



The Guide to Online Lead Generation for Senior Living Companies

TABLE OF CONTENTS



INTRODUCTION



**CONTENT AND
OFFERS**



LANDING PAGES



**DISTRIBUTION
CHANNELS**



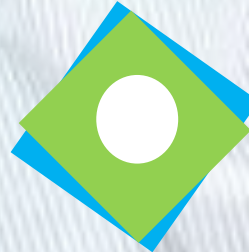
**MECHANICS OF LEAD
GENERATION**



CALLS-TO-ACTION



FORMS



CONCLUSION



“LEADS ARE THE METRIC THAT, AS MARKETERS, WE RELY ON.
BECAUSE LEADS MEAN MONEY.”

- KIPP BODNAR, *HubSpot*

Generating leads - both high in quantity and quality - is a marketer's most important objective. A successful lead generation engine is what keeps the funnel full of sales prospects while you sleep. Surprisingly, only 1 in 10 marketers feel their lead generation campaigns are effective.

So what's going on here?

There can be a lot of moving parts in any lead generation campaign and often times it's difficult to know which parts need fine tuning. In this guide, we will review the 4 components of inbound lead generation that marketers should utilize to increase leads and revenue. A “Lead” in assisted living could be downloading an e-book on “Do my Parents Need Assisted Living?” or a potential client submitting a form to schedule an on-site tour. This guide will help you drive both types.

So what goes into a best-of-class lead generation engine? First, let's take a look into the mechanics of high performing lead generation campaigns....

THE MECHANICS OF LEAD GENERATION

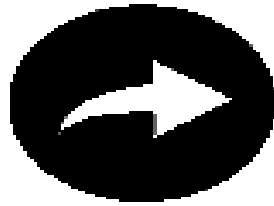
Inbound Lead Generation consists of 4 main components. The best lead generation campaigns make the most of each of these areas and constantly analyzes and tweaks each for better results. From a tactical perspective, a marketer needs four crucial elements to make inbound lead generation happen. These include:

OFFER



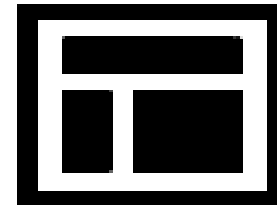
An offer is a piece of content that is perceived high in value. Offers include ebooks, whitepapers, free consultations, coupons and product demonstrations.

CALL-TO-ACTION



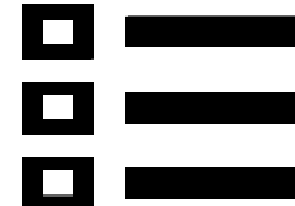
A call-to-action (CTA) is either text, an image or a button that links directly to a landing page so people can find and download your offer.

LANDING PAGE



A landing page, unlike normal website pages, is a specialized page that contains information about one particular offer, and a form to download that offer.

FORM



You can't capture leads without forms. Forms will collect contact information from a visitor in exchange for an offer.

This e-book will cover each of these elements in depth so that each component is fully optimized to help you generate the most leads for your assisted or independent living facility. Let's get started.

Step 1

CREATE AN AMAZING CONTENT OFFER

Content that is relevant and valuable to your potential residents is where it all starts. Content offers can come in the form of e-books, whitepapers, webinars, virtual tours, or just well written blog posts. You could create a downloadable e-book on “***How to Know When my Parents Need Assisted Living?***” or a checklist that your website visitors can use titled “***Things to look for when Choosing an Assisted Living Community.***” Whatever the content offer is it just needs to be both relevant and valuable to the people you’re trying to capture. The only way to get website visitors contact information is by having them submit a form on your site. And the only way to get them to volunteer this information is by offering something that THEY will find both relevant and valuable.



