

Andréa Catizone: Good day everybody and welcome to our last of our series in digital marketing. Use your website to attract engage and nurture your prospects and visitors. So let me go ahead and introduce today's presenters. First, we have Deborah Howard the CEO of Senior Living SMART.

Andréa Catizone: And we also have joining us Paul Trusik who is the Director of Digital and Inbound marketing with Senior Living Smart.

Andréa Catizone: And we have our special guest Carlene Motto, Executive Vice President of sales with Belmont Senior Living.

Andréa Catizone: Carlene thanks so much for joining us. Ok so my first question is why. Why is it important that your Website attract engage and nurture visitors?

Paul Trusik: Sure absolutely I can answer that for you Andréa. I think today's marketing channels have most definitely changed how we use them in the past and it's just not working for today's customer. Their needs have changed the way the consumer does research is very different especially when you're dealing with today's adult child. The technology provides more information on the back and more quickly and consumers are much more educated than before. What we know now is so much more about the consumer journey to make informed decisions regarding buyer behavior. Marketing best practices are also changing from more of an outbound methodology to that of more of an inbound methodology.

Deborah Howard: Back in the day your typical top three referral sources were yellow pages, local newspaper advertising and word of mouth. The yellow pages and local advertising have become the Internet specifically your website. So we really have to rethink our tactics and strategies to meet our prospects where they are and interact with them in a different way because what we've done in the past just won't work going forward.

Andréa Catizone: Basically what I'm hearing is that what you're saying is the main place today where you can attract engage and nurture visitors. Is the website.

Paul Trusik: Absolutely. And I know there's a huge change and a shift to where we're at from digital marketing. Don't forget your website is your number one sales and marketing tool. Prior to a visit to your community, prospects visit your website an average of seven times along their decision-making journey. So no longer is the Website static and flat informational brochure

type. It needs to be engaging with resources content rich interactive content geared toward and focused on the prospect. You spend a lot of money building a site and adding a SEO to drive traffic. But once the prospects get to the website there are very little touch points that have them engaged. You know they're coming to find solutions or answers to the problem at hand and it might be confusing once they get your website and they don't have the answers and they're not they're not becoming engaged they quickly bounce off of your website to a competitor or a third-party provider.

Paul Trusik:

That may in fact have the value-added resources or needed answers to lead them in their journey. And 70 percent of your buying decision is made before prospects ever walk into a community.

Deborah Howard:

That's really a big change because it used to be that we were the source of information. Families would come in and they really didn't know much about the industry and we would be their trusted adviser and we'd be able to answer their questions. Now they're able to download eBooks and guides and look at pricing and when they come in they're really fully armed. So, our websites have to be that content rich you know transparent kind of resource for them so that we can start building trust and relationship and making sure that we're getting the right content to the right prospect at the right time. So, one of one of our members Vitality Senior Living right now is converting forty eight percent of their website leads to deposits. So, Carleen I bet you can remember back in the day when the sales teams kind of used to dismiss internet leads as being a high volume low quality lead and they kind of you know sat in the corner of the desk and people responded to them at the end of the day because they really weren't considered very high quality.

Deborah Howard:

But now what we're finding is that these are really highly qualified leads. We just have to make sure to interact with them and kind of meet them where they are and give them the right information at the right time.

Carlene Motto:

Absolutely Deb and that's been our experience also at Belmont Village is that one there's an educational component with a sales associate to ensure that they understand that they the leads that are now coming in directly from the Websites are extremely valuable. Many of them are time sensitive. Many of them are ready to engage with our sales associates and also set up a time to come in and see the community.

Andréa Catizone: Do you have any statistics on what Vitality has seen in terms of their engagement?

Deborah Howard: So, what they're finding is that because they have so many kind of stick entry points to engage with their website visitors the visitor is over the course of their journey whether it's maybe seven point eight times the normal number of times it takes to convert on a regular website because they've done some of the tactics that we're in to talk about today like adding live chat and Roobrik as well as content strategy and landing pages with eBooks and guides.

Deborah Howard: They're giving the visitor and the prospect so many choices in terms of how they interact and how they engage with the website that they were finding that four or five visits was all that it takes to convert. So obviously the more we can scale back from seven point eight visits to get them to give us their contact information to you know five visits. That's going to shorten the sales cycle and improve the quality.

