



The Dirty Little Secret of Senior Living Digital Marketing

Paul Trusik: Hello and welcome everybody to our webinar, The Dirty Little Secret in Senior Living Digital Marketing, presented by Senior Living Smart and our partner, Concentrik. Now I would like to present to you Sean Cassidy and Steven Anderson from Concentrik. Just a little background, Sean Cassidy has been in sales and marketing the Senior Living advancing rapidly over these last eight years. He got his start working for the industry's leading third-party lead generator, A Place For Mom, he has gone on to work for another lead generation start up, and Blue Harbor Senior Living as director of sales and marketing. With his experience on both sides of lead vendor operational relationship, he has a keen insight on how each party thinks and strategizes. Knowing that he has learned from both sides, he's focused on telling the story of how senior living operators can do more and do better when it comes to controlling their brand online through digital brand optimization, strategies, and tactics.

And also introducing Stephen Anderson, managing partner of Concentrik. Stephen has been a leader in search engine marketing since search and marketing channel has existed. A strategist at heart, he has created a high performing programs for brands large and small and across challenging industries such as insurance, travel, personal finance, retail, and home services. Working with large brands like Marriott, Blue Shield of California and SafeCo Insurance, Stephen draws on his experience to help senior living communities achieve their full potential.

So, I welcome both Sean and Stephen.

Sean Cassidy: All right. Well, thank you guys for attending this webinar, taking time out of your busy Friday. I know you probably have property calls and what not. But glad you could join us. Used a catchy title to pique your interest and make sure that you showed up for our webinar. But the reality is, is the problem that we're going to be discussing today really isn't a secret at all. In fact, it's literally right out in the open on the Internet every day. However, we think few people in the senior living industry understand the magnitude of the problem the industry faces when it comes to digital marketing. So, we're going to jump in and tackle that issue today.

Paul Trusik: So, Sean, can you provide an overview what you think that problem is in senior living digital marketing?

Sean Cassidy: Yeah, sure. I mean, it's no secret that there's very little choice for people. A Place For Mom and Caring.com are the biggest two third-party lead generators in the states. And the discrepancy between the two is pretty large. It represents a bit of a monopoly and I think we all feel that way.

And the other issue is that most third party lead providers, they're using your brand, your community's name or your operator name, to acquire leads for themselves. And then they share those leads with all of their partners. That's another issue.

The other issue is that they're very aggressive. All they do is online digital marketing. You know, operators have care concerns and operational concerns. They're not necessarily focused on digital marketing every day. A lot of times they're getting to your customers before you do and many times, these leads are at the very beginning of their journey. There's a ton of leads coming from these providers and they're typically of low quality. These people are early in the process. They lay claim to these names for years. And just getting to a name earlier isn't necessarily good business model for operators. I think for the consumer, getting 10 different phone calls and emails from 10 different buildings might actually turn a lot of people off in these very beginning stages of senior living. And I think that's affecting our entry as well.

I think the biggest problem is that most senior living operators and communities, they're just not aware or thinking about digital marketing in these terms. Most people just accept how it's always been. A Place For Mom has been around since 2000. Caring.com has been around since 2007. They just accept it and they don't really think about how to minimize third party moving costs. It's a little bit of a fear of missing out. If I don't get a move in from a third party, I'm missing out on that move in. When in reality, you can be doing things to position yourself to get that lead to come in directly to you instead of going through a third party. That's really what we're hoping to bring awareness to the industry today and our business model. And I'll offer up a way to tackle this problem.

Paul Trusik: Good points. Good points, Sean. And I know that this is kind of a love-hate relationship with A Place For Mom. But I'm going to just do a quick poll for everyone that's on the call. And we want to know, do you think this is a problem that the industry faces or your individual community? We'll let this go for about 30 seconds while everyone takes time to vote.

Sean Cassidy: And while people are filling out the poll, I just want to make it really clear that I think third party lead providers are absolutely a necessity in our industry. I just would like to see a better model that's more in line with a win-win-win for the third party, the consumer, and the operators.

Paul Trusik: Absolutely. I think we have just about everyone. And not completely surprised, but yeah, we have 86 voted yes that this is a problem. And only 14% not quite sure. So hopefully with the remainder of this presentation, we'll clarify a few points.

