

**CUSTOMER JOURNEY MAPPING**  
 Improve Your Sales & Marketing ROI with Customer Journey Maps

EVR Advertising

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HELLO.

LAUREN COTNOIR    BRI COX    KERRI RUDDELL

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**BABY BOOMERS BOOMING**

**34%**  
 increase in the 65-and-older population during the past decade (13,787,044 people)  
 3.2% increase from 2018–2019

**Not Your Grandma's Grandma**

- Boomers use their phones five hours per day.
- 82% are on at least one social network (mostly Facebook).
- Baby Boomers spend 27 hours per week online—two hours more than those between 16 and 34.

SOURCES: Forbes and Colorado State University

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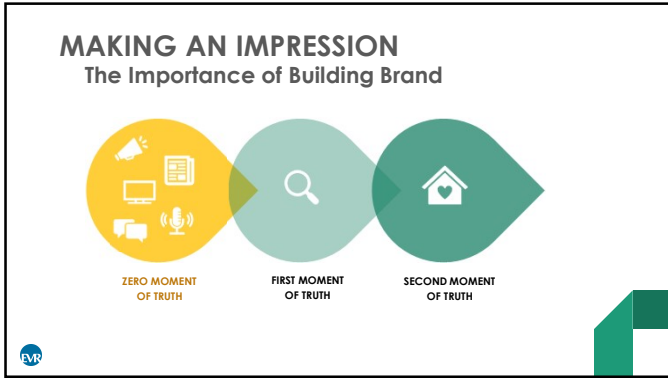
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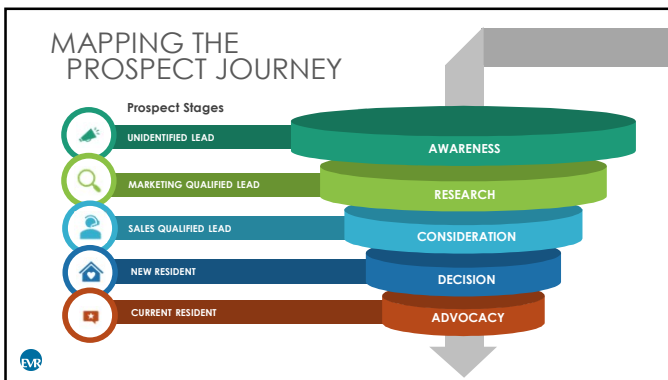
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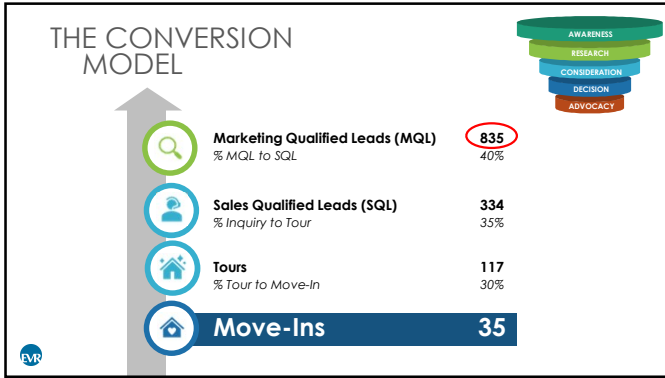
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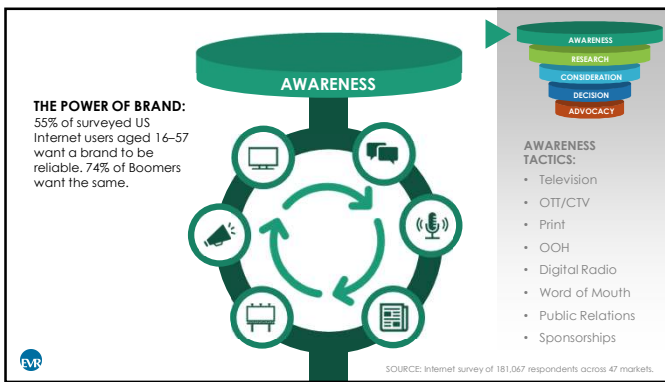
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**PAID SOCIAL TIP:**  
Facebook lead ads have driven as much as a 90% decrease in cost per conversion when compared to directing to a landing page.

