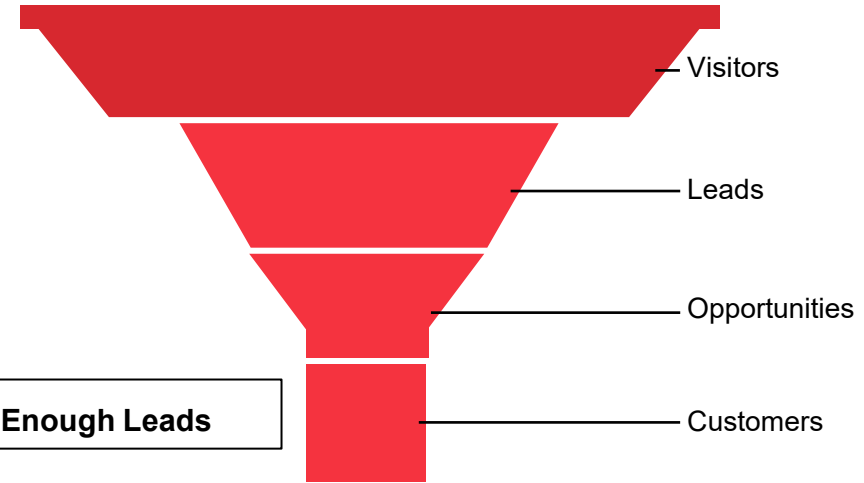
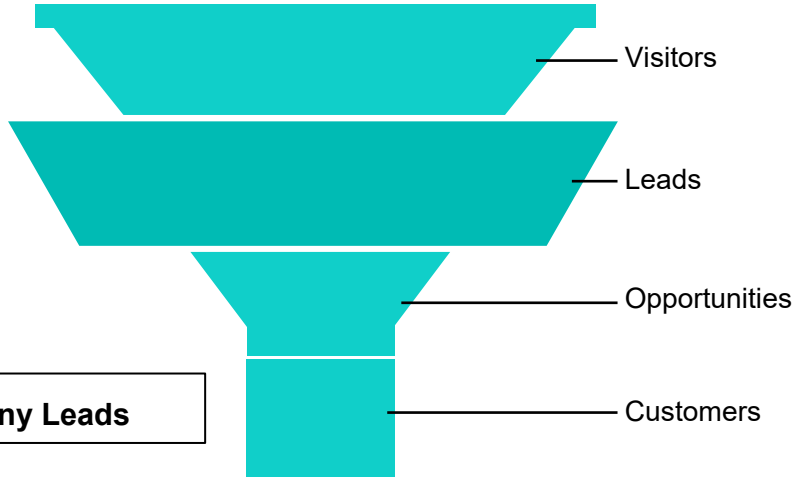


Phase 7: Systems & Tools





What Does Your Funnel Look Like?



 **Thank you!**

Is your digital
marketing boosting
occupancy?

Find out here!