Sean Cassidy: Yeah, absolutely. And that's good to know. You don't necessarily want 100%. It's a healthy debate. Hopefully we can address everybody's concern, how we see it here in this webinar today.

Concentrik mission is to enable senior living communities to control and maximum their online branded footprint. I mean, it's no secret. It's 2017. The Internet is a control point. My mom is 75 years old. She has an iPad, an iPhone, and a laptop. I mean, she's on apps every day. She's on the Internet every day. It isn't just the young folk that are on the Internet. The Internet is here to stay. It's a control point. All of your offline marketing and all your online marketing certainly can go through this control point called the Internet. So our goal is to really help senior living communities maximize and control their online branded footprint.

So just a brief overview of the industry, and just to really kind of set the table for everybody on the phone, and I'm really just focusing on the top two, since they really control 95% of the online traffic, A Place For Mom was founded in 2000. They used to send fax referral lists out. They had a jump on Caring.com of seven years. Caring.com was founded in 2007. So really, from 2000 to 2007, there were only two major growth events, two companies being formed. And then from 2007 to 2014, just another two. And I put this 2012 Caring launch Caring Stars on here as a major event because I think a lot of people don't understand what this is. Caring.com came up with this system where they give you a Caring Star. You're a Caring Star community. And you could put a badge notifying the general public that you're a Caring Star of Caring.com. Well, it's a Trojan horse. A lot of people don't understand this. When you put that badge on your website, there's some embedded code in that badge that tells Google, "Oh, this badge links to Caring.com." So anybody types in a community that has this Caring Star badge on it, Google automatically goes, "Oh. This is a relevant site. This Caring.com site. Let's return this result as well."

And so I'm going to talk more about what that means later on, but I think that's a major event. I don't think a lot of people know that that code is embedded in that Caring Star icon that they put on their website to the general public.

2014, Caring.com was acquired by Bankrate.com. And then 2015, Caring acquired Seniorhomes.com so you see some consolidation. 2016, A Place For Mom acquires OurParents.com. They're acquiring and gaining traction, gaining more views onto their web access. And so, in the last three years, from 2015 to now, the intensity of activity has increased with five major events in that three year period. The top two lead providers now represent 95% of the move in volume from third party lead providers. With this uptake in major event frequency, the future in question for third party lead generation. We're kind of

like, "Where do we go from now?" And I have Bankrate acquired in 2017 and A Place For Mom not fully acquired but partnered with the same company, the same private equity company now controls Bankrate. They now control A Place For Mom. The FTC has stepped in and said, "No. No. No. That's a monopoly." So now, Caring.com is up on the auction block. So somebody's going to buy them because that was too much of a monopoly for the FTC to swallow. Just a lot of uncertainty moving forward.

Paul Trusik: Yeah, so that's a huge ramp up just in these last few years. Any other major changes do you think, happening in the future with these third party lead generators?

Sean Cassidy: Yeah, I mean, I think the big change is I think a lot of people are going to get into the industry with no prior senior living experience. We know of a recent sale of a major website that gets a lot of traffic that the buyer paid a pretty good premium for it. No industry experience. They're just looking at the senior living space as a growth opportunity. And that's good. But it's also bad. Good, in that they have the potential to bring a better model to the industry that benefits the operators better. Bad if they continue down the same path, selling leads to A Place For Mom and Caring.com, it's just going to create more of the same old model where operators are getting a bunch of unqualified leads to sort through every day and don't necessarily result in move ins. We think there needs to be a more efficient process. So we're hoping these new players step up their game and come up with a new model that benefits everybody.

The other major change that I see happening is I absolutely think costs will go up. I mean, a massive premium was paid for A Place For Mom. I think 15 times revenue was the number that's been kicked around. I mean, that's a huge premium to pay for a relatively modest \$150 million in revenue company. The private equity firm that bought them, absolutely has huge growth plans. I have a friend in the A Place For Mom home office and I saw him at an event. And I looked at him and said, "What's in store?" And he said, "Look. They have big plans." And his eyes got really wide. And I have to believe that one way to get their money back is to raise prices. It's just bottom line. They don't have a lot of competition. They already think their prices are low at 75% to 90% of first month's rent and care. So I absolutely see prices going up in the future.