Deborah Howard: But with Vitality what we are seeing is that the website visitors or the conversions are even higher than professional referral sources. Which is kind of unheard of back in the day it was like those professional referral sources were closing at about 50 percent of the time. Those were the golden tickets that everybody wanted. But right now, at least what Vitality seeing is about 36 percent of their conversion to deposit with professionals up 48 percent from their Website.

Deborah Howard: And when you look at just you know people who say well I heard about you on the Internet in terms of just general awareness those conversions are only about 9 percent. So, we have to get them from you know just searching on the internet for keywords and really get them engaged in your website and in your brand and then your content and then that gets them from a 9 percent conversion to a 40 percent conversion.

Paul Trusik: I just wanted to note there's a few rules that your website needs to follow to help attract prospects. And that's aside from being an informational type site with really static content Debbie, did you want to elaborate on a few of those?

Deborah Howard: It's all about the content strategy static versus gated.

Deborah Howard: So I mean a lot of it is we want to be able to have some level of gated content that just requires some very basic information in exchange for downloading a you know a really comprehensive

e-book or guide or checklists that premium content that so valuable for prospects are making their decision. You know one of the things that's worked well is kind of progressive profiling where you know the first thing the first time that somebody interacts in maybe grabs an e-Book from your website. Maybe they just have to give their first name last name and e-mail address but if they come back to your website they'll see if they want to get another piece of premium content they won't have to fill out those contact pieces but maybe you can ask different questions like what lifestyle they're interested in or what your timeframe is for moving or something else so as they're interacting with your website and kind of consuming your content. Some of the stuff that's gated you can really use a progressive profiling technique to learn more and more about these leads as they keep coming back and your website recognizes them as a return visitor. You do have to have some content that's ungated that they can see because people may not be ready for that. But I see that as a good strategy.

Paul Trusik:

It's almost synonymous with a prospect walking into your community. You want them to feel at home and you want them to engage with sales. Same goes for your website. You want it to be easy for them to engage with content on your web. You want to be very clear and concise and you want the website to meet or even exceed their needs.

Deborah Howard:

You think about the front door of your website. You know it's the first impressions of driving up to your community if there's trash out front or the signage is confusing and no one knows where to park. You know you're not going to have that great kind of front door experience and it's the same with your website. How was that the first impression is it is easy to know where to go in and out and kind of how do you find your way around.

Paul Trusik:

You would think that in this day and age it would be best practices but in most cases, it's not always that way. And I spoke a little bit about the site being clear concise and I'm sorry for this lovely eyesore of an old-school web page. But this is just kind of a worst case scenario. And you know there's there are still some sites out there that don't fall far from this example. You know obviously you want the information to be easy to digest. You want the site to load fast not to frustrate the end user experience. Same with navigating the site for information has to be visually appealing. And what you want the consumer to engage with that information really needs to be front and center. You don't want too many elements on the site that's that are vying for attention.

Paul Trusik:

Websites have come quite a way. While there are plenty of free tools out there today such as Wix and Squarespace you know your niece or nephew or your mom and pop shop on the street anyone can put together a pretty basic website but it truly takes a concerted effort between design development content strategy marketing automation to make that website function like a well-oiled machine. The industry really needs to get away from building websites that function as a static brochure style informational sites. The website should really have a job and truly be an extension of your sales and marketing team. And we spoke a bit ago about using a website to answer some common questions and providing solutions to your visitors. And our next slide we'll discuss some of those top of mind questions.

Deborah Howard:

Most senior living websites have two audiences assisted living and memory care. The primary audience is the adult child and the secondary audience is the older adult who may be looking for themselves or a spouse. Independent living it's little bit more reversed but there they really have you know some similar questions know the basics of where I live and what am I going to do and can afford it. Who's going to take care of me. There are different priorities so the highest priority for an older adult looking for a community for them or a spouse is really choice. They want choice. They want personalization and that's the kind of the number one thing that they're looking for the adult child. It's more about the competency of the staff as being that number one. You know safety security competency of staff those things are important to the older adult but they tend to fall farther down below things like choice in independence and lifestyle and amenities.

