

Positioning. Lead Generation.
Community Outreach. Brand Awareness.

Why Do You Need to Take Advantage of Social Media Marketing?



 **SageAge**
Strategies
Mature Market Experts



Social Media: The Next Phase in Strategic Marketing

Sage Age can assist you with strategizing, engaging and sparking conversation to ensure your social media marketing efforts are strategically sound and producing results.

Strategic Social Media & Online Communications Services Include:

- **Social Media Strategy & Implementation**
 - Expert Platform Setup & Programming
 - Engaging & Optimized Content
 - Professional Account Management
- **Online Reputation Management**
 - Social Media Brand Awareness
 - Brand Enhancement Efforts
 - Targeted Re-branding
- **E-communications**
 - E-blasts
 - E-newsletters
- **Targeted Online Advertising**
 - Exceptional Creative
 - Strategic Inbound Link Campaigns
 - Analytical Reporting & Forecasting



Case Study: The Inn on the Pond

Strategy: Advertising to Build Audience & Customized Content to Engage

For our client, The Inn on the Pond, we utilized strong call-to-action ads to run on Facebook for a geo-targeted and demo-targeted audience.

- Facebook page likes have increased from 70 to 315 and the reach has increased 8.62%.
- Through this growth in popularity in The Inn on the Pond, it has become visible to more than 160,000 friends of fans.
- Additionally, visits from social referrals continue to increase and have thus far accumulated between 25 and 35 each month.
- Conversions have begun to gradually stream in and are expected to steadily grow over time as content increases.



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Because Your Leads Are Waiting!

According to AARP, roughly a quarter of their members are using Facebook regularly – and that number is on the rise. In fact, the top online activities for those over age 60 include:



STEP 1

Create a solid presence in each of the main social media sites: Facebook, Twitter and Google+.

STEP 2

Stay connected through frequent posts that are conversational and personal to promote connections, while being relevant and informational to the target audience.

STEP 3

Get in position as a premier senior services provider, in addition to an educational resource for seniors and adult children seeking assistance for their parents.

STEP 4

Drive traffic to your website with blog entries designed to provide additional information to prospects and referral sources with a single click.

STEP 5

Keep it fresh and take advantage of Google's social media algorithm to increase your search ranking as Google sorts the freshest content first and takes into consideration the amount of "conversation" surrounding the post via shares and comments.

By working with Sage Age, you can begin integrating strategic social media into your marketing plans through all of the social media platforms, advertisements and blog posts. Continue to grow your audience organically, generate leads and engage and communicate with a large range of potential clients, all while allowing your website to be more well-known and recognized online through various search engines.

Sage Age Is Uniting Strategy *and* Social Media for the Next Phase of Senior Living Marketing



Sage Age Strategies invites you to join us as we combine 25 years of senior living experience with the most cutting-edge strategies for using social media to grow your organization. It's easy to get involved:



Like us on Facebook



Follow us on Twitter



Comment on our Blog



Join Our Circle on Google+



Watch award-winning videos on YouTube

This is your opportunity to gain access to:

- ✓ Up-to-date industry information
- ✓ Educational articles and resources
- ✓ Access to a library of information on the benefits of using social media in our industry
- ✓ Opportunity to share ideas with other providers
- ✓ News about your friends and colleagues at Sage Age