

CallRail

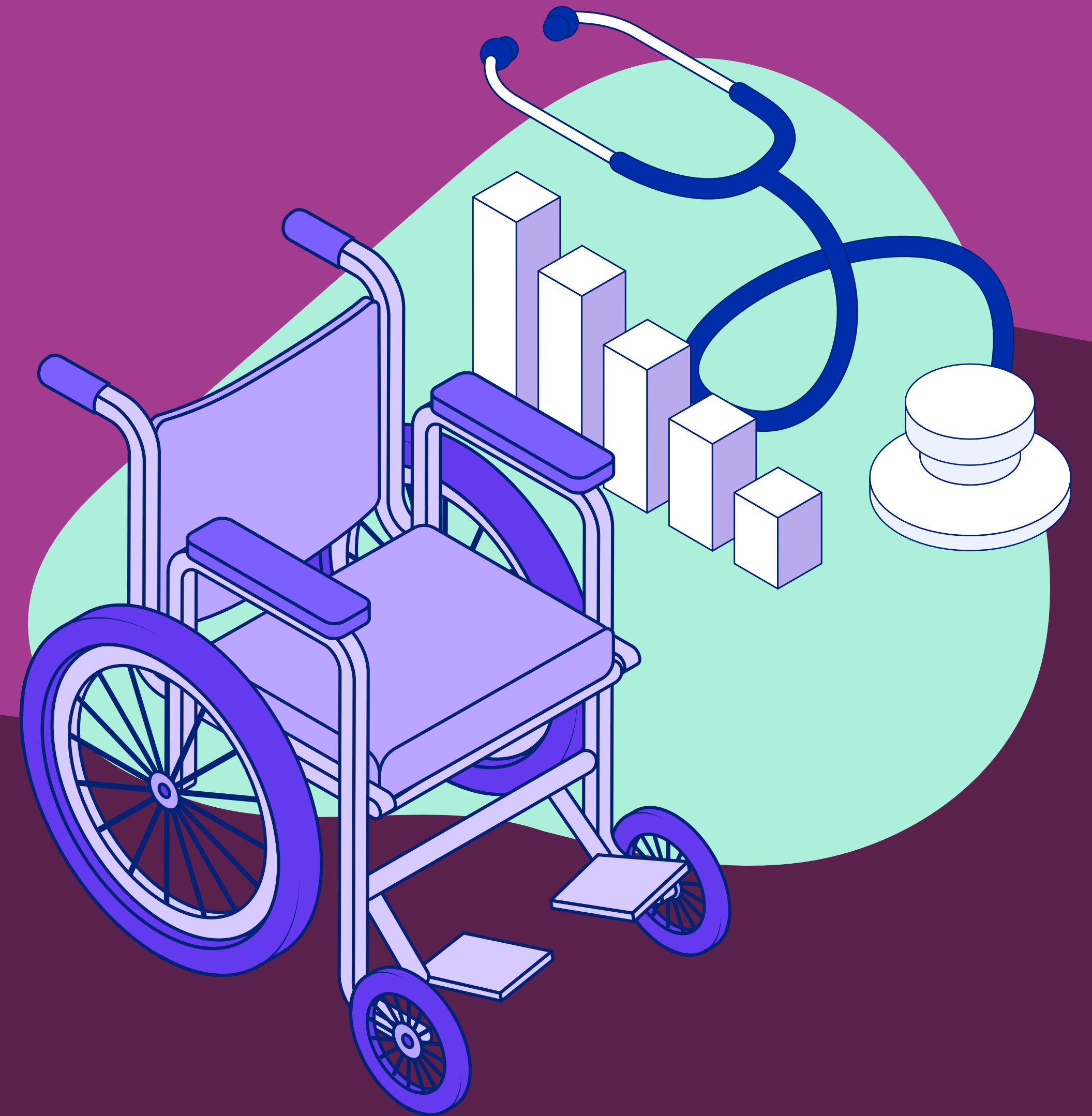
Is my senior living marketing working?

5 key questions every senior living marketing team should ask



The senior living industry has changed drastically over the last several years. Potential residents and their caregivers have evolving expectations of care and are searching for the right providers in different ways. This shift presents marketers for senior living facilities with new hurdles as they try to find the most value for their marketing dollars.

