

WEBINAR ROUNDTABLE

The Magic of Higher Funnel Thinking

Get More Leads by Helping People Sooner

February 13th, 11:00 AM – 12:00 PM EST

Moderator



NATE O'KEEFE
FOUNDER AND CEO



Panelists



**CHRISTY VAN
DER WESTHUIZEN**
VP OF SALES &
MARKETING



MIKE THOMPSON
DIGITAL MARKETING
MANAGER



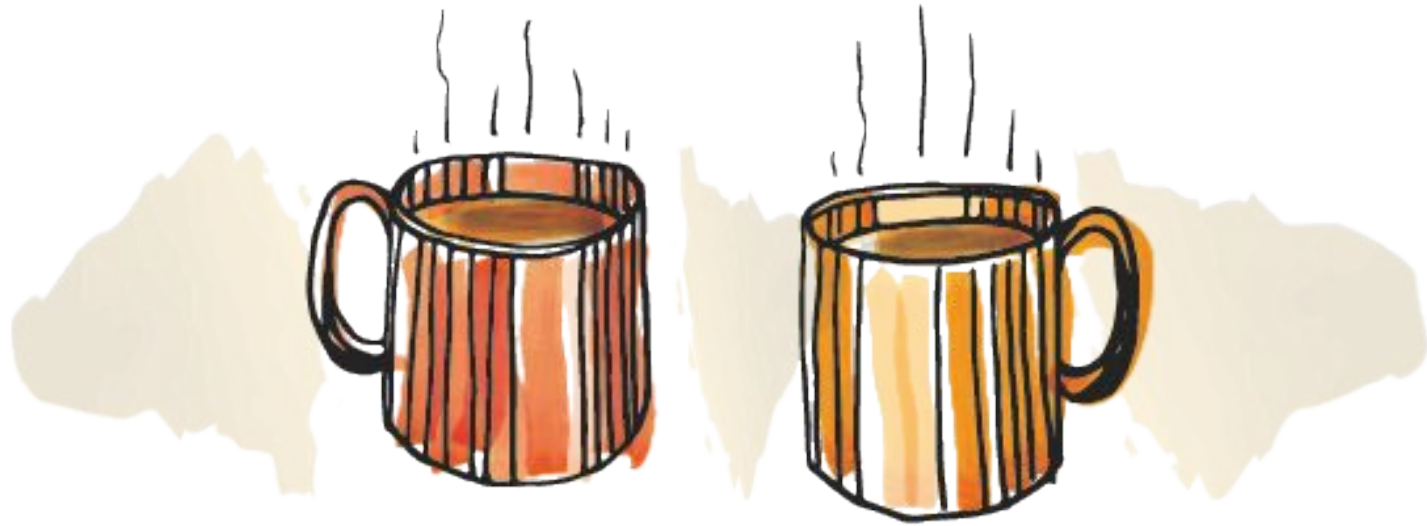


WHY YOU SHOULD STICK AROUND

1. This is a conversation not a presentation!
2. Learn why the senior living decision is more complex than most medical decisions.
3. Learn how to “nudge” prospects who are more ready than they think.
4. Learn 3 wrong and 1 right way to pronounce “Van Der Westhuizen”
5. Will he or won't he? Learn why Mike might suddenly have to leave, mid-webinar.




INTRODUCTIONS





ROOBRIK - MBK

Almond Heights
MBK SENIOR LIVING

MENU


Is it the right time for Senior Living?


Learn more about your options and find the right fit in about 4 minutes.

Powered by

Studio, 1 & 2 Bedrooms

Residents can choose between our collection of beautifully appointed living spaces at Almond Heights. With studio, one, and two bedroom apartments available, our pet-friendly senior living community provides comfortable homes with thoughtful touches. Talk to our staff about your needs and we will help you determine the care level that works best for you. Highlights of our accommodations

roobrik

Almond Heights
MBK SENIOR LIVING

Is it time to get help?

Learn more about your care needs and which options are the best fit.


START

Private and Secure

COPYRIGHT © 2020

Know more and be better prepared in about 4 minutes

THE RIGHT CARE

roobrik

Is it the right time for senior living?

