

SURVEY REPORT

# SENIOR LIVING MARKETING IN 2024

dreamscape.  SHN

We have joined forces with **Unlock Health.**



# SENIOR LIVING MARKETING IN 2024

The demand for a digital-first marketing approach in today's senior living landscape has intensified the competition and has increased the demands on marketing teams and agencies to deliver outcomes. In fact, 57% of participants who responded to our 2024 Senior Living Marketing Survey indicated that digital marketing tactics will be the greatest driver of census growth in the year ahead.

From December 18, 2023 to January 22, 2024, Senior Housing News conducted a survey in partnership with Dreamscape Marketing to learn how senior living marketers are driving results in today's challenging environment.

Senior Housing News is pleased to share these survey results in hopes of providing insight into some of the top trends, tactics and technologies influencing senior living marketing today.



**Tim Regan**

Editor, Senior Housing News



# DREAMSCAPE'S PERSPECTIVE ON THE SENIOR LIVING MARKETING LANDSCAPE

To My Senior Living Marketing Colleagues,

Serving our seniors, as they make the momentous life decision of choosing their community, means meeting them where they are with marketing that provides education and clarity of choice. We can meet them in their research at our level best only when we are equipped with the best inspiration, ideas, tools, and strategies.

The purpose of this survey is to raise all ships. To deliver marketing that is a win-win for our residents and communities alike. To move us collectively towards our fullest abilities as marketers by regularly benchmarking our progress and providing insights into the most effective ways to communicate.

My deep thanks to our partner Senior Housing News in producing this report, as well as our colleagues who lent their voice and experience to the results. It is my hope that you find value in the content that follows, and remain an active voice in moving senior living marketing forward.



**Dave Grauel**

Executive Director of Marketing, Dreamscape

# EXECUTIVE SUMMARY

Two hundred seventy-five senior living professionals contributed to the insights in this survey report, ninety-nine of whom identify as working in a marketing capacity for organizations that provide senior living and long-term care services. Eighty-three percent of whom serve as directors, VPs, C-suite executives, and owners, and they shared their perspectives on how companies of all sizes are:



Differentiating their organizations in today's competitive marketing landscape



Using tools to gain more insight into their performance and customer base



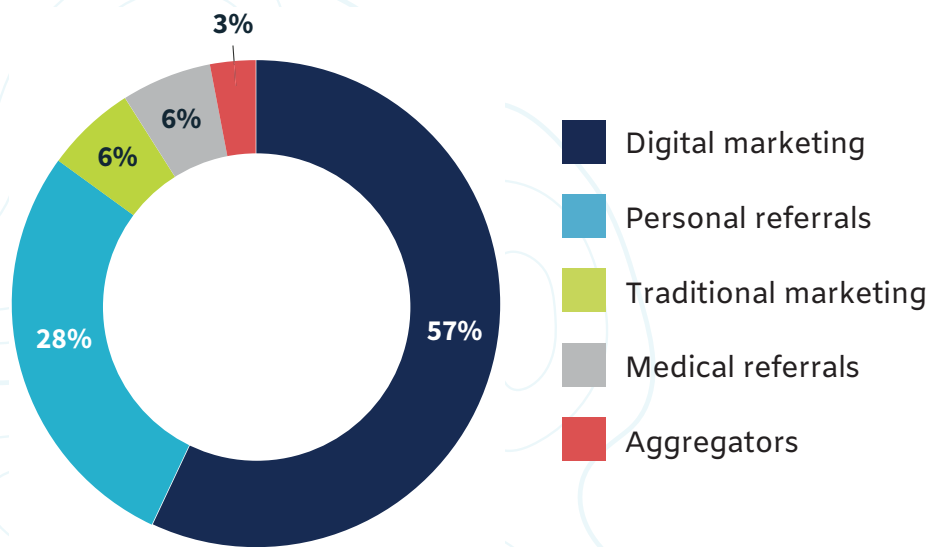
Investing in marketing tactics, tools and technologies