**Five Star has done a great job of this on their site with the above e-book offer*

Step 1 Tip: Focus on Creating An Amazing Title

Brian Halligan, HubSpot CEO and co-founder, once said that *“you can have a great offer with a bad title and no one will download it. But if you have an amazing title, suddenly everyone wants it.”*

For example, Hubspot changed the title of an ebook and ran an A/B test to see which one would perform better. They took the original title “*The Productivity Handbook for Busy Marketers*” and changed it to “*7 Apps That Will Change the Way You Do Marketing.*”

Name	Views	Conversion Rate	Submissions	First Time Submissions	Customers
7 Apps That Will Change the Way You Do Marketing	37,636	51.7%	19,465	2,716	8
The Productivity Handbook for Busy Marketers	7,233	32.3%	2,333	310	0

As you can see, the revised version **outperformed the original by 776%** at generating leads. Not only that, but it resulted in more customers as well. If you're struggling to come up with the perfect headline, try using the Headline Analyzer Tool by Advanced Marketing Institute

Step 2

CREATE A CALL-TO-ACTION THAT ROCKS

Calls-to-action (CTA) are the buttons on your website that drive visitors to your content offers. If your CTAs aren't effective at capturing people's attention and persuading them to the click, then it makes the offer itself useless. But not all CTAs are created equal. In a world where every brand is fighting for consumers attention, it's critical that prospects choose your offer over your competitors.

Notice the placement of the primary CTA on the Freshbooks homepage. Two buttons for "Try it Free for 30 Days" stand out above the fold. Calls-to-action do best "above the fold" - the space where your web page is viewable to the user without having to scroll down.

According to heat map analysis, anything "below the fold" will only be viewed by 50% of people who visit your page. Doubling impressions on your CTAs can significantly increase your lead count.



Step 2 Tip: Always Link Your CTA to a Dedicated Landing Page

This tip might seem minor, but it's incredible how often senior living companies miss this opportunity. Calls-to-action are meant to send visitors to a dedicated landing page where they receive a specific offer. Do not use CTAs to drive people to your homepage or straight to the content offer itself before having them submit a form on your landing page. There's many benefits to having valuable content on your site but at the end of the day it's for you is to **collect prospects contact information** so you can follow up later and request an on-site visit. Don't forget this part.



This CTA for a FREE E-book for Local SEO for Assisted Living drives visitors directly to a landing page for that e-book.



nextwave

Free Guide to Local SEO

Submit the Form to Download our
FREE Guide to SEO for Assisted Living Facilities

Is your assisted living facility even showing up in localized search? Are potential clients looking for your online but can't even find your address or phone number to setup a visit? Local "Search Engine Optimization" or "SEO" is extremely important for businesses with a physical location. Download our free guide to local SEO for senior living facilities and make sure your facility is getting found online effectively.

This Guide Will Help You:

- Get Your Facility Found Online
- Maximize Your Occupancy Rates
- Build a Stronger Online Reputation
- Improve Your Search Result Rankings

Submit Form to Download Our Free Guide to Local SEO for Senior Care

First Name* Last Name*

Email*

Website URL*

Type of Business
- Please Select -

DOWNLOAD NOW

f in t g e

Step 3

CREATE LANDING PAGES THAT CONVERT

Landing pages are one of the most important elements of lead generation. The use of landing pages enables marketers to direct website visitors to targeted pages and capture leads at a much higher rate.

Here's some elements of an effective landing page:

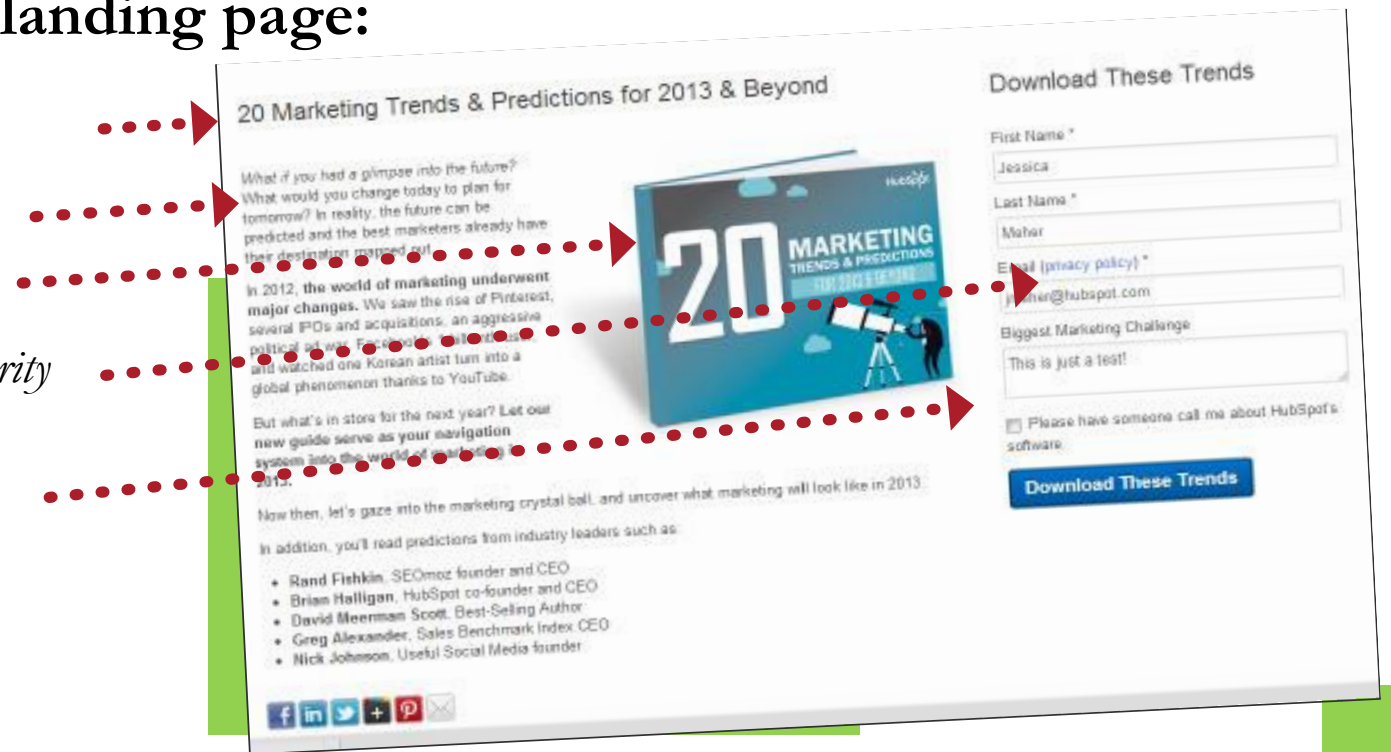
A headline and (optional) sub-headline

A brief description of the offer

At least one supporting image

(Optional) supporting elements such as testimonials or security badges

And most importantly, a form to capture information

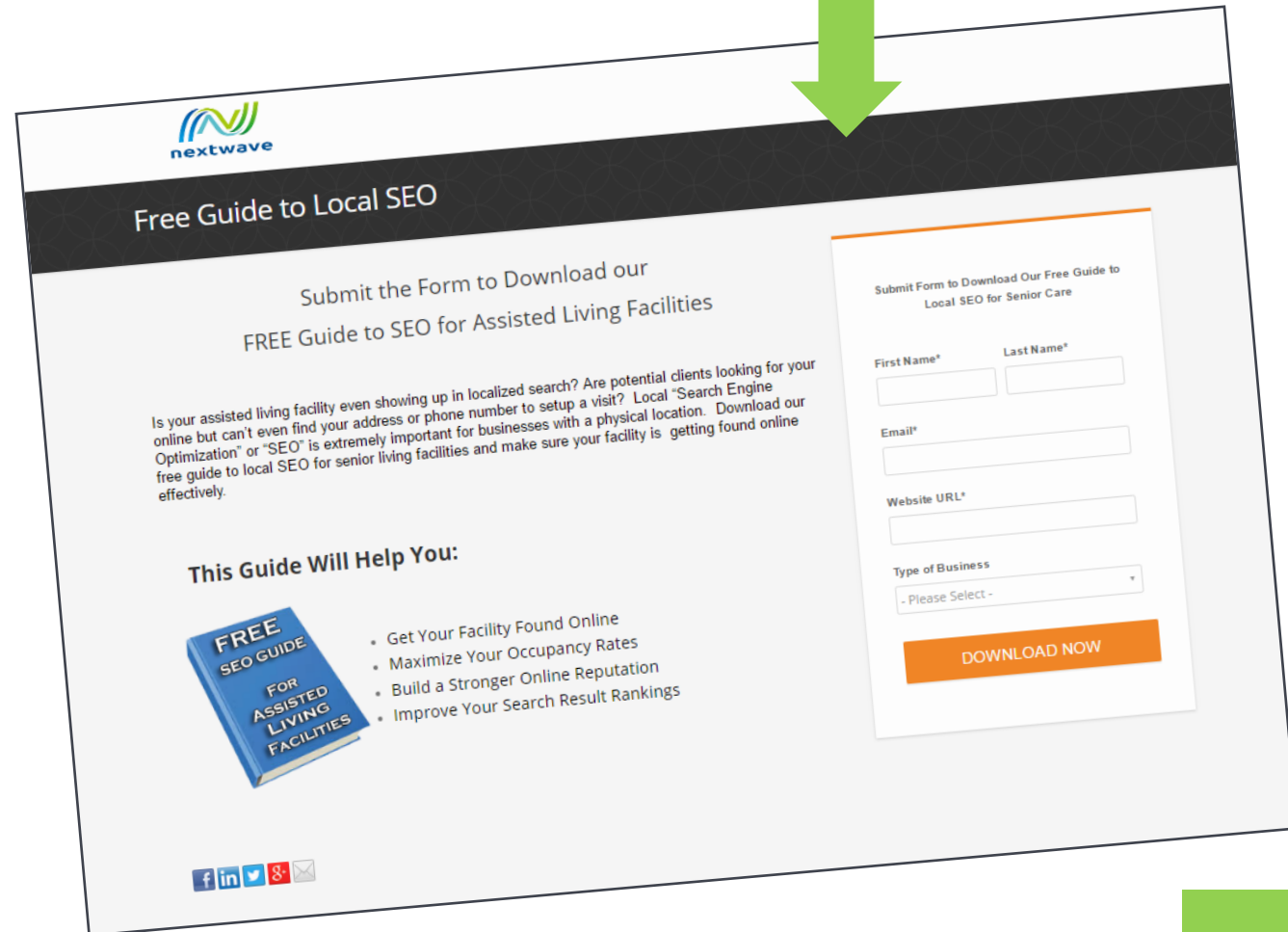


Step 3 Tip: Remove the Main Navigation

Once a visitor arrives on a landing page, it's your job to keep them there. If there are links on the page to move about your website, it will distract the visitor and decrease the chance of them converting on the page.

One of the best ways to increase your landing page conversion rates is to simply remove the main navigation from the page. That's it!

Removed main navigation

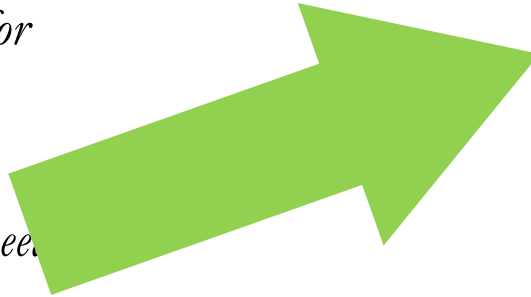


Step 4

CREATE OPTIMIZED FORMS

Forms are the key to a landing page. Without them, there is no way to “convert” a visitor into a lead. Forms come in handy when it’s time for people to sign-up, subscribe to your site or download an offer.