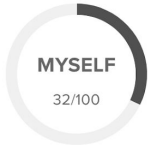
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Senior Living Fit Report

CREATED: FEBRUARY 09, 2020

I am considering senior living options for myself. Based on what I know today, here is a snapshot of where I am.

MYSELF
32/100

Care Needs Score
Moderate

Would benefit from routine access to supportive care.


Best Options

☒ Assisted Living

Here are the basics of my situation. I:

The Basics

- Am between 66 and 75 years old.
- Live in olympia, WA.
- Am no longer driving, and use other transportation options.
- Am showing some changes in memory and thinking.


The Firs
MBK SENIOR LIVING

(360) 464-9274

Thanks, your information has been sent!

A community representative from The Firs will be in touch shortly and will be ready to talk about your situation.

Watch the video below to learn more about MBK's signature programs.

The Choice Is Yours at MBK Senior Living



ROOBRIK - BRIGHTVIEW

Brightview Bel Air

COMMUNITY DETAILS



410-220-6944

REQUEST INFORMATION

Complimentary Senior Living Assessment and Guide

Learn more about senior living and find out which options are the best fit for you or your family with this quick 4-5 minute survey.

START

Powered by



BRIGHTVIEW
SENIOR LIVING
BEL AIR

Is it the right time for senior living?

Learn more about senior living and find out which options are the best fit for you or your family.

START

Private and Secure



Is it the right time for senior living?

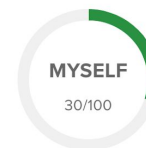
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Senior Living Fit Report

CREATED: FEBRUARY 03, 2020

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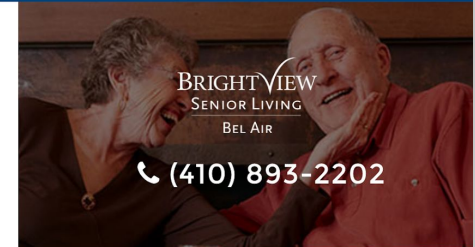
Best Options

✓ Assisted Living

The Basics

Here are the basics of my situation. I:

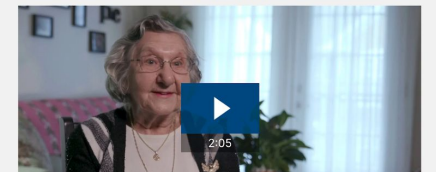
- Am between 66 and 75 years old.
- Live in Edgewood, MD.
- Am living with a partner or spouse.
- Am a pretty safe driver.
- Am showing no changes in memory and thinking that I am aware of.



Thanks, your information has been sent!