## KEY TAKEAWAY #1

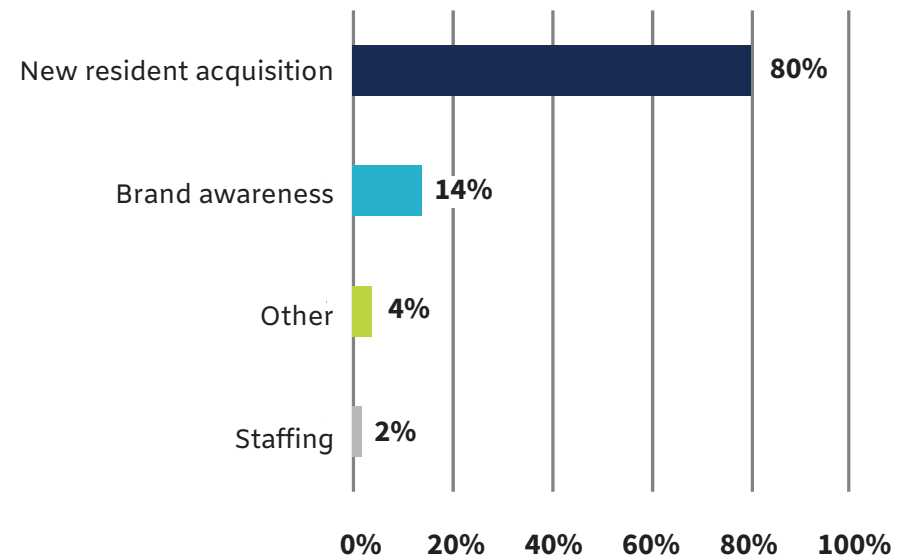
### Digital marketing holds the key to new resident acquisition.

New resident acquisition is the utmost priority among senior living marketers in 2024, and 57% percent of survey participants believe digital marketing will be the greatest driver of census growth in the year ahead. As they execute their 2024 marketing plans, PPC / paid search / display advertising, content marketing, and social media marketing will be fundamental components to their success.

What will be the greatest driver of census growth in 2024?

