

# How Sales and Marketing Has Transformed to Online Storytelling



Activated Insights

Rebounding from COVID – with a Focus on Occupancy Gains

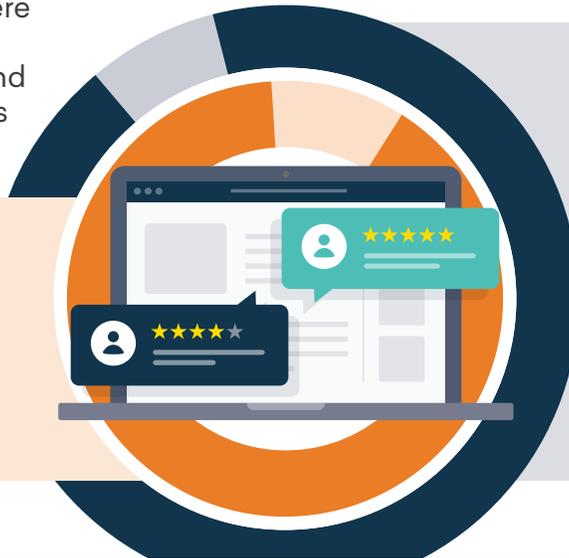
*“The challenge for leaders is to manage the crisis while building the future.”* –Henry Kissinger

## What is the post COVID Future?

Pre-COVID, marketing tours were the primary conversion driver. Now, tours are less frequent – and the BEST way to tell your story is through resident testimonials.

90%

When we have asked family members and your residents, over **90% give positive testimonials** to use.

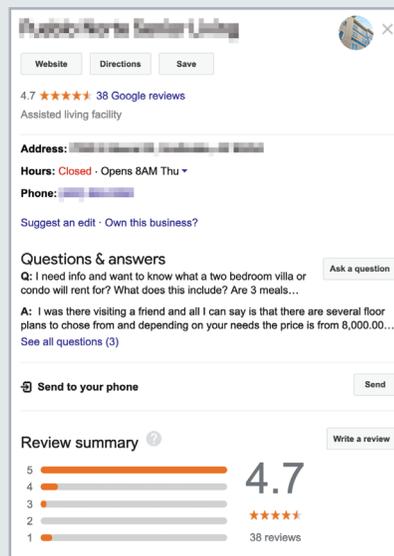
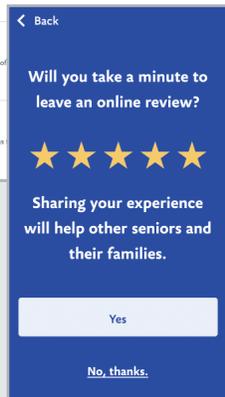
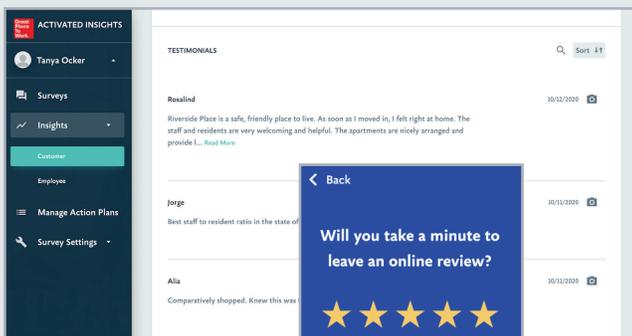


93%

2020 Pew Institute research shows **93% of Americans** report reading customer reviews and ratings at least sometimes when buying a product or service for the first time. Most of this is Internet research, including online reviews.

Are you capturing these testimonials – and using them to gain move-ins?

Go from no reviews, to rave reviews with our platform.



*“Two residents... have returned after leaving because they missed living here.”*

*“The services are excellent.”*

*“I have no regrets about moving here.”*

# Best practices for increasing occupancy in a COVID/post COVID era



Put **LESS** emphasis on the social and dining amenities offered by your community.



Evolve your story to place **MORE** emphasis on a maintenance-free lifestyle and a well-run community.



Ensure your online reviews showcase your community well and respond to any negative comments.

**Activated Insights can capture resident and family online reviews during your annual resident survey.**

**Ask us how!**

## Our study shows residents/families are still Net Promoters of their community!

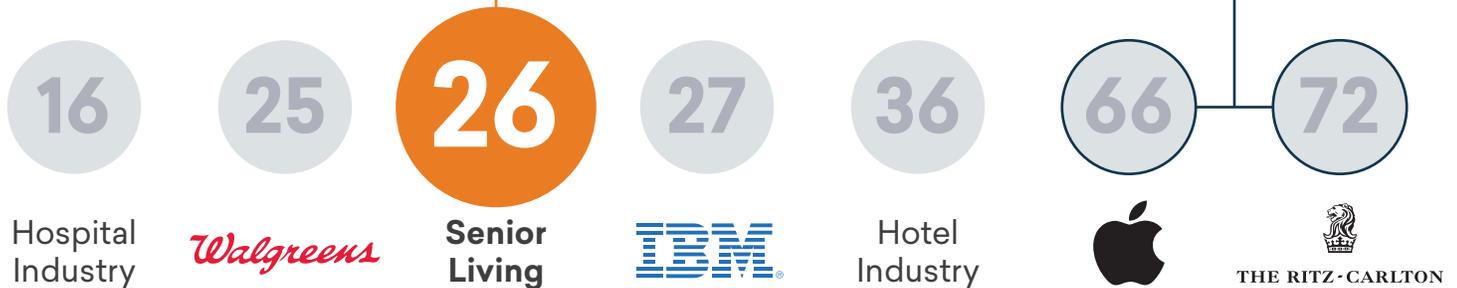
**Net Promoter Score** is used to measure customer loyalty and how likely they are to refer your products and services to others. Loyal customers are an asset to any company and are a great way to gain business.

Above 20 is considered favorable | Above 50 is excellent | Above 80 is world class

### Where does your organization fall?

Compared to Fortune500 brands, **senior living** during COVID averages a “net promoter score” of **26**.

Highest scoring **senior living** communities are in this range.



**Note:** Net Promoter Score is calculated from customer surveys. It is tied to EBITDA gains and allows for comparisons across industries. In this report, senior living does not include skilled nursing facilities. **Source:** Activated Insights resident and family surveys, June to September 2020



Activated Insights offers resident surveys with easy access to powerful testimonials. These assets are transforming the way providers market themselves.

To learn more, email [hello@activatedinsights.com](mailto:hello@activatedinsights.com)