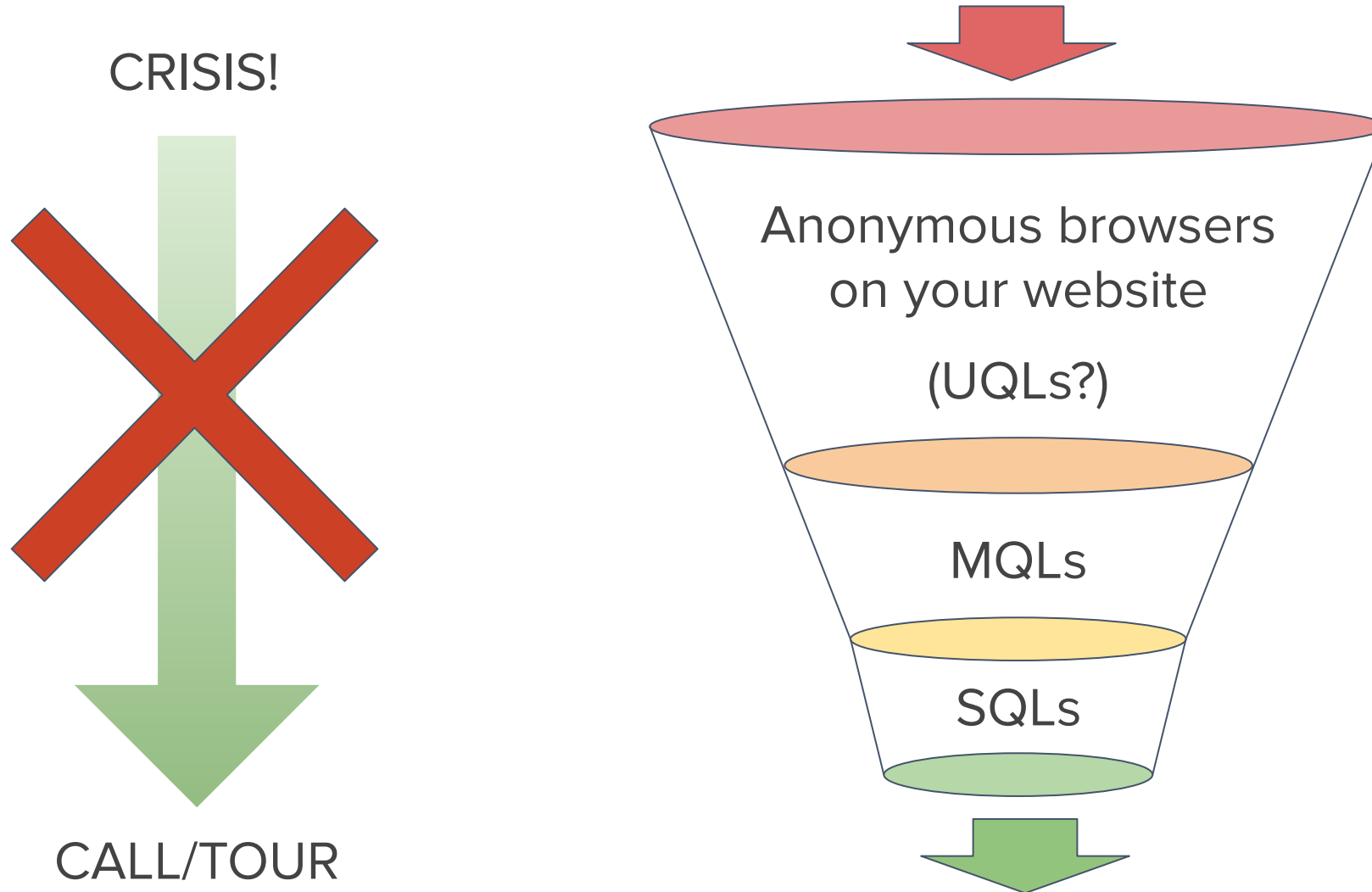
A care advisor from Brightview Senior Living will be in touch shortly and will be ready to talk about your situation.

Watch the video below to hear directly from Brightview residents and their families.