And what we think, what should happen, a kind of crystal ball and perfect scenario is we'd like to see third party thinking more about partnering with the brands. Delivering branded leads rather than sharing leads with five competitors. Truly partnering with brands and the operators exclusively to the community. We think if a family can get to the community directly rather than a third party, I think that will benefit the consumer. I think it will certainly benefit the operating and the communities.

Paul Trusik: Yeah, absolutely. And I think just the price hike alone that you mentioned is just a better case for changing up your strategy with digital marketing.

Before we get into this next item, I wanted to start a second poll. And currently, the question is, do you currently use third party lead providers? And we'll give another 30 seconds or so to allow our attendees to remote. Looks like we're at 73% voted already. I'm going to close the poll here at 82%. All right. So, as a result, do you use third party lead aggregators and astoundingly, 67% yes. 22% no, but yet 11% are still considering using these third parties.

Sean Cassidy:

Yeah, not surprising. I mean, everybody feels like they have to do business with these third parties, a fear of missing out. Every operator I've talked to seemed to do business with one or two of these third parties.

Here's a list of top traffic websites. And this is a couple months old. But this is what's crazy. I don't think a lot of people are aware of this. As you can see from this table, A Place For Mom, they not only dominate the online traffic business for senior living, but they also are the biggest buyers of leads from other third party lead aggregators. I mean, Senior for Living, they are owned by A Place For Mom. Leads go to A Place For Mom. And then you look at Paying for Senior Care, they're giving 150,000 visits a month, but they're selling their leads to A Place For Mom. I don't think a lot of people are aware of this entire ecosystem, this entire marketplace that exists. Where these websites can sell their leads to A Place For Mom or Caring.com or any buyers for that matter. But A Place For Mom or Caring.com are really the only two buying. For anywhere from \$25 to \$75 per lead. So they've created the biggest marketplace for leads as well, not only being the biggest traffic generators. They're buying the leads.

So there's no barrier to entry. A new website can launch and start selling their leads to A Place For Mom and Caring.com any day. And that benefits A Place For Mom. They're acquiring the lead for \$25. Maybe they have to buy 10 leads to get one move in. That's a pretty good business model for them because they're going to charge \$4000 for that move in that they spent \$250 to acquire that one move in. That's a pretty good model. And so, I see more of that happening. And they already control the majority of the major traffic websites out there as it is.

If anybody has question on this slide, go ahead and send in a question. Happy to answer.

So here's the real problem, and this is where we kind of get in the nitty gritty. There are two types of consumers online. Those that know of your brand. That's called branded search. And those that aren't aware of your brand. That's generic search. And I've given two examples. A generic search, somebody would type in ... And this is very common in the early process. I'm a daughter living in Scottsdale. My mom is starting to show some decline. We're getting worried about her. I go to my web browser. I type in, "Assisted Living Scottsdale." That's generic search. Branded search is when I already know about Belmont Village. And I'm just going to go to the Internet. I'm going to type in, "Belmont Village Scottsdale." That's a branded search. It's just using the brand or the community's name or the operator's name in your search. A lot of people are aware of the brands because you guys do a ton of local marketing. You're in

newspapers. You're in church bulletins. You're doing newspaper advertising. You're doing what I call free friends, family, residents, and employee lead generation and outreach. You've got somebody out in the market talking to doctors and skilled nursing. They're already aware of your brand. So when they go online to do research, they're going to type in most likely a branded search for Belmont Village Scottsdale.

Here's the kick. And this is where Concentrik really decided to jump in the marketplace. 53% of the time, someone who is aware of your brand, is being hijacked away from you online and fed into the marketing funnels of third party lead providers that share that lead amongst your competitors. I'll say that another way. A Place For Mom and Caring.com get 53% of their online traffic from people searching directly from the brands themselves. Not looking for generic information on senior living. We ran the analysis on traffic for senior living keywords. It was about a four week process. It was a lot of data to sort through. And when we looked at the fact that the top two lead generators are taking up real estate online from operators and communities to get 53% of their traffic, the light bulb went off in our heads and we're like, "Wow. We got to fix this." This is something that I don't think too many people are aware of. People are searching for Belmont Village, getting hijacked from that webpage into A Place For Mom and Caring.com's funnel, and then sold back to the community. And charged a moving fee of 75% to 90% of first month's rent and care.