Whether you're focusing on digital channels, still leveraging print marketing, or doing a bit of both, knowing which channels have the highest ROI for your marketing dollars is essential to building confidence in your marketing strategies. That's where call tracking, form tracking, and conversation intelligence come in. Using the attribution provided by these tools, you'll know which channels are the most effective and which aren't.



How can I use data while respecting privacy?



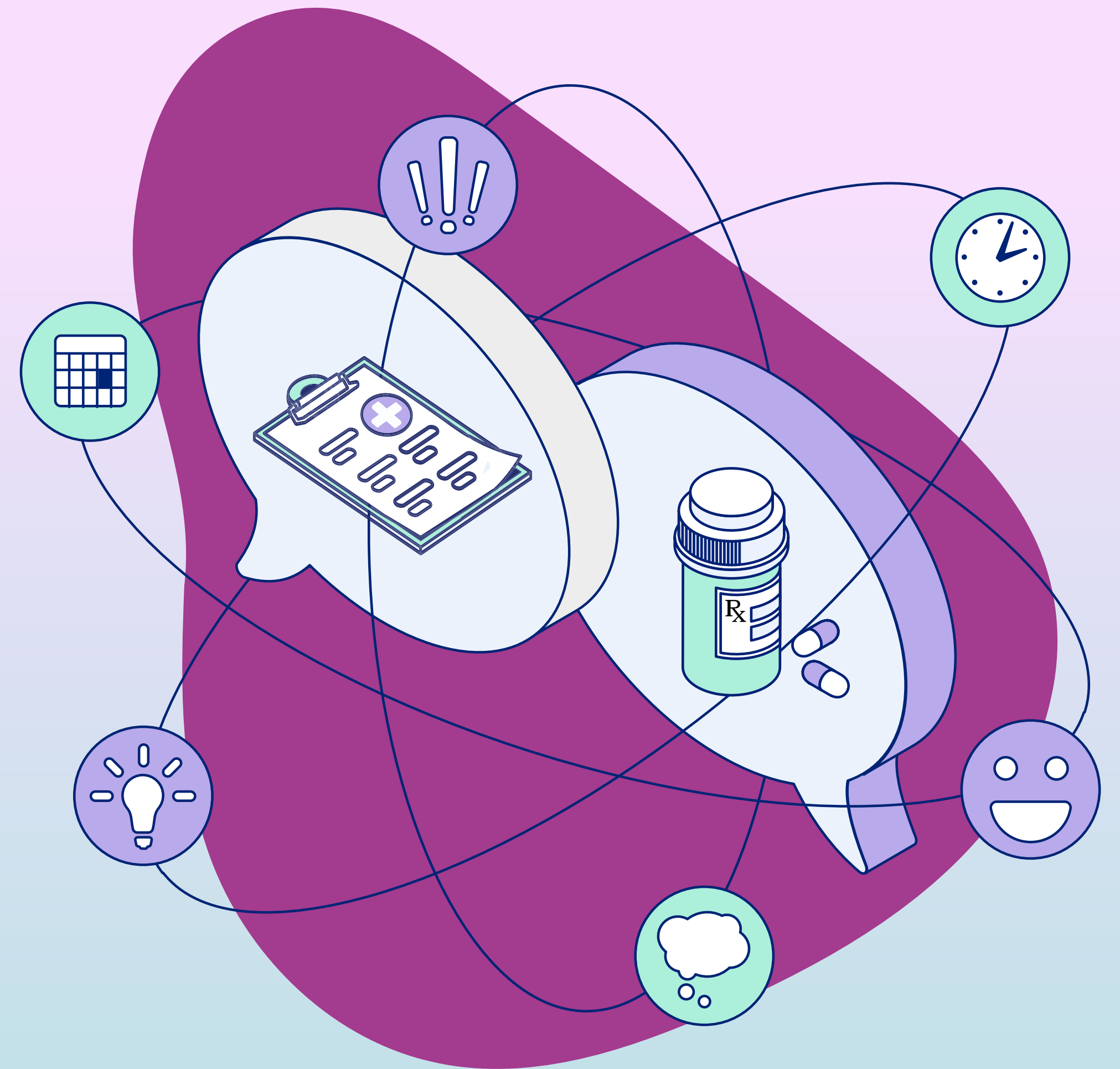
While senior living centers can greatly benefit from attribution data, they have an additional challenge that no other industry faces – keeping resident privacy compliant with [HIPAA](#). Senior living providers should look for call tracking and form tracking that supports HIPAA compliance by offering auto redaction and advanced call log auditing. The U.S. Department of Health and Human Services (HHS) also requires care providers to sign a [Business Associate Agreement \(BAA\)](#) with any vendor that may come into contact with PHI. In the call tracking space, CallRail is currently one of only a few service providers that do so. This document requires any vendor - including CallRail - to safely handle any PHI/PII and support the HIPAA compliance of any covered entity. When you sign a BAA with CallRail, you're assured that your patients' PHI is handled according to HIPAA regulations at all times.