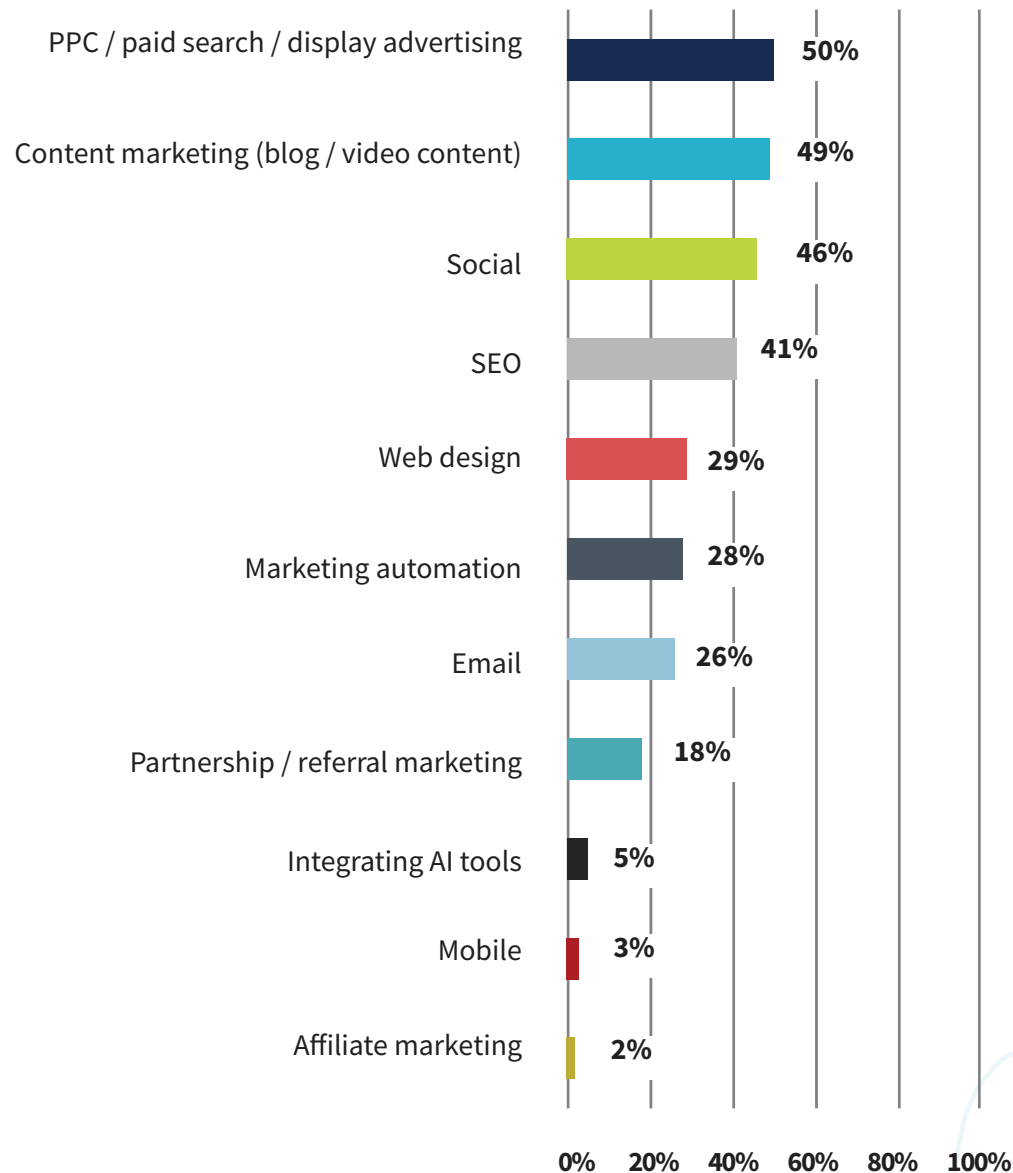


What is the primary business objective your organization's marketing aims to achieve?



## KEY TAKEAWAY #1 CONTINUED

With digital becoming the predominant lead-generation channel, where is your organization focusing its marketing efforts? **(Select the top 3):**



**Jessi Weldon**

Executive VP, Sales & Marketing  
Primrose Retirement Community



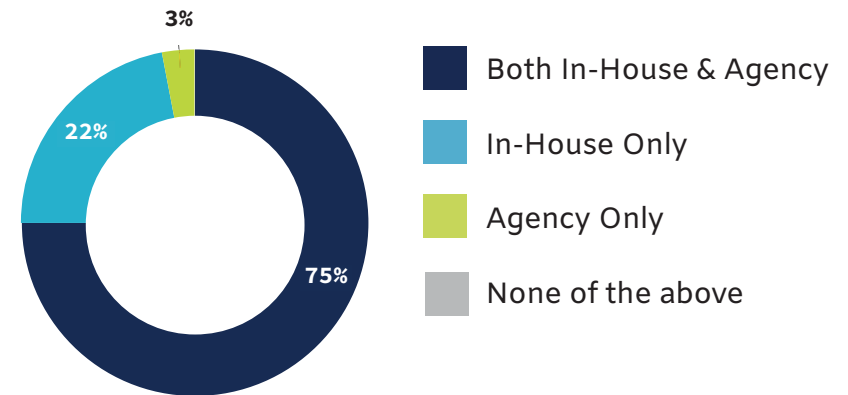
*More than ever, Sales and Marketing in senior living must be aligned. With the majority of leads coming from digital avenues, it's important to identify the right time to pass those leads from Marketing to Sales. If turned over too soon, they likely won't engage with the sales team resulting in frustration for all parties.*