LET'S TALK ABOUT THE FUNNEL



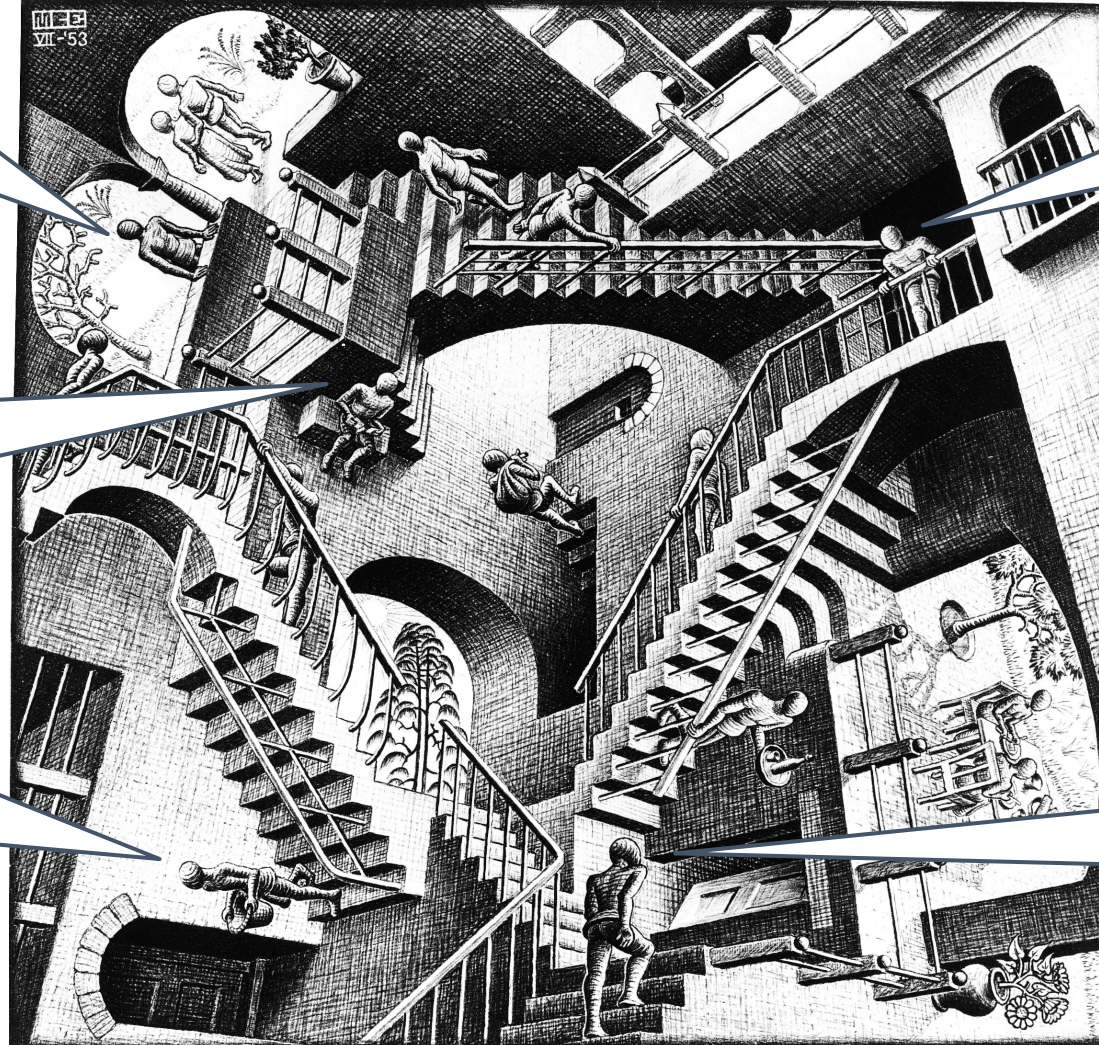


MOVING TO SENIOR LIVING IS A COMPLEX DECISION

I don't know if it's the right time.

I don't want to live in one of those places.

I don't know what my options are.



I don't know if I can afford it.

What will my family & friends think?