How do I know where to spend my money?

There's no denying it — to thrive, your center needs high occupancy levels and, to maintain those, it needs a continuous flow of new residents. Marketing is a necessary expense to make this happen, but your budget only goes so far. It's vital to know where to spend your dollars to ensure they are working as effectively and efficiently as possible.

To do that, you need to figure out where your prospective resident inquiries are coming from. With lead tracking, your marketing team can see the entire journey, from the residents and their caregivers who are first learning about your center to the time they make their first phone call.

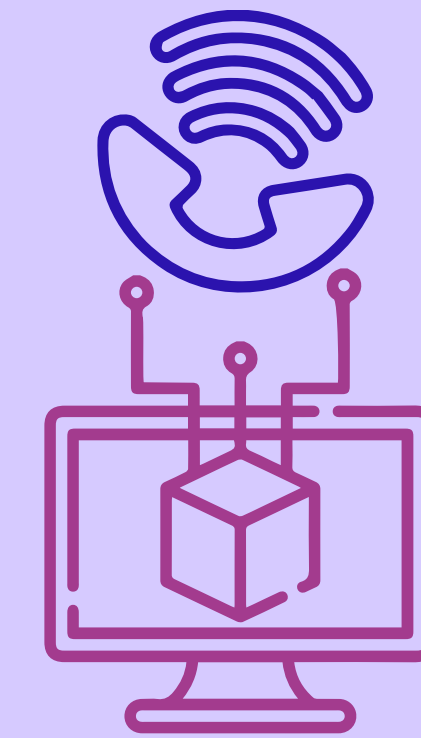
Lead tracking and conversation intelligence are tools that capture the data and insights you need from your marketing activities so you can compare and contrast what tactics and channels are driving the most leads. With this data, your senior living center can make data-driven decisions on how to optimize your marketing investments in new resident acquisition. Some key tools driving success for senior living centers are detailed on the upcoming pages.



