

A Beginner's Guide to Content Marketing for Senior Care Providers



Senior Care Content Specialists
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By Shelley Laurell Founder/Chief Content Guru Senior Care Content Specialists



Table of Contents

- Introduction..... 2

- Traditional Senior Care Marketing and Advertising Tactics 4

- An Overview of Content Marketing for Senior Care Providers 5

- Benefits of Senior Care Content Marketing 6
 - 1. Educates families while encouraging contact 6
 - 2. Compels families to reach out 7
 - 3. Offers an evergreen marketing investment 7
 - 4. Provides meaningful, sharable social media content 7
 - 5. Provides SEO value and increased site traffic 8

- The Bottom Line on Content Marketing and Senior Care 8

- About the Author 9



Introduction

Content marketing is a type of marketing that puts free information and resources in front of potential customers as they search for answers. From awareness to purchase and beyond, it gives companies an opportunity to meet people wherever they are on their decision journey.

While content marketing is now a mature industry, senior care companies were a little late getting on board. So, if content marketing is still somewhat vague to you, know that you aren't alone. This guide is intended to help you gain a solid understanding of the role content marketing can and should play in your senior care organization's integrated marketing and communication plan.

Ready to learn more?





Traditional Senior Care Marketing and Advertising Tactics

Those who have worked in senior care for a while are familiar with most of the traditional marketing methods the industry has relied on for decades. A few of the most common ones include:

- Making sales calls to referral sources, including hospital discharge planners, physicians, and other health care professionals
- Hosting and attending community events for seniors and their families
- Scheduling home visits to build a relationship with prospects and answer questions
- Meeting with community referral sources, such as religious leaders, home care agencies, elder care managers, and more
- Advertising in local newspapers, on radio and television stations, and even on billboards
- Creating direct mail campaigns that target seniors and their adult children

What do each of these marketing tactics have in common?

They are disruptive. These forms of advertising and marketing are considered outbound marketing, a type of marketing that interrupts seniors and their families during their day.

Sometimes outbound marketing is useful in educating a referral source or keeping your senior living community top-of-mind. Other times it's just noise and visual clutter.

A busy physician might forget the luncheon you hosted at their office after two or three more senior care marketers stop by. A senior might glance at your advertisement in the local paper, but overlook what you were trying to promote. Or they miss the ad entirely.





An Overview of Content Marketing for Senior Care Providers

If an older adult or referral source isn't seeking answers or education when your marketing or advertising tactic crosses their path, your thoughtfully crafted message may be lost. An obvious downside of outbound marketing.

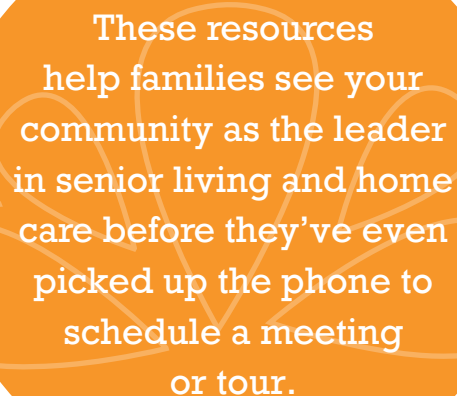
By contrast, a resource-driven senior care website allows you to connect and engage with a senior and their family at the exact time they are searching for answers. They hop online and enter a query into the search box. Your site appears high on the search engine results page and they click through to find answers. That's the role of content marketing. Content marketing is a method of sharing your expertise and resources with seniors and their families. Instead of disruptive outbound marketing methods, content marketing is inbound. Seniors and their families come to you when your online content matches their search criteria.

Offering quality content allows you to meet families wherever they are in their senior care decision journey. This allows you to assist them at every stage of the senior care decision journey, from awareness to move-in and beyond. With a thoughtful strategy and well-crafted copy, you can help families at the exact moment they are searching for answers.

Relevant, engaging content can also position your team as experts. Credibility allows you to build relationships with families as they work their way through the decision process.