## KEY TAKEAWAY #2

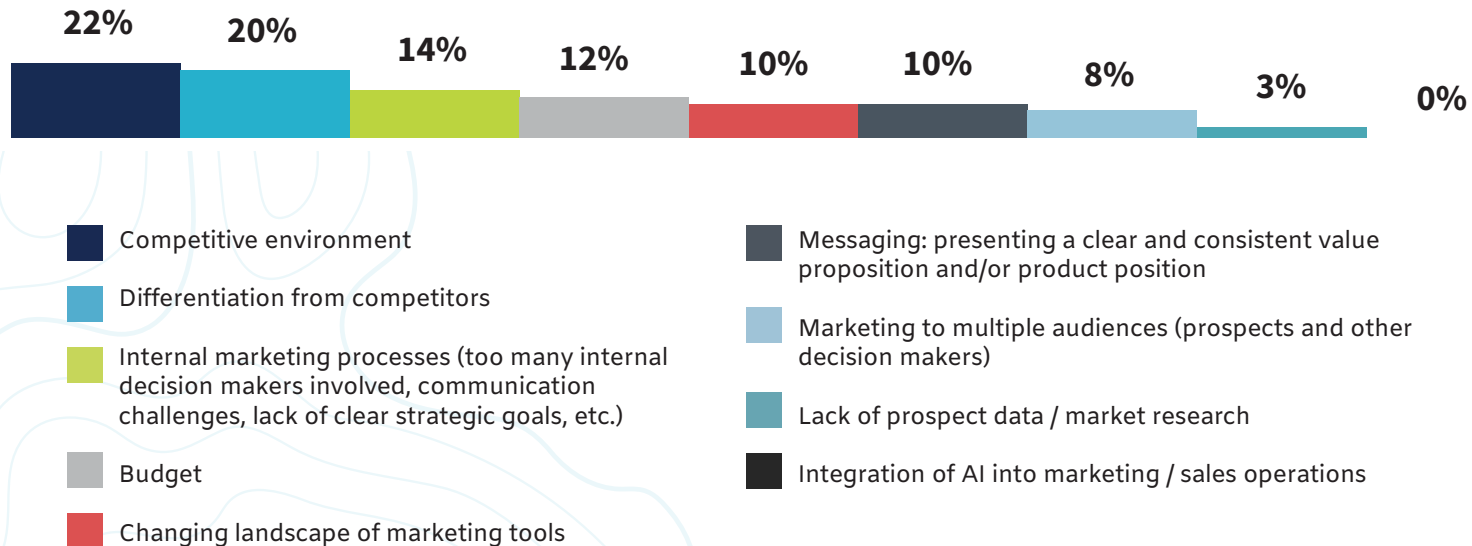
**Senior housing organizations face multiple challenges in driving results in today's marketing landscape, and they are leveraging strategic partnerships to stay competitive.**

Competitive environment, differentiation from competitors, and internal marketing process complications are the top 3 challenges facing senior living marketers today — correlating to the 75% of organizations that are using a combined approach of in-house and agency resources in their marketing efforts, according to the results.

What is your organization's approach to internal vs. agency in your marketing efforts?



What is the biggest challenge to senior living marketing in 2024?





## KEY TAKEAWAY #3

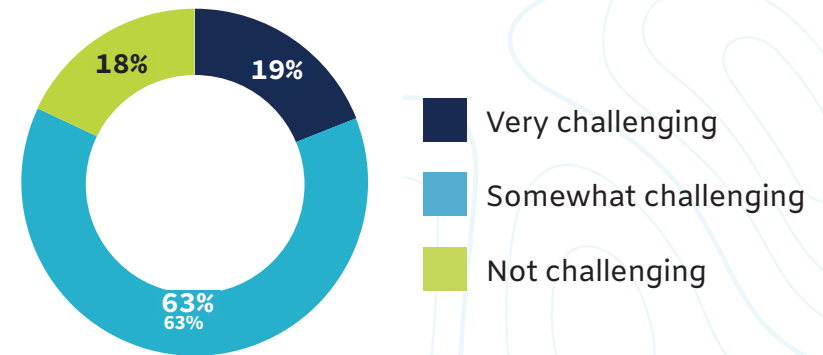
**Senior living marketers are divided on both their messaging approach to new resident acquisition, and the target demographic for which the messaging is designed.**

Eighty-two percent of respondents indicated that messaging to different audiences involved in the decision-making process is a somewhat or very challenging task. In turn, senior living marketers are divided on their messaging approach to new resident acquisition, with nearly half focused on differentiating their communities, and the other half focused on aging in place.

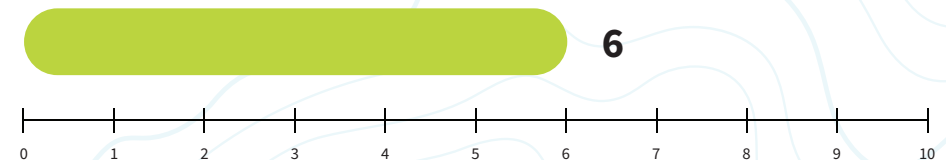
Does the messaging in your new resident marketing focus more on differentiating your community from your local competitors' amenities or aging in place?