Tools driving marketing success for senior living centers

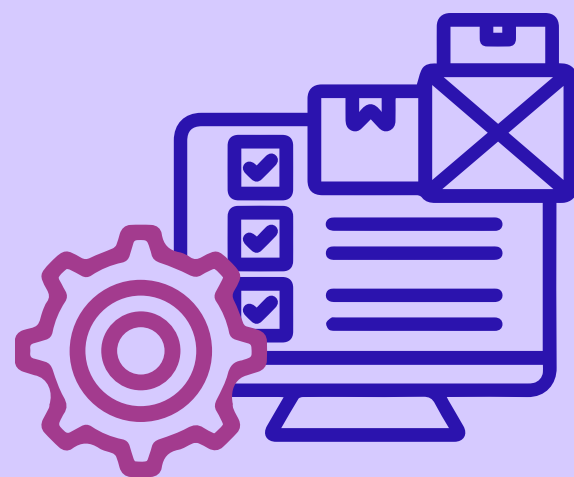
Call tracking software

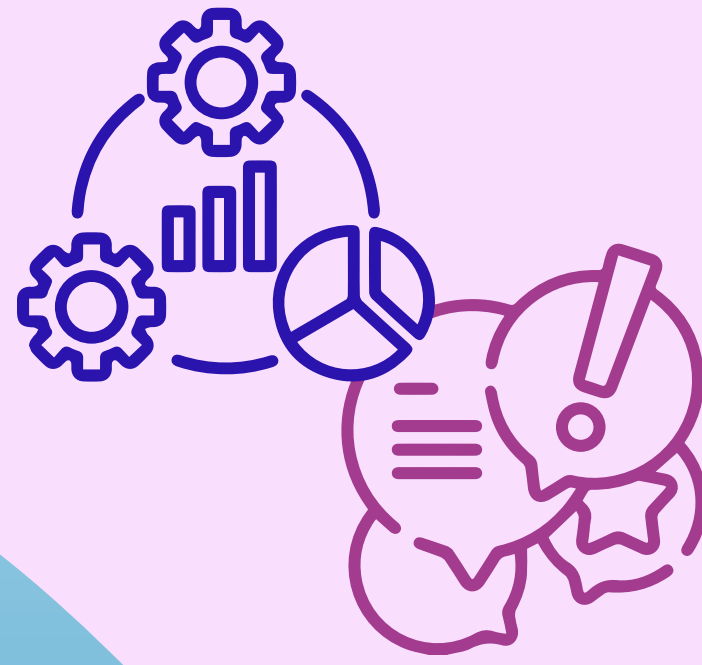
Call tracking software uses unique, dedicated phone numbers for your different marketing channels or keywords so you can easily see which marketing efforts generate the most interest (and ultimately, leads). Each unique number routes back to your main contact number, keeping things simple for your staff while simultaneously tracking your leads. Since senior living centers depend on phone inquiries for leads, call tracking is a must-have.



Form tracking software

Form tracking software helps you identify where your website leads are coming from. Together with call tracking, form tracking can paint a clearer picture of a resident's journey by connecting the dots between their online and offline interactions with your center. For example, if families or residents are phoning in after visiting your amenities and community page, it may tell you that expanding that content across your other channels may be beneficial.



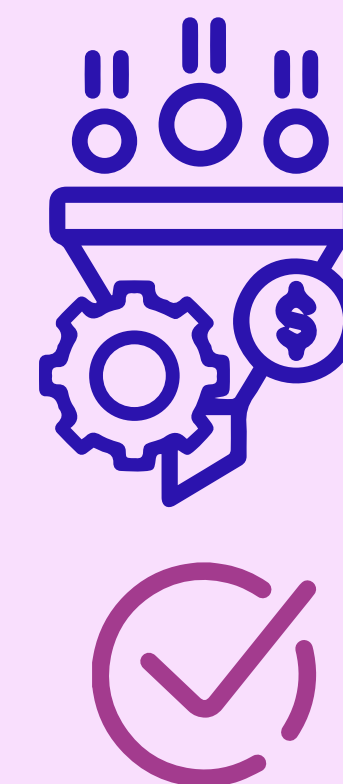


Conversation analytics software

Conversation analytics software records and transcribes calls with potential residents and their families using AI and machine learning to identify frequently spoken and targeted keywords. This data helps you evaluate which marketing strategies are most effective, gain insights into staff performance, and understand patient needs. Additionally, it can highlight training opportunities and reveal demand for services you may not currently offer.

Lead conversion

Lead tracking tools allow your team to tag contacts, assign scores, take notes, and qualify leads during or after a conversation. With CallRail's Convert Assist, you can create intelligent action plans and automate smart follow-ups, prioritizing high-quality leads by ranking them on key factors like private insurance. This targeted approach enables your team to focus follow-up efforts on the most valuable prospects, maximizing conversion opportunities and improving sales efficiency.





What KPIs should I track?

With new data collection tools on hand, It's important to establish benchmarks of success or key performance indicators (KPIs). KPIs create standards by which you can measure your marketing's efficacy.

The most important marketing KPIs to track are:



Cost per click (CPC) vs. organic traffic



Revenue



Lead conversion rate



Number of leads



Lead generation rate



Cost per lead (CPL)



Cost of acquiring new residents

Once benchmarks are set, creating a routine monitoring system is essential. With this in place, you'll know when one tactic is or isn't working on a specific channel, and you can adjust along the way. Benchmarks also offer the opportunity to try new tactics. Perhaps your email campaign isn't earning the same amount of click-through to your website as a previous campaign. Knowing it's underperforming compared to previous campaigns, you can try out new copy and messaging to see if that resonates better with individuals and families seeking suitable care in your community.