Paul Trusik:

Wow. And I wanted to launch real quick, for those of you that answered yes to the previous poll, do you use third party annually. The next question is, how many move ins do you get with those third parties? For those of you that are currently in that model. We have about half voted so far. And again, this is just a range. All right. So we're going to close the poll and as a result, for how many move ins do you get with those third parties, 80% answered 1-10. 20% answered 11-30. And looks like zero anywhere beyond 30 move ins. And that's annually.

Sean Cassidy:

Okay. Yeah. So there's two things. We have a partner out here in California that they don't get a lot of move ins from third parties. And they're a CCRC group. When the new director of marketing did a mystery shop with a third party, she set up the phone call perfectly for the advisor to refer her to community. And it didn't get referred. So, this is a problem. You may not be getting the move ins that you're due from third parties because they're sitting on your online real estate. I'm going to show you how that works here in a minute. And they're routing those leads to other communities that they're besties with. I can tell you firsthand, working at Blue Harbor, I would get phone calls from advisors saying, "Hey. I'm about to send out a lead. You've got five minutes before I send it out. Here's the information." Because they knew this facility would convert it. So, if you're not getting a lot of leads from third parties yet you're doing business with them, that might be a problem.

Here is the current landscape. I mean, really the way it's set up, lead generators are really the only ones that benefit. It's a frustrating consumer experience. No

consumer wants to get 10 different phone calls and 10 different emails from 10 different people all telling them that they're the greatest thing on earth. Broken pathways and attribution, with third parties stepping in so much, it's hard to determine where your leads are coming from. I know working in the community we would always put in the CRM if we didn't know, "drive by". If you've got heavy drive-by lead conversion, it's probably coming from somewhere else. You're just not able to track it really well. And it's increased marketing costs. You're likely sourcing the lead. Somebody's typing in your name in their search. They're getting rerouted to a third party. And then it's sold back to you. This is increasing marketing costs for all parties that are involved. It's really only benefiting the lead generators.

Paul Trusik: So, quick question. Senior living industry, we've generally used keywords such as assisted living, senior living, memory care, and independent living. How is this different from the branded search?

Sean Cassidy: Well, yeah. So you're talking about general keywords. They're definitely important. I've changed screens here. This is why branded search is so important. In short tail keywords, I'll give an example, just assisted living, there's huge volume yet there's huge competition. But there's very low conversion. These are people that are very early in on the process. They're just getting started. Medium tail is what considered three or more keywords. Assisted living near me is an example. And long tail keywords represent the bulk of search. There's low competition for those. There's very high conversion. And so, when you add in branded to let's say, "Belmont Village Scottsdale Arizona", that's a long tail keyword. Assisted living near me that allows pets, this person that's typing in that keyword search has very high intent. They're ready to buy. They're getting very close to making a decision. And so what third parties have figured out is that they can just sit on the long tail keywords that included branded, so Belmont Village, Elmcroft, Five Star, whatever it is. And they're going to pick up a lot of traffic that's high converting.

But they're also going to do pay per click on the very front end. You type in assisted living anywhere and A Place For Mom and Caring.com are going to show up. It's very expensive to do that because there's a lot of competition. But it's very low converting. So that's why you're getting a ton of leads from these third parties that never convert. Because they're just really early in on the process, typing in very generic keywords. They're at the very beginning of their search stage. And so that's why there's a lot of volume and competition for those generic search terms. Does that explain it pretty well?

Paul Trusik: Yeah, absolutely.

Sean Cassidy: Okay.

Paul Trusik: Thank you.

Sean Cassidy:

So what third parties know is that it's a shelf-space game. If they surround your brand online with their results, they're going to benefit. They know that targeting the brand, it's about volume, rank on as many branded keywords as possible. They know that organic search is extremely valuable. There's really high volume. It represents over 70% of the searches. It's high converting. And it's low cost. They don't have to pay Google for a click for organic results. So they are all over your organic results. And I'm going to show you here in the next slide what that looks like. They know that if they get to the name first, they win. Their contracts stipulate and I think it's now two years, that they lay claim to that lead, they just have to wait. Target that lead early on in their process and wait. Whether or not they were really the catalyst to get the person in the building or not, they're going to play claim to that lead and charge you 75% first month's rent and care. And they know the industry isn't paying attention. You guys are busy running a building or running multiple buildings. You're just not paying attention. This is all they need to do. So they're maximizing their shelf space every single day around the brands and they know that when somebody goes to reach for a result, it's likely that they're going to be pulled from the shelf.