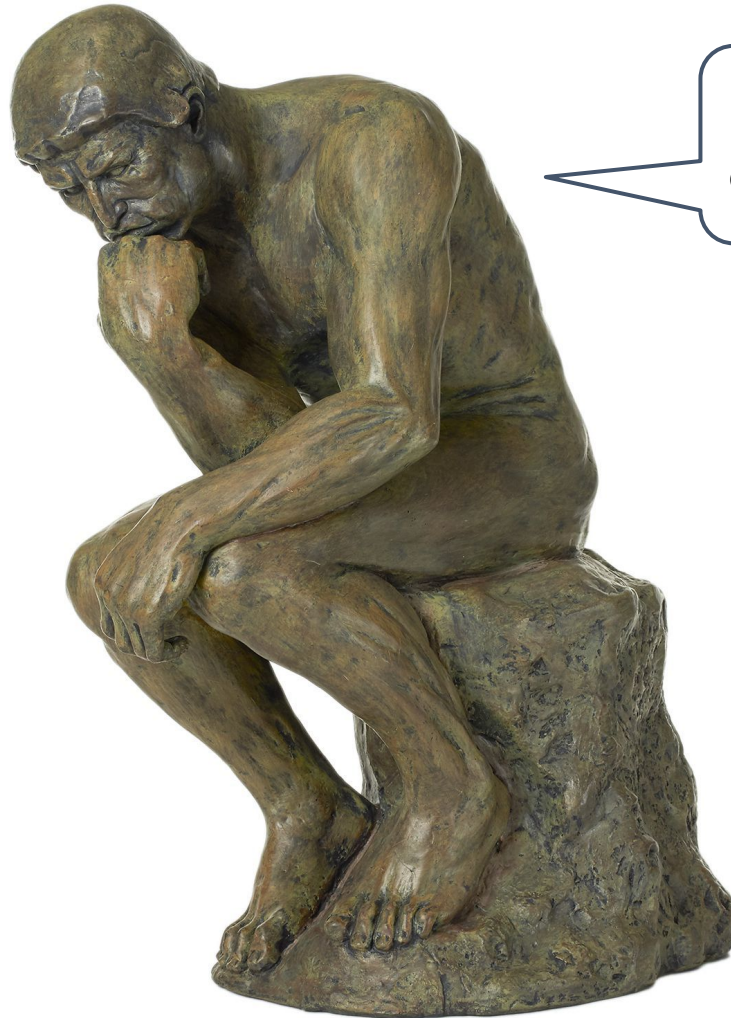
THIS IS ONE OF THE HARDEST JOBS
IN SALES AND MARKETING



WE GET STUCK ON COMPLEX DECISIONS EASILY

I'm not sure it's time to get up from this rock.

I don't know how to get off this rock.



It's easier to stay on this rock.



DECISION SCIENCE GIVES US A PATH

Meet me on my own terms.

Help(!) me understand my situation and options.

Evoke my values and preferences!

Tell me what's going to happen next.





BLURRING THE SALES VS. MARKETING LINE

How can marketing reflect the best parts of the sales customer experience?

Personalized, consultative

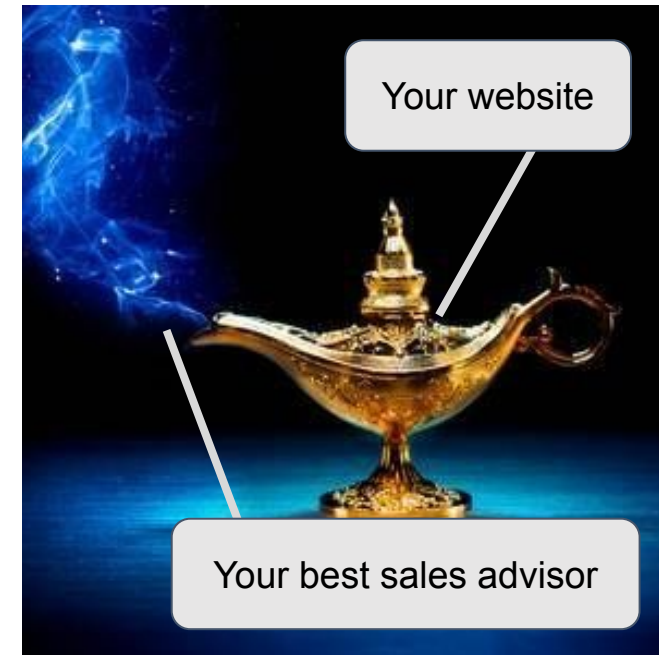
How can sales reflect the best part of the marketing customer experience?

Self-navigated, how I want to and when I want to.

89%

of companies that align sales & marketing teams to nurture leads report measurable increases in sales opportunities

-CSO Insight 2014 study via Hubspot blog article





HIGH ROI OPPORTUNITIES IN THE MARKETING FUNNEL

Where are the biggest bottlenecks?

How can we invest to help those folks get unstuck?