Deborah Howard:

So our website has to have all of those components because you're probably getting visitors who are in different places but we are talking to two different audiences.

Andréa Catizone:

That's a great point Deb and I think a lot of this data came from April LaMon and Lead Insite. They basically track consumer behavior on websites and so they have a lot of great data about how the consumer searches and what information they're looking for.

Deborah Howard:

She actually publishes every year an online research behavior. It's over a one point five million searches and it's how people search how often they come back what information they're looking for.

Deborah Howard:

It is a really interesting piece.

Andréa Catizone: So you have to attract different prospects looking for different things but then probably people are in different stages of readiness.

Deborah Howard: They really are and I think that this may be the biggest opportunity right now. When I look at most websites they are really just built for the 10 percent of your visitors that are in the action stage. People who are in crisis, people who need an answer now are really a small minority of people on your website. 90 percent of them are just in awareness trying to figure out what are the options. What do I need to know? What's all this lingo? How do I make the best choice? And then there in the research stage really trying to understand the day to day life and lifestyle accommodations and you know all of the different kind of ins and outs of what does it mean to live in a community. And then the other the other one is planning. People who are planning know that they need to do something but they're trying to figure out where and when and so they're spending a lot of time on funding solutions and transitions and downsizing.

Deborah Howard: So I think you know most of the websites that I go to it's all about you know here's our community and this is why you should pick us and you know do you want to tour today. How about now? How about now? Ready to tour?

Deborah Howard: And really that's the only thing that they're speaking to whereas websites you know of today and going forward through thought leadership and website development is balancing this and making sure that there's content to provide along that journey so that people keep coming back to you as they're moving through these of stages of readiness. So that's I think the biggest opportunity is most of us are losing the 90 percent of people that are not going to move in the next 30 days because we just don't have a plan to nurture them and to keep them engaged and keep them coming back to your brand until they opt in and raise their hand to say OK now closer to planning or action. Now those leads can go over to the sales team because the sales team really can't manage more than about 10 to 12 active leads that are really in action and need help today.

Deborah Howard: So we can't give them all the leads because they'll never have time for the earlier stage ones so we've got to find a way to use marketing automation and lead nurturing to make sure that we are keeping that 90 percent really engaged until they move through their stages of change into planning and action.

Andréa Catizone: Your website becomes basically another sales person?

Deborah Howard: Yes absolutely.

Paul Trusik: And I'm glad you brought that up Deborah because as you mentioned earlier with Carleen a lot of the leads coming through on a website they were coming in high volumes that they were sitting on the desk of sales team members because they weren't necessarily qualified. And so, you know your website really is truly a compliment and your number one sales tool. You know it used to just be marketing to tell your story. But now you have the option to warm up your marketing qualified leads. Those who might engage with content on your Website sign up for your newsletter request or download an online brochure you can warm them up closer to that sales qualified lead before ever contacting the sales team. So those who request a home visit once they're ready in that stage of awareness to do the community tour.

Deborah Howard: All of which can be accomplished with the lead nurture campaigns based on how users are interacting with the site Yeah that's right Paul, and I think that you know this slide is really an eye opener for a lot of people you know so often we hear - we just need more leads. Can you just go get us more leads? Well there's one point five million searches for what we offer per week. We really don't have a lead generation issue. We really have a conversion issue. And you know I love the statistics that 45 percent of your Website prospects will make a decision within 12 months. And that decision might not be you and might not even be senior living it might be to stay home or move in with family. 75 percent of them will buy from the first person they speak with or engage with. So, you know just being there and being able to interact with people when they're ready and when are when our solutions are kind of top of mind is really is really important.

Andréa Catizone: That's great. The statistics really show us why you need to make your website engaging. But now here's the big question how do you do it?

Paul Trusik: And there are a few different ways to create as you might call lead magnets. You can incorporate a lot of them as quick wins. But others take a little bit more strategy and will cover a few of these tools to engage and nurture their website visitors including live chat. Interactive surveys, inbound, content videos and behavior tracking.

Paul Trusik: So live chat as I mentioned is a quick win to capture prospect's attention that allows them to ask questions find answers to things that they can't find on the website.