Rate the challenge of messaging to different audiences involved in the decision-making process.



On a scale of 1-10, with 10 being the most, how much of your marketing effort is focused on adult-child decision makers versus residents themselves?

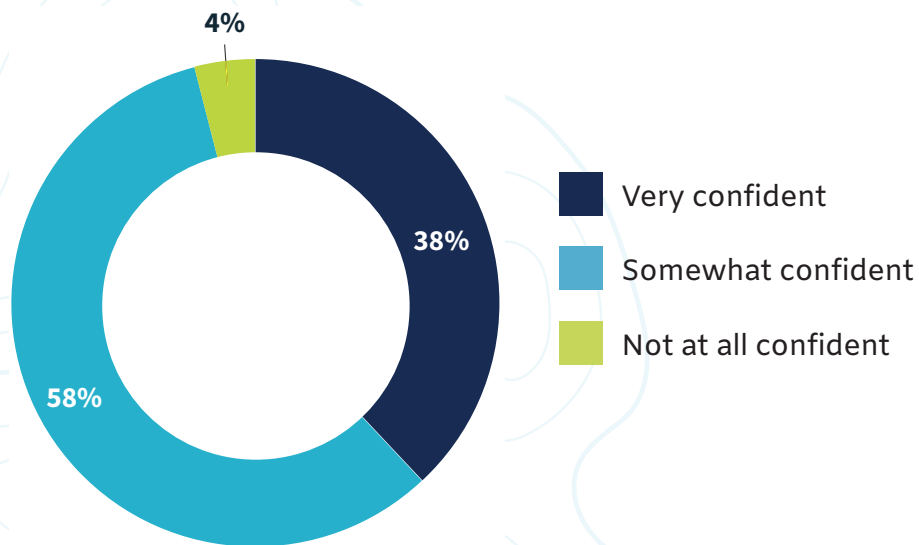


## KEY TAKEAWAY #4

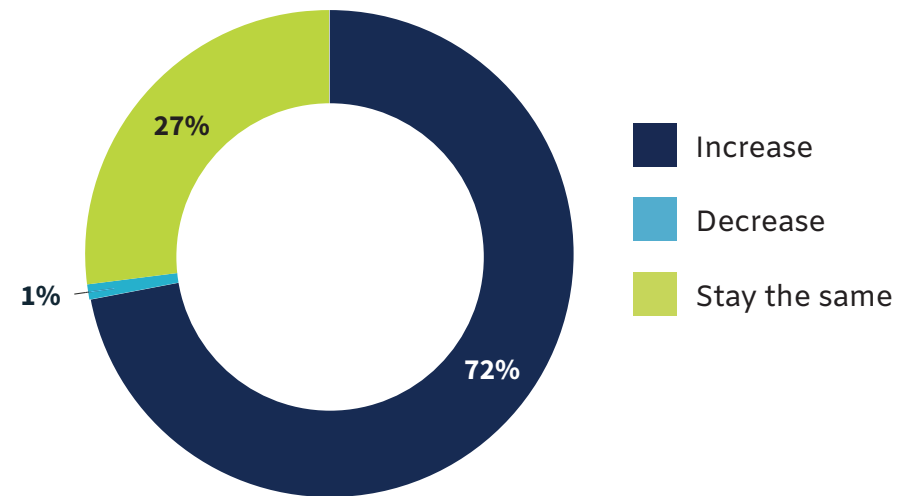
**Despite the increasing focus on a digital-first marketing strategy, many senior living marketers have not embraced the full scope of marketing tools at their disposal.**

Fifty-eight percent of survey participants said they are only somewhat confident in their organizations' ability to market to prospects online, citing traditional media, social media marketing platforms, and email marketing as the tools they are most comfortable with. Nevertheless, they are leaning on these familiar tools to drive results, and 72% are planning to increase their social media presence in the year ahead.

How confident are you in your company's ability to market to prospects online?