90%

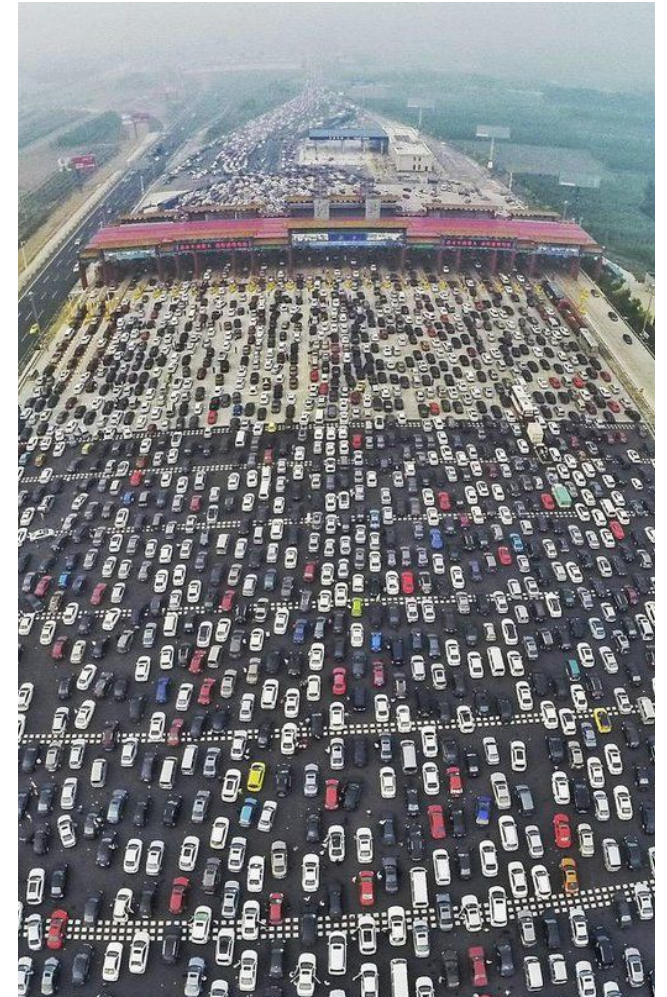
of site visitors remain anonymous

-Senior Living Smart

80%

say they think senior living is the right choice

-Roobrik Survey Data





PLAYING THE “LONG GAME”

What’s the best balance between top and bottom of funnel investment?

How do we get management buy-in on early funnel efforts?

“Streamlining your marketing funnel from the top down can reduce your costs per conversion in a big way.

Results show up to a 56% reduction in CPA with accurate targeting.”

-Social Bakers Blog





PRICING TRANSPARENCY

When and how should we disclose pricing information?



"Information about a facility's cost and payment options was rated as the most important part of its online profile."

-Software Advice Industry Survey, 2014

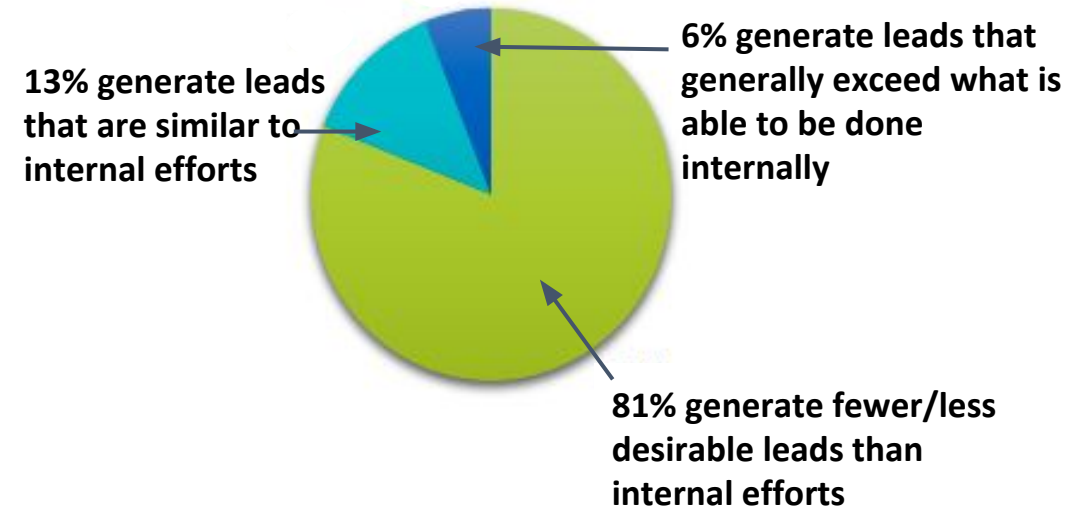
WORKING WITH REFERRAL SOURCES

How do lead referral services fit into your marketing funnel?

Can they be “replaced” or are they part of a healthy portfolio mix?

Are all referral sources created equal?

Would you say that most of the lead generation vendors . . .





MIRACLE ON 34TH STREET

**Many of our clients
recommend competitors'
communities when the fit
isn't "perfect."**

**Do you have any process
or practices around that?**



**"Low-pressure approach often yields
the most fruit."**

-Branding & Marketing: What Senior Living Can Learn From Other Industries, Institute for the Advancement of Senior Care Newsletter, December 2019



SECRET WEAPON

What's your best low-cost, low-effort marketing tool or tip — especially for top of the funnel efforts?





THREE WISHES

What's on your marketing wishlist for 2020 and beyond?

What's available but you haven't done it yet?

What do you wish was available?



QUESTIONS?