Paul Trusik: And in an anonymous way without necessarily having to give up their e-mail address. It's an instant communication through the website without them having to pick up the phone and call. You definitely have to choose the right tool.

Paul Trusik: It's a very low-cost option to capture prospects on your website and convert more visitors into exclusive unshared leads.

Deborah Howard: So Carleen how long you've been using live chat and can you share with us some of the results that Belmont has experienced.

Carlene Motto: In 2016 we launched a new brand which included of course our website. We went through a complete brand overhaul and our content strategy was built around the voice of the customer. So, a lot of our messaging that you'll see on our website and offline is coming from direct feedback from our customers who can be our residents, families, employees or professionals what their testimony is and what they've shared with us. As we began to build the website with rich content we wanted to make sure certain that we were driving consumers one to our site but that they were also staying on our site and keeping them engaged. As you know when someone's on your site the last thing you want them to do is to bounce off and then end up going to a third-party referral source because that's when your acquisition costs can really get very expensive.

Carlene Motto: So we actually worked with Senior Living Smart to source companies that provided live chat which enabled our consumer as they went to our website to be able to engage online immediately, obtain feedback about our communities, and the ability to set up tours immediately. What we have found is that in 2017 we've generated about 424 leads directly from live chat that have resulted in 11 move-ins. So, you take those 11 move-ins you take what your average charges are and then you look at average length of stay of around 22 months that's really significant and it's also significant when you look at what the cost was to generate that again versus if you're looking at potentially paying a third-party referral for a company that may be charging you know 75 per cent up to 100 percent of the first month renting care.

Carlene Motto: There's been some direct and indirect benefit that we've started to see which we didn't plan for was that our own family members internally when they go to our website utilize live chat as a vehicle to also address concerns or compliments that they may have. So, this has enabled us to take that information very rich information to be able to utilize in social media outlets.

Carlene Motto: Also there's information that comes in that is one of your own customers that may have a concern they want to be able to express it so much more better if that comes to your own website through live chat versus going to Yelp or some of the other social media outlets that exist that take a long time to repair some of that if it's out there.

Carlene Motto: So a lot of our internal family members our own employees have gone on the live chat if there's something that they want to get an initial immediate response for and we're able to act extremely quickly and respond to that need.

Deborah Howard: That's awesome. And I know that you know not all live chat is good chat.

Deborah Howard: So you know when we were vetting different providers you know we definitely wanted to stay away from people that were you know in other countries maybe had language barriers or cultural barriers and you know made sure that we were looking for people who were hired you know for empathy that were you know American and college educated and we've had questions about you know should they bring Chad in a host and have their sales team you know kind of manage the chat and love to hear what you think. I would not want my sales people kind of sitting there in responding to chat and so much of the effectiveness of that interaction is you've got to be paired with a company that's going to have a response time when somebody clicks on that chat box. That's you know certainly under 30 seconds preferably under you know under 15 to 20 seconds because you lose them and I just totally see that it's realistic for our sales teams to be able to be sitting there just sitting there waiting and be able to respond.

Carlene Motto: You want cheer you want your local sales teams involved and you know selling zone in their database. Working with families that are at the community level and I could not be able to guarantee if you are not able to respond within that 30 seconds are going to be off your site and then your better customer is going to be frustrated. Live Chat has been and their responsiveness is outstanding. I do have someone dedicated to be able to work directly with them so if they do want a local representative from our organization to be able to call back I have that backup. But to be able to utilize my local sales team for those for I just could not make it work.

Carlene Motto: Again it just takes one to two move ins and they are tied up with the family through that paperwork process making sure that they're getting familiar with the community they can be away

from their desk for an hour and have just come then you've missed that opportunity.

Carlene Motto:

You've also disappointed someone.

Andréa Catizone:

Can you tell us a little bit about some interactive services available?

Deborah Howard:

We really recommend and have seen great results from a new company new on the block called Roobrik and they offer an interactive self-guided decision tools.