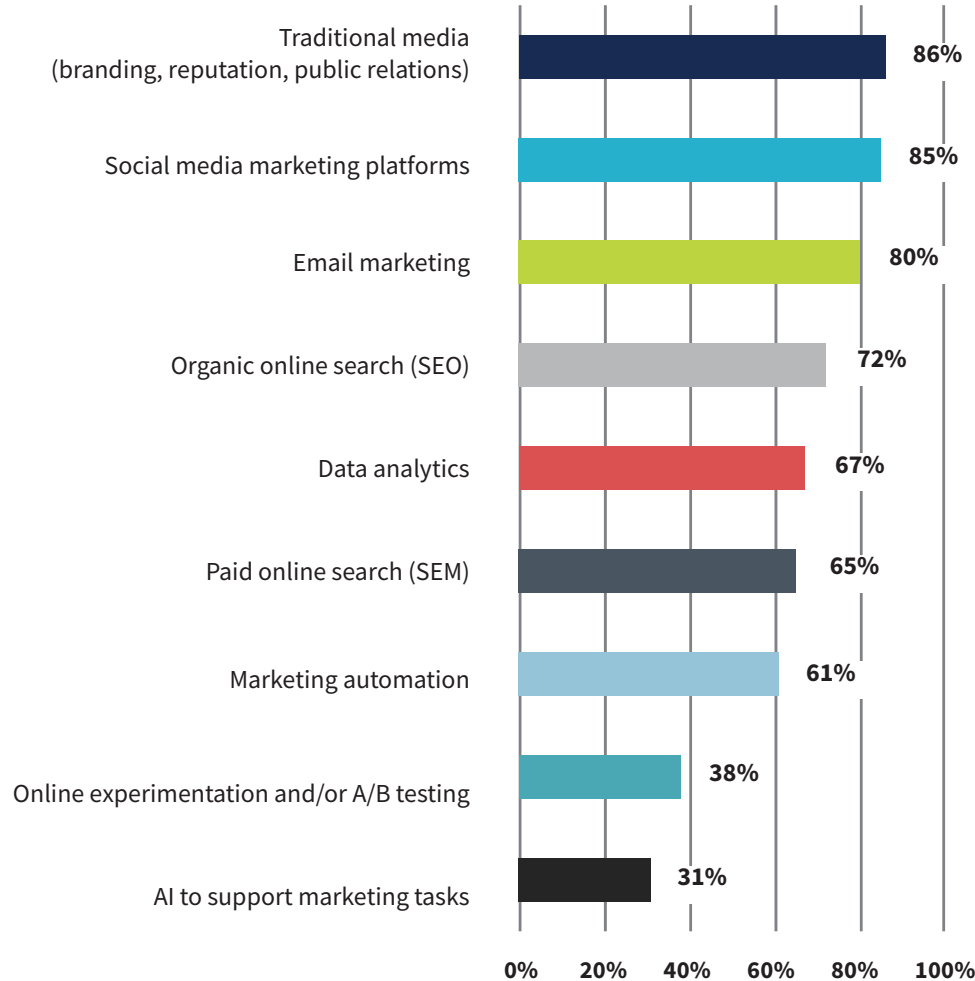


Do you plan to increase your social media presence in 2024?



## KEY TAKEAWAY #4 CONTINUED

Which of the following marketing tools are you comfortable using? (Select all that apply)



