

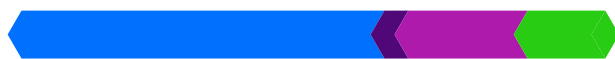
# Senior living phone traffic analysis

The Marchex Institute analyzed calls from 350 Senior Living properties over a 3-month period to help answer a crucial question marketers ask themselves: *Is my media spend working?*

It's a question as complex as quantum physics. These days you can obtain analytics on just about everything: click through rates, ad placements, time spent on website, call duration, the list goes on. You can spin analytics any which way you wish to answer the question. What you can't spin is call outcomes.

When it comes to marketing to an audience that is looking for a home to retire in or a place for grandma to live, the call to action tends to be a phone call. We're humans after all and prefer to talk to someone. Yet, calls present a blind spot for most marketers, leading to incorrect assumptions about the effectiveness of their marketing spend.

## The Senior Living Call Traffic Breakdown



- 61% Potential new residents
- 23% Family or friends of existing residents
- 12% Other
- 4% Existing residents

Through our analysis we were able to reveal that a **total of 39% of media budgets were misspent**. A whopping 23% of ad driven calls came from family or friends of existing residents trying to reach their loved ones; 4% from existing residents with questions or requests; and 12% from other callers, including doctors or nurses calling about residents in their care, workers calling in late/sick, people calling from the gate because their code/badge didn't work etc. **Only 61% of calls from paid media were potential new residents** looking to book an appointment or wanting more information.

We further discovered that out of **61% of potential resident calls, only 17% result in scheduled appointments** and **only 2% of potential resident calls mentioned promotions**—most at the caller's initiative.



## So how do you increase potential resident phone calls?

No marketer can realistically obtain only new resident phone calls from ad placements. However, all marketers should know their marketing influenced call breakdown so that they can increase potential resident phone calls.

To increase effectiveness, understand which keywords, campaigns or channels drive potential residents to pick up the phone and call—from there—reallocate your budget accordingly.

Become an expert on the resident journey and track your phone calls to gain insights into operational changes to decrease calls from residents' friends, nurses or the front gate which can eat up valuable marketing dollars.

Based on our analysis, we suggest these simple tips: Ensure doctors have the resident's phone number, make your number visible at the gate, have your number on speed dial within units, and train your staff to mention current promotions.

Every location is slightly different so individual analysis and comparisons between locations are important. Ultimately, the goal is to understand your calls and make small changes; your marketing-influenced call breakdown may benefit.

The following table shows the potential impact of optimizing to decrease misspent media budget for a single facility:

### Sample call volume to a senior living brand<sup>1</sup>

	Calls per month	Inquiries	Appts
<b>39% misspent media budget</b>	5,000	3,050	519
<b>Decreasing misspent media budget to 20%</b>	5,000	4,000	680
<b>Difference</b>	<b>0</b>	<b>+950</b>	<b>+161</b>

<sup>1</sup>Sample data for illustrative purposes only. The statistics are derived from historical monthly performance for a Marchex senior living customer.

That's a potential 31 percent increase in appointments, using the same media budget.

**What would this increase mean for your business?**



To learn how Marchex can help you find and convert more residents, visit [Marchex.com](https://www.marchex.com)