Deborah Howard:

So a lot of times people are on your website they're just trying to figure out you know how urgent is this situation. Is there something I need to address now. Can I delay this or are there other solutions that I should be looking at for making the move into senior living. And so what we've found is that giving them the opportunity to discover for themselves you know what the options are what might be the best fit for them is really helpful. It keeps them on your website an average of five minutes which is awesome because you know the longer on the website the higher the conversion. And there's three different surveys that they have. And you can place throughout your Website if you have a section dedicated specifically to your memory care program. You could have the one on is this dementia kind of living there if you have independent living in a certain area of lifestyle you could have one. Is it safe to drive a is really geared towards assisted living

Deborah Howard:

Is it time to get help and the online assessment tool collects 28 data points. I wish my sales people collected 28 data points on all of my leads.

Deborah Howard:

This is an actual report that was submitted. In this case you know it's kind of elevated that dads an 82 out of 100 which means you know things are pretty serious and it turns all of the survey questions into a story and what the situation is a little bit about the family about the care needs financial about veterans about kind of their willingness to be where they are in their decision-making process. So it really helpful. It's just it's something that the families really appreciate. Carlene, I know that you recently had trialed Roobrik and I think you've ruled it out now kind of across your platform. What kind of results are you seeing from Roobrik?

Carlene Motto:

Yes, we've been really impressed with their ability to keep someone on our website longer and the content is extremely

thorough. It's well thought out, very professional. So, we've been in the pilot now with Roobrik for the past five months and we've been looking at data related to how many consumers are willing to complete the assessment. How many of them once they complete it are willing to give us information that includes either their name phone number email address and even locked in a location that is up for them and wants us to contact them after they've completed so over the last five months we have seen basically we generated about 420 Roobrik opt ins. Well these are individuals are willing to have us provide the information - to say yes, I am interested. Contact me. I want more information on the community. Out of 420 we schedule 23 tours. They actually have come into the community with an assessment tool and have been said I'm concerned.

Carlene Motto: I took this on behalf of my dad's situation. I need to do something. And they actually have the assessment tool in hand.

Carlene Motto: Out of the 23 tours that we've generated really since the end of June we have had four move-ins that have directly then the results of a Roobrik.

Carlene Motto: Our goal is to continue to look at averaging 50 percent of users to opt in. 50 percent of the individuals that are coming to our website will complete tool. We're also looking at a 20 percent conversion rate and then a 50 percent opt in rate that basically says I need I need to do something and I want someone to call me I want more information here my name address and the location that I'm looking for. So again, I think again this is another low-cost option that really adds a level of engagement to your Website. I think it builds extreme credibility around the Website and also your own clinical capability. And it does create urgency as I said many people after they take it call and say I'm really worried.

Carlene Motto: I did complete that and I do need to do something.

Paul Trusik: Thanks Carleen and thank you both for the recap of the live chat and the survey tools that we that we use often with communities. A third aspect of creating some of that engaging content comes from blogging. Everyone's familiar with blogs. Everyone has a different set of resources allocated to creating this content but we don't want just anyone coming to your Website. We want people that are most likely to become leads and ultimately happy customers. But how do you get them. You want to attract the right customers with relevant content at the right time just when they're looking for it. So, when we were talking about stages of readiness through awareness research

and planning these are key areas before they get to the action stage of creating the content that's going to meet them halfway and look at you as a thought leader within your community.

Paul Trusik:

So the inbound marketing definitely starts with content. The blog is the single best way to attract new visitors to your website in order to get found by the right perspective customers. You have to create that educational content that speaks to them and answers those questions. Your customers begin their buying process online usually by searching to find something they have questions about. So you need to make sure that you're showing up how when and where they search and to do that.

Paul Trusik:

You can increase your presence with tools that will help you define and implement your content strategy editorial calendar. Speaking to the slide and I think it's astounding that there's 434 percent. Pages are indexed more with blog related content. So, you're not just speaking to consumers who are digesting the information on your website but it's kind of a double-edged sword. You're not just creating this content for your prospects but you're also creating it for search engines. So some of that relevant content that you want to be indexed on. That's part of that content strategy so you may develop a piece around a keyword or key phrase. And that's all related to this industry and selling solving some of the questions that the prospects have before stepping foot into the community. And for anyone that's been part of our previous Digital Marketing webinars. In this series, you may have heard me mention as part of this kind of tiered stepping stone that many communities that are currently blogging and there's a handful that are blogging. They only post material that's related to the community's residents stories or events so rarely do communities have additional resources to create the value added educational content and to take it a step further. Most don't have that extra call to action for additional content offers.