Of course, not every lead is a good one. Your KPIs can also show you the quality of your leads by showing how much you are spending to attract them and how much revenue they bring to your practice over time. Once you know what type of leads have the highest value or lowest CPL, you can target specific keywords, such as "independent senior living" or "assisted living with 24/7 nursing care," that correlate to prospective residents who are more likely to convert.

Tracking this value can help you find the channels leading to the highest-value residents joining your community. What are they and their families looking for? What type of services do they need? Are they looking for a service that you don't offer yet? This data type can create new revenue streams to increase the value of your residents, while decreasing the cost of acquiring them.



How can I get the most out of my conversations?

As a marketing manager, you focus on finding the best ways to acquire more residents, but you're also in a unique position – you're a witness to your center in action. Every phone call is an interaction between your center and its community, meaning each can be a treasure trove of information about what residents and their caregivers want, how your team responds, and what you can do to improve. Let's look at a few ways to use the data provided by call tracking.



Answer your calls or follow up more promptly

Missed calls lead to missed opportunities. Research shows that when prospects fail to connect on their first try, they often reach out to a competitor. But the daily reality of a busy reception area or administrative office means those missed calls are bound to happen.



In our recent analysis of 7 key industries that rely on phone calls for new business, healthcare had the highest missed call rate at 32%.

Call Tracking helps senior care centers overcome this hurdle by showing when inquiries may be spiking, allowing you to allocate resources more effectively. In addition, by transcribing and helping your staff see the key questions your prospects have before calling back, you can help them follow up with answers to their questions. This not only helps them speed up follow-up conversations and save valuable time but also creates a more personal first experience for potential residents and their caregivers.

USE CALL RECORDING FOR QUALITY ASSURANCE AND FUTURE TRAINING MATERIAL



At the most basic level, call recording helps you keep a word-for-word record of each call with your prospective residents. But call recordings go further than helping you remember precisely what was said on a call.

For example, transcripts can offer valuable insights to management about how staff handle inquiries from families considering your community. If a team member effectively addresses concerns about cost, levels of care, or amenities, management can use a transcript of their response as a training example for other staff members. Alternatively, if a call doesn't result in a scheduled tour or further engagement, management can analyze the conversation to identify missed opportunities — such as not addressing common objections or failing to ask key qualifying questions.

Additionally, integrating AI-powered call coaching with these recordings can elevate your team's performance. This technology provides real-time, personalized feedback, highlighting both strengths and areas for improvement, ensuring that your team consistently delivers the best possible patient service.