**Christy Van Der Westhuizen**

Senior VP, Sales & Marketing

**Legend Senior Living**



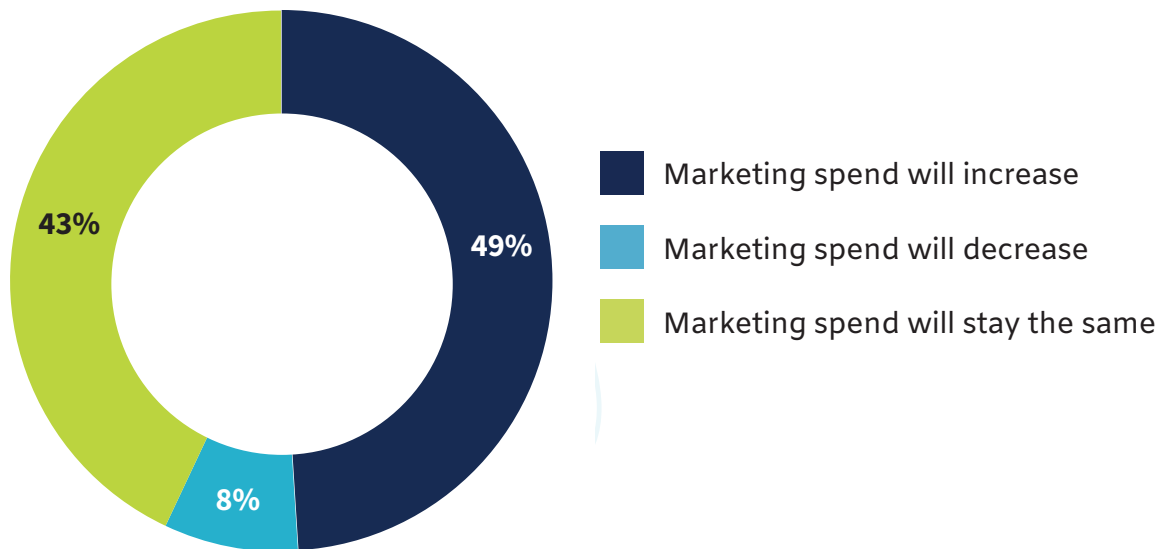
Senior living marketing is continuing to evolve into 2024 and beyond. We are consistently looking at solutions that provide personalized experiences to prospects and their families, to meet them where they are at in their decision journey. We are also looking at ways to tell more persuasive and impactful stories, both on our digital doorstep and during our in-person interactions. The focus is not on hard sell, but on heart sell, and how we can be walking alongside them in their journey. Every marketing message needs to include the heartbeat of the community, which is the people.

## KEY TAKEAWAY #5

### Marketing spend is on the rise.

Nearly half of respondents anticipate their organizations' marketing spend will increase in the next 12 months.

How do you expect your company's marketing spend to change in the next 12 months?



**Pandel Ludwig**  
Director of Marketing  
American Senior Communities



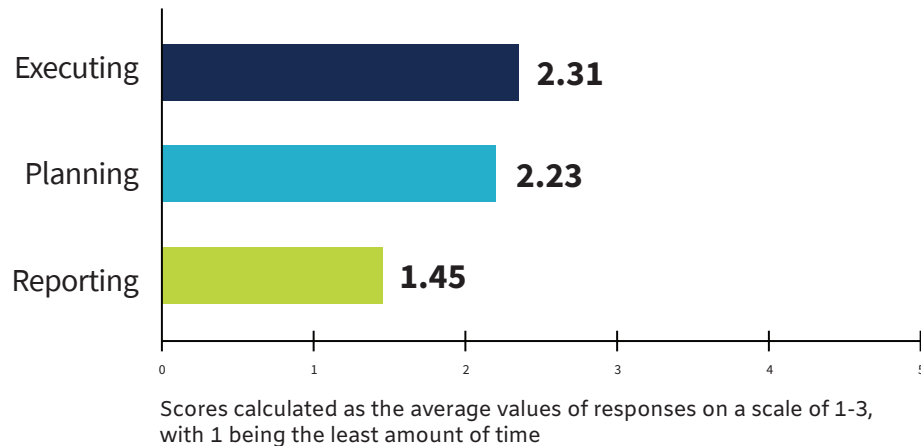
*The significance of online reputation in the customer journey is increasing. Positive reviews contribute to our trust rating on Google, and customers consider reviews as a crucial part of their research. Communities that recognize the value of their online presence and invest time and resources in managing their online reputation will establish a positive image that attracts and keeps customers.*