Effective senior care content marketing tactics and tools include:

- **Blog posts**
- **FAQ page**
- **White papers and guides**
- **Checklists and tip sheets**
- **Cost of care calculator**
- **Level of care quiz**
- **Caregiver resource center**
- **Videos and podcasts**
- **Infographics**



These resources help families see your community as the leader in senior living and home care before they've even picked up the phone to schedule a meeting or tour.



Benefits of Senior Care Content Marketing

People are bombarded by marketing and advertising all day long. As a result, they've developed ways of tuning it out. From billboards to direct mail and radio ads, outbound marketing tactics create an overwhelming amount of information. Most people pay attention only if they think it's something they need soon.

By contrast, senior care content marketing is targeted. It provides families with the answers and resources they need as they search for it. They'll spend hour after hour engaged with your brand in a hassle-free manner.

As they consume more content, they'll begin to see you as an expert and industry leader. That grabs families' attention and makes them aware of your senior care organization. It also keeps you top-of-mind during the search.

Here are a few of the most notable benefits of content marketing for providers:



1. Content marketing educates families while subtly encouraging them to contact you.

People buy from people and organizations they trust. By providing seniors and their families with the answers and solutions they need at no cost, you help them gain confidence. They feel more empowered to make an informed senior care decision.

As they continue to read and engage with your senior care content, whether it is blog articles or guides, they move closer to acting. When you provide visual cues on how to reach you (e.g., an online form for scheduling a tour or a contact form to receive a call) and a targeted, clear call-to-action, you introduce the idea of contacting your senior living community or home care agency.



Benefits of Senior Care Content Marketing



2. Senior care content can compel families to reach out.

As families consume your senior care content, they'll start to recognize it as a valuable resource. The absence of a fee for this information won't go unnoticed. An adult child or senior will begin to feel compelled to pay you back for your help.

That means when they are ready to reach out, your community or home care agency will likely be high on their list.



3. Senior care content is a long-term investment.

Unlike many traditional marketing tactics, content is an investment with long-term value.

When you create relevant, well-written senior care content and post it to your site, it can generate leads for years to come. Encourage families to stay engaged by including links to past articles in the new articles you post. Topics like understanding the types of senior care, financing options, questions to ask a provider, and what to look for on a tour are all evergreen. So are tips for downsizing a senior's home or talking with an aging parent about assisted living.



4. Content marketing provides you with meaningful, sharable social media conversation starters.

Most senior care providers have some type of social media presence. Platforms like Facebook give you an opportunity to share a peek behind the curtain into what residents' days are really like. Photos and videos of community activities and events are easy to take and share.

Content also gives you an opportunity to post and share conversation starters that bring people to your website. For example, you can share an introduction to a blog article about winter storm safety tips on your social media channels with a link leading visitors to your site for the full checklist.