Paul Trusik:

Now I think it's pretty common to have a contact form. But in most cases that's all we see with a call to action what we prefer is within this educational content of blogging that we do have some additional content offers. Whether or not they're downloadable free guides checklists. I mean we've even seen some your next steps in planning your move and that's definitely in that planning stage of readiness. So, at that point that's when we create that call to action and then landing page and in this day and age information is the Internet's currency.

Paul Trusik: So in exchange for some of these additional free resources that consumers are opting in for that helps us in the marketing automation and the lead nurturing side of these workflows that we create. So we're keeping the prospect engaged with your community coming back for additional resources and ultimately getting them to raise their hands and take the next step to pick up the phone or request to come in for a visit. So all of these items should be working for you in the background help complement the marketing side and get them closer to having a conversation with the sales team.

Paul Trusik: And we will go into some video facets and we realize that this video is a great way to complement the content on your website and who doesn't love a cute puppy video on YouTube. But for all intensive purposes on your website it's great to have actual humanistic stories. This is a video library from Atria Senior Living and many senior living companies are adding these professional videos to engage their customers and we show that videos have about four times greater engagement than the reading text. So even virtual tours interactive site maps testimonials they're all great strategies to increase over time on your website. And according to Cisco, video accounts for about 69 percent of all consumer Internet traffic. So, it's definitely something to kind of keep if your community is not already introducing some video on your Website. It's definitely something to kind of keep on the docket for this next year rethink all.

Paul Trusik: And finally another piece of that is behavior tracking. We mentioned before we have so many more tools at our fingertips than we ever had before. With just a google analytics. We want to know what your visitors are doing on your website. What they're looking at and what they're clicking on. There are many tools out there that track visitor behavior on the website. And what that tracking does helps us make informed decisions on the end user experience. And from that we can make iterative changes to the website based on how users are currently interacting with Prompture. For instance, from Lead Insite is a tool that not only maps the prospect behavior on your website from first interaction through conversion but it learns your prospects behaviors and personas and then prompts them with custom content to provide the right messaging to the right prospect at the right time to help lead them and guide them down that conversion path.

Paul Trusik: I know we kind of covered a lot of these examples but before we get into any questions we're always available to discuss any one of these lead engagement tools that we cover today. If you

reach out to us we can most definitely put together a demo for any and all of these different tools.

Andréa Catizone:

So we've got a few questions that came in.

Andréa Catizone:

One of the questions is would you still do yellow page ads with engagement tools?

Paul Trusik:

You know I think if I can speak to this. But I see in some rural areas where digital may just not be there yet. I think it's really looking at your demographics. If you're in a metropolitan area where you have a high engagement say on social media and other online traffic you might start steering away from spending money on yellow pages.

Paul Trusik:

I would say that you know maybe yellow pages might be the way to go if that demographic hasn't fully moved over into the digital age. But you know just in the last five to 10 years there's been a huge shift not just with the older adult but the adult child in how they use digital marketing to search. So I think we're definitely steering away from that.

Carlene Motto:

On the traditional side of things, we're starting to see a lot more grandchildren involved in the decision making and I could tell by my children that if they were searching for their grandmother. They don't know what yellow pages is.

Carlene Motto:

So I truly do think that as we're starting to see more involvement from the grandchildren they are all digital.

Paul Trusik:

I'll be honest I can't remember a time I remember the last time I've ever had the White Pages or yellow pages delivered to my doorstep. It's been that long.

Andréa Catizone:

Hey another question that came in on blogs. One was how often do you blog and where can you get the content.

Paul Trusik:

I'll go ahead - I was going to I was going to recommend you know it depends on bandwidth but I and most of our communities see great results by blogging at least for a time for two to four times per month.