Paul Trusik:

And that's a good point regarding brand. I'm just curious, so we have one more poll. And we want to ask the attendees, do you feel like these third parties represent your community's brand better, equal, or less than you can? I'm going to start this poll real quick. Give just a little bit of time. We got about half that have voted so far. Yeah, and I think the results will be pretty telling here. I'm going to close the poll. And with a resounding 100%, unanimous, everyone has voted that naturally that the third parties have zero representation of their brand. So even more of an argument for communities to start taking their brand over.

Sean Cassidy:

Yup. So we're going to help you do that. Here is the main point of today. This is a Google search around Belmont Village Scottsdale. And if you're in front of your computer, type in your name, so your community's name and maybe a location, your town. And look at your results. This is a result for Belmont Village Scottsdale. The keywords I put into the Google search are Belmont Village Scottsdale. This is a SERP page, search engine results page. This is what shows up. Google returns these results when you type in Belmont Village Scottsdale. They'll show up to 10 results here organic on the left. The knowledge graph is on the right. And if your knowledge graph isn't showing up, that's a problem. We can help you with that. And then they've added this new section called reviews, where they return up to three results from reviews from the web. And in this result, and this is very typical, Belmont Village has the very first spot, thank goodness. But, they're only taking up one spot directly on these results. That top spot is going to get it about 30% of the clicks. But the other 70% of the clicks are going to go somewhere else.

So you can see they've got Yelp as number two. That's good. But it's not great. When you click on that Yelp result, you'll see they have other communities doing ads and then they also offer to look up other communities that other

people have looked at. Good for the consumer, not necessarily good for the Belmont Village that sourced that lead. Somebody was very interested in them.

And then you've got three, four, five, and six, taken up by A Place For Mom, Caring.com, A Place For Mom, and A Place For Mom. So four out of the six results in organic are taken up by third parties. This is where they're getting 53% of their traffic. Somebody's typing in Belmont Village Scottsdale. I'm looking for Belmont Village Scottsdale. I want Belmont Village Scottsdale directly, yet, four of these results on the left, and three of the results on reviews are all third parties. If I click, as a consumer, on any one of these results, oh 42 reviews. Oh pricing. Oh dementia care. Oh, Caring.com, 4.4 out of 5. I'm interested in that. They're going to get rerouted to their marketing funnels, fold back to you, and shared with your closest competitors. This is the problem that we are trying to solve. And this is where our product comes in and where we want to help you guys maximum your online real estate around your branded keywords. This is your real estate. This is ... You have locations, physical locations. This is your virtual location. We want to help you stack the results in your favor so that Google returns as many results for Belmont Village directly and not linking third parties on your keywords.

Paul Trusik: Yeah, I think that's extremely, very frustrating and I think that's important facet of why Google started including those reviews. People are making their informed decisions on where to go based on reviews. Whether or not it's shopping through Amazon. But the consumer's not really going to be able to discern from one third party to the next. I think that's really ... Now the responsibility of the community to get their brand back.

Sean Cassidy: Yup. Absolutely. So I realize I'm a little behind. I'm going to try to speed it up. So what can you do about it? How can you influence the Google search algorithm? Google wants you guys to show up on these SERP results. They just don't have any additional results to show for Belmont, so they're just returning what is naturally there for the algorithms to show up. But you can influence the algorithm in a couple of ways. Custom content development is the number one thing. Google changed their algorithm lately. They like things that are trustworthy, they're applicable, and so doing custom content development around your brand is absolutely necessary. Most third parties are just scraping your websites for information. It's repurposed, recycled information. If you create new, fresh, well-laid out, keyword-rich content, that will rank higher than these generic websites that just have scraped your information off your website.

Where do you put it? It's 2017, guys. You got to have more than one website. Or you've got to have multiple web pages on your direct website. If you don't have a blog page, you need to get one. That's where you can put authoritative content that will rank well with Google. There's no reason you should have just one website. A lot of people are just building a landing page for jobs. Or landing page for residents and families, a portal. There's no reason why you can't have multiple websites. They're super easy to build and very purposeful. One for

sales and marketing, one for jobs, and one for residents and families. But you don't have to do that. There's other ways to get your current website ranking by developing custom content.