Choose the information you collect wisely. Only ask for the most basic information that you need in order to follow up with your new lead. Creating unnecessarily long forms or asking for information that you don’t need is a surefire way to get your visitor to back out and lose the conversion.



Submit Form to Get a FREE Website Marketing Assessment

First Name

Last Name*

Email*

Website URL*

Type of Business
- Please Select - ▼

SUBMIT FOR FREE AUDIT

Step 4 Tip: Choose The Right Form Length

You might be wondering how much or how little information you should require with a form. There is no magic answer when it comes to how many fields your form should contain but the best balance would be to collect only the information you really need.

The fewer fields you have in a form, the more likely you will receive more conversions. This is because with each new field you add to a form, it creates friction (more work for the visitor) and fewer conversions. A longer form looks like more work and sometimes it will be avoided all together. But on the other hand, the more fields you require, the better quality those leads might be. The best way to determine what works best is to test it.



The image shows two side-by-side forms for downloading the 'Ingeniux Compass Guide'. The left form is longer and contains more text, while the right form is shorter and more concise. A large blue arrow points from the longer form to the shorter one, with the text 'Form only requires three fields, all others are optional.' overlaid on it.

Download the Ingeniux Compass Guide

Ars Logica, publisher of the The Compass Guide to Web Content Management, recently completed an evaluation of Ingeniux CMS 7.0. The Compass Guide is designed to help potential CMS buyers evaluate their choices and determine the right solution to meet their needs.

Ingeniux rated well among ranking, out of 10, a 7.9 in flexibility, a 7.1 in development in ease of administration.

Here are some other things say about Ingeniux CMS 7.0:

"Excellent balance of functional effective Web Experience M..."

"The product's use of XML, content repurposing, replication, and multi-channel delivery...Ingeniux CMS also has among the lowest total cost of ownership in the industry."

Download the report to learn more about Ingeniux CMS 7.0. If you have any questions, we would love to hear from you. Contact Ingeniux at info@ingeniux.com or 877.445.8228.

Provided by Ingeniux - A Leader in Web Content Management

Download the Ingeniux Compass Guide

Please complete the form below to download the Ingeniux Compass Guide by Ars Logica. [We take your privacy seriously.](#)

First Name *

Last Name *

Title

Company

Phone

Email *

I am a:

Project Timeline

Questions or Comments

Step 5

SPREAD YOUR NEW CONTENT OVER DIFFERENT CHANNELS!

Once you have those 4 steps in place you're ready to start promoting your content and collecting leads! The following channels are all ways that you can spread your content offer around and maximize your lead generation efforts.

Some of the channels to promote your new content offer include:

- Blog Posts
- Email Marketing
- Social Media Channels
- Organic Search Results
- Paid Advertising (PPC)
- & More – Get Creative!





CONCLUSION

Generating leads online has the power to transform your marketing. Using great offers, calls-to-action, landing pages and forms - while promoting them in multi-channel environments - can reduce your cost-per-lead while delivering higher quality prospects to your sales team.

The basics herein are just the beginning. This guide contains many best practices for every aspects of lead generation to help bolster your conversion rates, but these tactics are only the tip of the iceberg. Continue to tweak and test each step of your inbound lead generation process in an effort to improve lead quality, schedule more on-site visits via inbound leads, and ultimately reduce the vacancy rates at your senior living community.

About NextWave Co.



NextWave is a Hubspot partnered inbound marketing agency that helps senior living companies to get found online, generate leads through their websites, and create sales opportunities for their communities. NextWave works as an extension of our clients marketing and sales teams to ultimately increase occupancy rates and maximize the ROI of their online marketing efforts.

Click below to schedule a free strategy call today!

BOOK A FREE STRATEGY SESSION TODAY