**RESEARCH TACTICS:**

- SEO
- PPC
- A Place for Mom
- Caring.com
- Display
- Programmatic
- Paid Social
- Native Ads
- Review Sites

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**IDEA GATED CONTENT**

Convert more MQLs with helpful content:

- Interactive Quizzes
- Cost Calculator
- Offers: PDF Downloads
  - Financial Planning
  - Downsizing Tips
  - FAQs

**Heat-Mapping Tools**  
Tools such as **HotJar** or **Lucky Orange** will help illuminate the website journey, identifying opportunities for placement of key conversion points.

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**MULTIPLE TOUCHPOINTS:**  
On average, it takes 25 touchpoints to convert senior living prospects into residents across multiple channels.

**CONSIDERATION TACTICS:**

- Drip Campaigns
- Direct Mail
- Offers
- Promotions
- Events
- Webinars
- Seminars

SOURCE: Enquire Solutions

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**BEST PRACTICE  
AUTOMATED LEAD SCORING**

Marketing automation software, such as HubSpot, offers lead scoring tools that will apply a higher score to prospects who are engaging online and opening/clicking emails.

This data can be used for timely sales follow-up armed with knowing what prospects are interested in.




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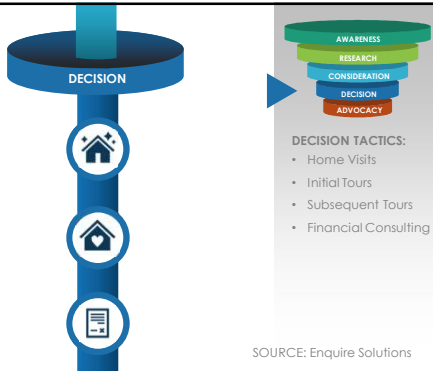
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**HOME VISITS:**  
Prospects are four times more likely to move in if they have received a home visit from a sales representative.  
Conversion rates jump from 9% on average to 39%.

**DECISION TACTICS:**

- Home Visits
- Initial Tours
- Subsequent Tours
- Financial Consulting

SOURCE: Enquire Solutions




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**IDEA  
VIDEO AS A SALES TOOL**

**13%** boost in move-in conversion rates when video follow-ups are used by sales team. Double the success rate of conversion without video.

SOURCE: Enquire Solutions




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**WINNING REFERRALS:**  
92% of consumers say they trust recommendations from their friends and family above all other types of advertising.

**ADVOCACY**

**ADVOCACY TACTICS:**

- Community Ambassadors
- Resident Stories
- Referral Incentives
- Influencer Marketing
- Tour Guides

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**BEST PRACTICE REPUTATION MANAGEMENT**

Referral sites are a huge part of validating a community online:

- Paid partnerships with sites like **Caring.com** and **APlaceForMom.com** provide instant credibility and inbound leads.
- Tools like **BrightLocal** allow you to affordably manage business listings and reviews in one location.

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**TO KEEP IN MIND**

- Identify and block any gaps in touchpoints along the consumer journey.
  - How can automation save the sales team time?
  - Ensure a sales team member follows up with every MQL.
  - What additional touchpoints will keep prospects engaged, educated and informed?
- Optimize lead quality by looking at conversion rates.

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### CUSTOMER JOURNEY TOOLKIT

<b>Marketing Automation</b> <ul style="list-style-type: none"><li>• HubSpot</li><li>• Mailchimp</li></ul>	<b>Online Quiz Tools</b> <ul style="list-style-type: none"><li>• Typeform</li><li>• Survey Anyplace</li></ul>	<b>Video Tools</b> <ul style="list-style-type: none"><li>• Canva</li><li>• InShot</li></ul>
<b>Heat-Mapping Software</b> <ul style="list-style-type: none"><li>• HotJar</li><li>• Lucky Orange</li></ul>	<b>Social Media</b> <ul style="list-style-type: none"><li>• Gain</li><li>• Sprout Social</li><li>• Meltwater</li></ul>	<b>Reporting / Tracking</b> <ul style="list-style-type: none"><li>• Google Data Studio</li><li>• Google Search Console</li><li>• BrightLocal (Reviews)</li><li>• CallRail</li></ul>



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Thank You! 

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