Paul Trusik: And if I could jump in real quick, Sean, just to your point for custom content development, we do see a lot of communities that have some blog content, but I think where we're falling short in the industry is we're blogging about ourselves. We're blogging about some events. The custom content development can really be education resources. And when you have a flap or short type website that just functions as an extension of your marketing, but you don't have any ways to engage, the search engines look at that custom content and it gives them a reason to keep coming back to your website to spider for that content. So again, helping you push yourself up the rankings to dilute some of these third parties.

Sean Cassidy: Yup. Absolutely. Citation management. This is your name, address, phone number, correct across all verified sites that Google uses. Google uses over 70 sites to compare and contrast for accurate information. The more sites that you have the same name, address, and phone number, it's a nuanced as spelling out "street" versus doing "st". You've got to do it consistently across the Internet with the verified sites so that Google recognizes those. It goes, "Okay. It's all consistent." It will start returning results for things like MapQuest, Yelp, Super Pages, and many more. It's a matter of just getting it exactly right across all of ranking websites. So that Google starts returning those results as well.

We see a lot of ... When we go in and do citation management, we know of a lot of third parties that charge a monthly fee for it. It's not really a monthly thing. It's kind of like, do you remember the set it and forget it commercial? You set it and it's not anything you really need to monitor monthly. It's really just kind of annually going back and checking it. And it's something we do for our clients within the first 60 days is make sure that their name, address, and phone number is correct across up to 70 sites.

Paul Trusik: And what's crazy about that, we've actually seen results with communities that have just gone through citation management, and the referral traffic alone to the website hikes up pretty significantly within the first 30 days of cleaning up their directory listings.

Sean Cassidy: Yeah, it's scary. If you're in a building that was built recently. Maybe they had a different address for the construction office and different phone number. And then you come in and the building's built and now you got a new phone number and new address. Well, if that original address was verified and never canceled, that's confusing to Google. So those are just little things that one person needs to sit in front of a computer and just hammer it out. Make sure that it's consistent across all the ranking websites. Partnering with the right third parties.

Paul Trusik: What does that mean about partnering with the right third parties, Sean?

Sean Cassidy: Well, yeah, yeah. As I started earlier, I think third parties are absolutely necessary in this industry. I think that they're helpful in a lot of ways. But what I'd like to see, and there's a handful of third parties doing this, and we call them friendlies, helping you brand your community individually. Not generically. Not sharing leads with five of your closest competitors, but being a true partner and going out and partnering with you to filter traffic directly for the communities. Those are the right partnerships, we think. And there's a handful of companies out there doing it. I'm not going to give any names on this webinar but if you want to know who we consider friendlies, I'm happy to respond to an email. But there are companies out there, third parties doing it the right way, partnering and doing branded lead generation for communities. That's what I mean by the right third parties.

Paul Trusik: Okay.

Sean Cassidy: Yeah. Yeah. Branded search monitoring. So, this is a kind of nuance one. And I made this mistake back in 2012 when I was a rookie Adwords campaign manager, I was targeting my competitors' keywords. So anytime somebody typed in a competitor, I would display an ad of my building that I was representing. There's no law saying we can't do it, but it's not a good practice. All it does is benefit Google. If we're bidding up each other's keywords. So there's some tactics you can, cease and desist letters, or just a friendly letter to the community saying, "Hey. Let's all play nice in the sandbox. I won't bid on your keywords. You don't bid on my keywords. Let's just try to generate our own traffic using our own keywords. Let's not fight them off of each other." That's what I mean by branded search monitoring. And you'd be surprised how many competitors are actually targeting your keywords. That's something that is of significant value. It's one of the things that we include in our package. It's just making sure that we're keeping track of who's bidding on your keywords in the paid search campaign that happens every day on Google.

Paul Trusik: I think that's very valuable. I think that's very time intensive. A lot of communities don't have the time or resources available to do that investigative work.

Sean Cassidy: Yup. It's just something that we have. In our software stack, we have a search monitoring platform that we include. It's just a monthly report and then we can respond to it.