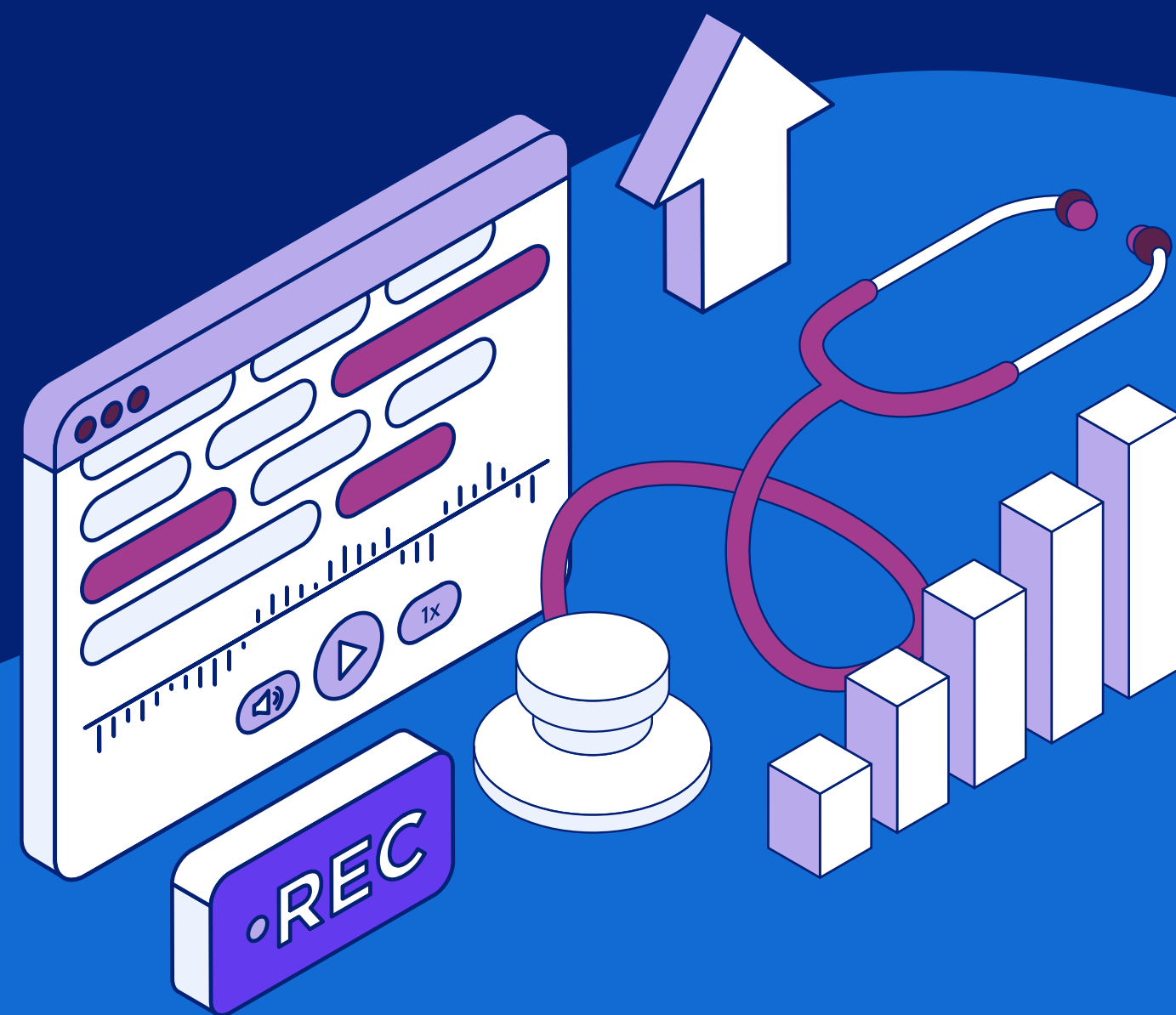
UNCOVER VALUABLE KEYWORDS



Phone conversations can also reveal the keywords that prospective residents and their caregivers use. Using a redacted call summary, you can use the software to spot repeated phrases that can be used in PPC and SEO strategies. For example, if call recordings frequently include phrases like "pet-friendly senior living," "assisted living with memory care," or "affordable independent living near me," you can begin to plan marketing initiatives that incorporate those phrases more frequently.

If you have a keyword strategy in place, management can instruct staff to use conversational techniques designed to elicit those keywords — such as “we offer Medicaid-approved assisted living” — providing evidence of their exposure to other ads or collateral materials.

Repeated keywords that aren't part of your strategy may also reveal other opportunities. If many callers ask for particular amenities, like recreational programming for residents, it may indicate that expanding your center's recreational activities could help you meet an untapped need in your market. Identifying in-demand services can help your center grow and respond to market demands without costly market research.



IMPROVE CONVERSIONS



To better meet key performance indicators, such as lowering the cost of acquiring new residents, as well as the value of the residents you acquire, AI-powered tools that use conversation intelligence to optimize the follow-up process and enhance prospect interactions offer a strategic advantage.

Smart follow-up further supports these goals by using AI to automatically draft personalized follow-up messages based on each conversation. This ensures timely and relevant communication, which not only enhances patient satisfaction but also encourages ongoing engagement. By delivering a seamless and responsive experience for those inquiring about your center, you can turn first touch points with your leads into long-term relationships.



Does your marketing have the right approach for success?

Concrete data about where your dollars go the furthest is indispensable. When you combine call tracking, form tracking, and conversation intelligence, you get valuable attribution data to understand where you should spend your money, and insights that allow you to anticipate your community's needs and provide better service. CallRail helps you track your calls and forms and use conversation insights to improve your marketing ROI, while keeping personal health information safe and secure.

Try 14 days of CallRail right now for free

No credit card required



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