Deborah Howard:

Some of those with the premium content included. I was going to say the same thing two to four times a month is ideal and you have to have a strategy to it as well. I mean it's really about you know first of all kind of starting with Who is your audience and making sure that you're writing content to match. That's going

to be relevant for people who are in you know a real awareness stage versus a research stage versus a planning stage. We're finding that there's not a whole lot of engagement with content blog content that's related to the action stage because those folks honestly are so much in crisis and they have so much urgency already that they don't have time to read blogs. But looking at the topics that would be interested interesting and relevant to people at different stages of readiness then understanding how would people find that content with key words what they use and building kind of an editorial calendar of you know stages of readiness here's the topics that are in alignment with each of those here are the keywords and how people would search for that type of content and then and then kind of putting together your editorial calendar.

Deborah Howard:

That's an approach that we've found to be really helpful. And if you have the bandwidth to do it internally where maybe you have your health and wellness team that's writing some content versus your culinary team versus your engagement team. You know you can do you know some you know some content on your own. Some people also leverage professional partners hospice partners or home care partners or physician partners to say you know would you. Right. Once a quarter or something. Just remember the content does have to be original because if you just were reposting you know other content you're going to get denied by Google for duplicate content. So just kind of be aware of that. We can always help if you need help outside if you don't have the bandwidth. But you know that's what we've seen to be most effective.

Andréa Catizone:

Did it take a lot of work to integrate these tools on your website?

Carlene Motto:

Absolutely not.

Paul Trusik:

Well I was just going to say from a technical perspective they're pretty easy especially live chat. There's a little bit of work because it's so custom to go up live like chat scripts to make sure that there's an interview process and then save. Same with the surveys. There might be some items within those that you want to customize for the community. So they are custom solutions. But as far as implementing them there it's usually a little quick tiny JavaScript code that we provide to the web master the one who's orchestrating updates to the website to implement.

Carlene Motto:

No and I would just echo what you said Paul Trusik. We have our own proprietary CRM system so probably as you know

probably creates more challenges than some of the other CRM systems that are out there.

Carlene Motto:

And with our and with our website team and our I.T. team actually it was very easy to utilize and to get up running pretty quickly.

Andréa Catizone:

Last question from our attendees. And this is actually a really great question. Someone asked what are your thoughts on online applications and Carleen, I know Belmont has an online application.

Carlene Motto:

And again we're finding that as you guys know in this industry human capital in trying to recruit retain has to be a priority. So we're finding that you know a lot of the things that we're doing to be able to drive more consumer engagement. We're also applying to our employees.

Carlene Motto:

So you need to make it simple or easy friendly to be able to do that. So I definitely support it.

Andréa Catizone:

And one thing about how you guys have set up your career page not only does it have an online application but you also talk about the benefits and you have employee testimonials.

Andréa Catizone:

So you almost have to do the same thing with your employees that you want to hire has to do with prospects. You want to attract them you want to nurture them you want to make your website engaging and give them the information that they're looking for.

Carlene Motto:

Absolutely great.

Andréa Catizone:

And then I just have one last question for the group if you could only do one, which one would you do.

Deborah Howard:

I think you've got to really dig into really individual website performance data to be able to answer that question because some people know based on an analysis of your website. Some people are going to be really struggling with attracting other people. Maybe it might be a time on page or a boundary issue or an engagement or conversion issue. So I think you really have to know a little bit more. You know more information but working with somebody who can kind of dig in and take a look at performance and data and then no strategy. I think they can help you really identify that. I would say in terms of cost you know I think I think live chat is kind of a no brainer just because

it's probably the least expensive lead generation. But so is Roobrik because I'm pretty sure that when least I looked at it from the performance our members are getting they are coming in at under 50 dollars a lead on average. So we think about that and you look at what Carleen has gotten in terms of you know tours and move ins and it's a pretty low you know customer acquisition cost.

Deborah Howard:

And I think some other strategies like really coming up with a with a blogging and premium content and e-Book type strategy with landing pages that's a little bit more complex takes a little bit longer is probably a little bit more expensive. But over the long term it is the you know information is the currency of the of your website. So you do have to invest in it. I just think it's a matter of figuring out budget and timing.

Andréa Catizone:

Well terrific. Thank you everyone for joining us today. Special thanks to Carleen for your insight and your success stories. And Paul Trusik and Deborah Howard thank you for your thought leadership and I hope everyone has a wonderful holiday season.