

## Checklist: Marketing & Sales Tactic Assessment

Senior housing rates are rising thanks to strong demand. How can your community stand out from the rest? What can you be doing to attract new residents? Use this checklist to start identifying where your community can improve its marketing and sales tactics to boost occupancy and attract new residents.

Date of review:

Website:

Community:

Facebook:

Marketing lead:

Twitter:

Sales lead:

Other social media:

### 5 marketing tactics to increase interest in your senior living community

<input checked="" type="checkbox"/> SATISFACTION LOW ← → HIGH	MARKETING GOAL	NOTES
	<b>Website Design</b> Ensure your website is better than your competitors'.	
	<b>Marketing Initiatives</b> Consistently track the ROI of every marketing initiative.	
	<b>Negative Reviews</b> Be aware of what is being said about your community online.	
	<b>Search Rankings</b> Optimize your website's SEO to help you stay visible in web searches.	
	<b>Brand Ambassadors</b> Use your current residents as "brand ambassadors."	

### 5 sales tactics to convince your prospective residents to move in

<input checked="" type="checkbox"/> SATISFACTION LOW ← → HIGH	SALES GOAL	NOTES
	<b>Formal Training</b> Make sure all sales personnel have formal training.	
	<b>Information Transparency</b> Be open and transparent with community information.	
	<b>Community Tours</b> Listen to what the potential resident REALLY needs.	
	<b>Lead Tracking</b> Use a CRM system to track lead interaction.	
	<b>Closing the Sale</b> Be willing to ask for the sale.	

The 10 tactics are a great place to start, but there are still many other areas within your business you should assess to ensure your community's occupancy levels improve year to year. Your facilities, service mix, staffing, and many other factors also affect occupancy. Contact us to see how we can help.