Unique brand asset activation and linking. This is other social profiles beyond Facebook. Yes, they exist. It seems like every community has Facebook. They have maybe a Google Plus. If they don't have a Google Plus, they need to get one. But there's other ones out there. The one big one is YouTube. Google loves to return social profiles. YouTube, LinkedIn, Facebook, Instagram, Twitter. It can be very daunting and time consuming for an individual community to say I can't manage five different profiles. And you shouldn't. But there is a way to link these in a very structural way. We have a software platform in our stack that we post to one platform and it goes out to all. There's a way to link them all. And

it's kind of like a rise and tide for all boats. If you have a LinkedIn page for your individual community, that's better than a LinkedIn page for the corporate site. You may have a corporate LinkedIn, but what about the individual community? You may have a Facebook page for the corporate site, but what about the individual community? Google wants as local results as possible. So activating additional social profiles, individually at the community level, linking them together in a ... There's a very specific way to do it. They're going to start returning those results around your branded searches and pushing down the third parties further down the page.

Get consulting. When I first got out of college, I was a registered investment advisor. And the model was, I was paid a flat fee work up a plan, and then a different registered investment advisor would actually execute the plan. There's no reason why we can't separate out those two. I mean, the model is ... In outside marketing, they give you the advice. They build a plan, but then they're executing on it. They're receiving monthly revenue from it. I mean, that's not bad. It's just the way it is. But we think a third set of eyes, an unbiased review of your strategy, would be helpful. And whether it's us or another service provider, just getting that unbiased review of your plan is never a bad thing. And it's either going to confirm that your agency is on point or they're going to find potential gaps in the strategy. It's a little weird when you're getting advice and then implementing the advice. I'm not saying they're doing it viciously, but it never hurts to get a third party unbiased to take a look.

Paul Trusik: Absolutely.

Sean Cassidy: So in a perfect world, if you gain back control of your brand, what you should see is a better consumer experience, a better journey with your individual brand. We want to see third party costs reduced, not increased. And if you're doing these things that we outlined in the previous slide, it should affect your overall marketing, both your offline and online marketing. Doing this will result in more direct move ins. If your occupancy is going up and your costs are going down, that's not necessarily a bad thing.

Paul Trusik: Yeah, in our experience, our providers have been reluctant to decrease those third party costs because they think it will result in less move ins. But you're saying much to the contrary. As long as we have strategies in place to compensate for that.

Sean Cassidy: Yeah, I mean, I think people are fearful when you say reduce third parties. And in their heads they say, "Oh. I automatically assume I'm going to get less overall move ins." But like we talked about before, you guys can do a better job of converting the leads that are looking for you than third parties. They're stepping in between you and your potential residents online. These leads are looking for you directly. Now they're introduced to five different people as well as you, to fight over. We think you can do a better job. We think you can close that lead at a higher rate than a third party. So if you're getting more direct leads from people looking for you and less going through that third party channel, it's going

to result in more move ins. Your occupancy will go up while your costs are going down.

Paul Trusik:

Great. Makes sense.

Sean Cassidy:

So in the future, what a SERP (Search Engine Results Page) should look like. I type in the same keyword, Belmont Village Scottsdale. They got the top spot. You should see additional community pages ranking, activated social profiles should be showing up. YouTube, video content should be showing up. And it's very easy. You can take pictures that your activities director has compiled on her iPhone or his iPhone. You can put that into a slide format, play some music, and that's a video. So you don't actually have to have somebody come out and take video of your community. You can do just pictures and make a video format. Just getting a YouTube page going for your individual community will benefit you. This might be a shocker, but Care Patrol, which a lot of people do business with, this is an actual tactic. If you type in until you see a YouTube result, look and see who it's from. Care Patrol's out there creating videos to try to get people through that channel to respond to them so that they can walk them in your building and collect their fee as well.

Managed citation should be showing up and then the friendly third parties should be showing up that are doing marketing directly for you. There's a way to get Facebook showing reviews, all the reviews from the web side. You can start your review page on your own website. And then we have an asset called Elderwise.com, which is a directory listing that if somebody clicks on that listing and that review, it will go directly to the communities, not being rerouted through a third party. This is what an optimized branded SERP should look like in the future for you guys.