## KEY TAKEAWAY #6

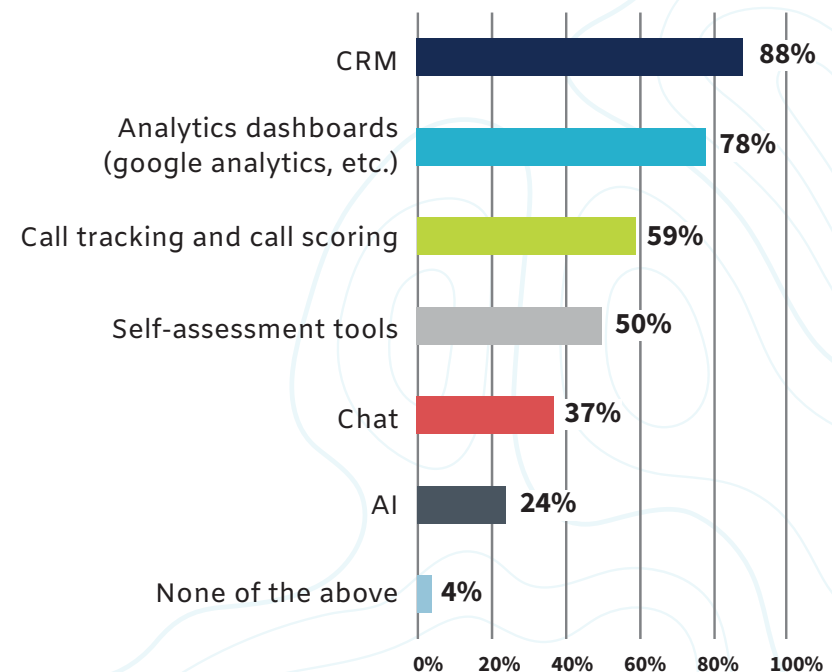
**There is an opportunity to improve campaign performance by more effectively measuring and understanding ROI.**

Despite having access to robust assessment tools like CRMs, analytics dashboards, and call tracking and call scoring technologies, respondents indicated that their organizations are spending the least amount of their time reporting on campaign performance, preoccupied with planning and execution.

Rank the following marketing processes from top to bottom, with top being the greatest and bottom being the least, based on the amount of time your organization spends on each one.



What assessment tools is your company using?  
(Select all that apply)



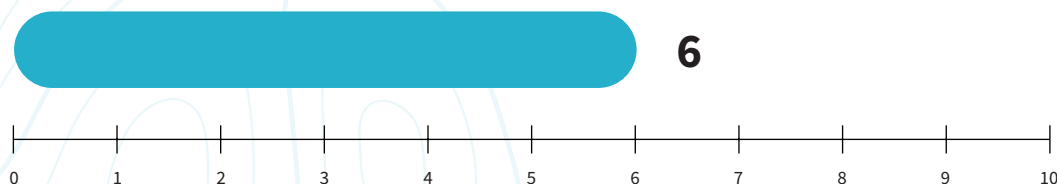


## KEY TAKEAWAY #7

**In addition to highlighting key differentiators and aging in place, senior living marketers are also focused on conveying their organizations' staffing and cultural strengths.**

On a scale of 1-10, with 10 being the most focused, respondents rated the focus of their marketing efforts on internal culture and staffing a 6.

On a scale of 1-10, with 10 being the most, how much of your marketing effort is focused on internal culture and staffing?



**Laura Bourdykin**

Director of Managed Community Marketing  
**Health Dimensions Group**



*Building trust with senior living and care prospects should be prioritized, so that when you do present the services and amenities; you have built and fostered a connection. This helps better learn and understand the unique needs of each individual. Creating a narrative that reflects trustworthiness and commitment to enhancing the quality of life for seniors is key."*



## ABOUT US

Born in the digital age, and specializing in the consumer healthcare journey, Dreamscape is uniquely positioned to deliver healthcare executives a true business partner in new patient growth through conversion-focused website design and digital marketing campaigns. Our holistic team delivers bespoke SEO-first strategies that secure the top digital real estate positions to connect with, educate, nurture, and convert highly qualified new patient opportunities. We are proud to play the integral role of connector between healthcare consumer and provider in the online marketplace, helping thousands find care while also driving client growth.

## FOR MORE INFORMATION PLEASE CONTACT:

866.955.3638 • [dreamscapemarketing.com](http://dreamscapemarketing.com) • [marketing@dreamscapemail.com](mailto:marketing@dreamscapemail.com)

**dreamscape.**

We have joined forces with **Unlock Health.**



**SENIOR HOUSING NEWS**