Benefits of Senior Care Content Marketing



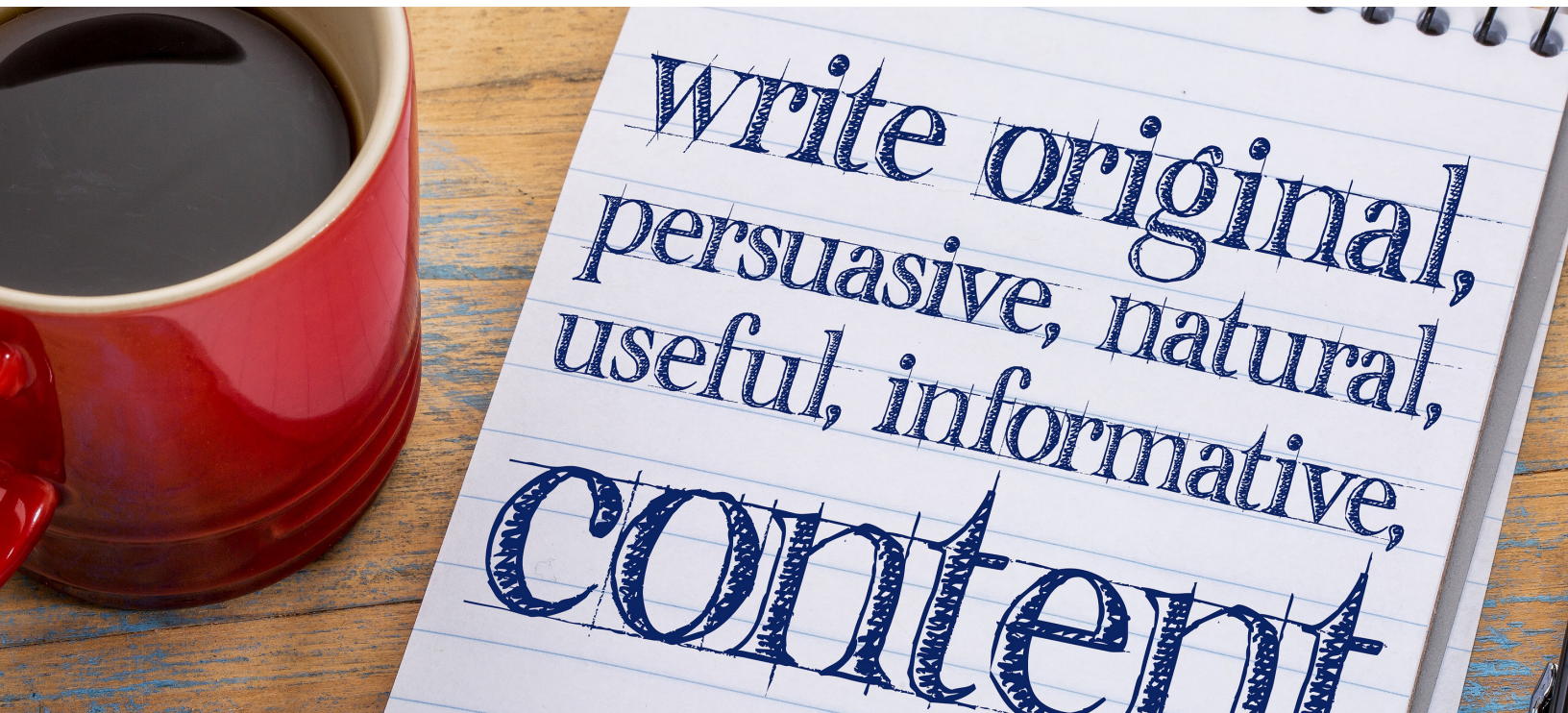
5. Rich, relevant senior care content provides SEO value and increased site traffic.

Google loves fresh, relevant content. When you craft high quality content, you'll be rewarded with higher ranking on the search engine results page. Every time you add more content, you give Google more pages to index.

That's one reason why blogs are such a valuable content marketing tactic. Not only does a blog give you a method of addressing questions and sharing timely information, it also adds pages to your site.

The Bottom Line on Content Marketing and Senior Care

Are you sold on content marketing now? We hope so! It's become a leading method of generating qualified family leads for senior care providers. If you aren't yet on board, it's time to make the leap.





About the Author

This e-book was written by Shelley Laurell, the Founder and Chief Content Guru of Senior Care Content Specialists, a leading content marketing agency specializing in aging services.

Shelley is a senior care industry veteran with experience in senior-level marketing and communications for several of the nation's largest providers. She was also a member of the start-up teams for SeniorLiving.net (now part of A Place for Mom) and the senior care division of Care.com.

A certified SEO content writer and inbound marketing specialist, Shelley attended Virginia's Mary Washington College and the Carey Business School at The Johns Hopkins University. She is currently a part-time graduate student at Harvard University studying digital marketing and journalism.



**You can reach the author by email at:
Shelley@SeniorCareContentSpecialists.com**



Senior Care Content Specialists