

Boomer Questions – Master



This list of questions was developed by Steve Moran, Publisher of Senior Housing Forum, in collaboration with panelists

- **Katie Roper, VP of Sales Caring.com**
- **Bailey Beeken, Executive Director – Senior Care Summits SMASH – Senior Care Marketing Sales Summit HQ and SHINES – Senior Care HR Innovation and Networking Summit**
- **Paula Ledbetter, Director of Marketing Mather LifeWays**
- **Rick Banas, Vice President of Development & Positioning, BMA Management**

High Level Questions

- How has the senior living marketing landscape changed over the past 5 years?
- What is the industry doing really well?
- What areas still need some work?
- What are some of the changes you see coming down the pipeline?
- Tangentially related to marketing but what, if any left field threats do you see to senior housing (ie: Cohousing, home care, NORC's (Naturally Occuring Retirement Communities)
- How much impact does healthcare reform and government payment systems on how senior living is marketed?

Nuts and Bolts Questions

- What are the game changers that sellers of senior services are facing?
- How is the internet and referral marketing changing the landscape of senior living and care?
- What is the latest iteration of the “laundry Line” or “back fence” for consumers of senior care services?
- Is traditional marketing - newspaper, snail mail, radio and television advertising dead?
- How much effort do you put into social media and how effective is it?
- There is a lot of data that suggests a rapid response to web inquires has a huge impact on turning those leads into residents. How do you make this happen?
- As Boomers become the dominate consumer how will that impact the marketing of senior living?
- How much information are you posting on the web about what you do?
- How are you using video?
- Where do consumer reviews fit into your marketing effort?
- How do you monitor consumer reviews?
- How do you respond to negative reviews?
- Which sites do you consider to be most important?
- What do you do to improve your search position? Does it make any difference?
- Thumbs up or down on these platforms: Facebook - Pinterest – Instagram – LinkedIn – Twitter
- What else are you doing to reach consumers that is not electronic? - Big events, referral networks, hospital relationships?
- What is the most successful thing you have ever done (or seen done) to reach seniors?
- Are you doing any paid web advertising?
- Do you have and email list and what do you do with it?
- When a consumer requests information are we actually listening to how they want the information delivered? Does it make a difference if we just pick of the phone? Better worse, something else?

Last Question: Predict the disruptor that will truly impact seniors housing.