So that's kind of it. I ran through the end of it. I apologize for going a little quicker. But happy to answer any questions if anyone has anything lingering.

Just an overview of what we do. We have a proprietary software stack that nobody else in the industry has. We're the only company that has come up with a solution for this branded search problem. We build out a custom content. We help activate your unique branded assets. We have all the coaching and the tips and tricks. Steven, our CEO, has been in search for 25 years. He was at AskJeeves.com, which existed before Google even existed.

Paul Trusik:

Wow, I remember AskJeeves.

Sean Cassidy:

I wanted to make an offer. Anybody interested in finding out if they have a problem or not, we have a digital brand optimization audit that we can do for you. We'll look into all of these different areas that we outline and see how much of a problem, if there is a problem for you. If anybody wants a free branded audit, send an email to sean@concentrik.io. I'm happy to do an audit

for you guys and just see if there is an issue going on with your guys about your branded search.

Paul Trusik: Well, thank you so much, Sean. And Steven, I know it's a lot of information. And one of our questions was, if the deck was going to be available after this call. And most definitely we will send out a recap of the presentation along with transcript. We have a few questions to run through. Shouldn't be too many. One question we have, are your fees affordable to a single community?

Sean Cassidy: Absolutely. Our fees are equivalent to about two or three move ins a year coming directly to you rather than a third party. And the good thing about our product is it's a project. So it's not ongoing. We're going to fix it for you and we're done. And that's kind of weird to say. But we don't want to be on your community's budget for years and years and years. We think it's about an 18 month project to fix all this for you, get your SERP results stacked in your favor and we'll be done and we'll move on. We've got some additional things we want to do for the industry. But no, yeah, it's very affordable. Two or three move ins a year coming directly to you pay for it, so.

Paul Trusik: Great. And I think that actually answers one of our other questions, if this is an ongoing process. And with a timeframe of upwards of 18 months, I know that there's probably some cross checking involved after everything's cleaned up, campaign's kicked off. But, it seems like you guys would be a complement to anyone who has a marketing agency on retainer already who might not be ... This may not be their forte. Their forte might be design and development but not so much from an online brand reputation standpoint.

Sean Cassidy: Yeah. That's a good point. We're not looking to replace your marketing, your in-house people. We're just going to simply add onto it. Get these SERP results around your most trafficked website keywords, fix the problem for you, and we're going to work in partnership with whoever you have in place.

Paul Trusik: Okay. And just out of curiosity, do you also work with startups, those that currently don't have an existing community website?

Sean Cassidy: Even better because you don't have this problem yet. If we can tackle this problem before you sign up with third parties, you'll be ahead of the curve.

Paul Trusik: Yup. Great. And I believe we only had one more question and this is a good one. Knowing that there's some time involved, those that have established communities as far as ranking onto the first page to beat out some of those third parties, how long do you predict it would take to get ranked on that first page, just below the Google PVC clients?

Sean Cassidy: Great question. It depends. It depends on your location and how much traffic is being sourced. If you're in Dallas for example, it might be a little harder than if you're in Livingston, Texas, which is east Texas. We did a pilot with a partner

and we were on the first page with some of our assets within six weeks. But it was a very small market. But we say within the first three to six months, you should start seeing some movement. There's some things that might happen right away. But it's about a three to six month window before we can really get things moving because Google likes things to marinate. We do things the very first six days that just need some time to marinate before Google says, "Okay. We're ready to show these things." And so, we can't necessarily control the timeline. We can influence and we learn each time we do it. And our technical director who wasn't able to be on the phone, he's been doing this for 25 years. He's been intimately involved with the Google algorithm on a daily basis for 20 years. And so, he knows how to influence it, how to massage it. It's a three to six month window that we feel good about, getting the results to show up.

Paul Trusik:

Great. That's great. That's good, good turnaround time. I know a lot of people, a lot of marketing industry that does special set for 2018, so anyone who requests additional information, you can either reach out to Sean with his information on this last slide. Again, we're going to be sending this out to everyone beginning of next week. So, between reaching out to Concentrik, you can also reach out to Senior Living Smart at any point if you would like any additional information. Thank you. Thank you both, Sean and Steven, being on the call, and for all of our attendees.

Sean Cassidy:

Thank you guys.