



It Will Be Your #1 Lead Generator! Why Are You Not Doing This Already?

By Susan Saldibar

I like to go out and randomly check senior living communities. Maybe it's because I have a 91-year old mom and I fit that "adult child" profile we talk about a lot. And one thing I have a hard time resisting is video. So I can't help but wonder why more senior living community websites aren't using more video.

I reached out to Ashley Nicol, Director of Client Success at [G5](#), a Senior Housing Forum partner, because I know she knows exactly what I'm talking about.

First, there are some statistics* which are hard to ignore:

Having a video on a landing page can increase conversion rates by 80%; 90% for mobile users

Video in an email increases the click through rate by 200-300%

Combining video with a full page ad increases engagement by 22%

90% of video viewers say that it helped them make a decision

80% of video viewers say they remember a video ad they saw in the last 30 days

*HubSpot, 2016: 31 Video Marketing Statistics to Inform Your Strategy

So why isn't everyone churning out volumes of video?

"People are still operating under the misconception that producing videos is a long, expensive process," Ashley tells me. "That's just no longer true. It's a lot easier than you think."

And here's why:

The DIY tools are better and easier to use than ever

An entire industry has sprung up to take it off your back; and pricing can be reasonable

It's easier to get waivers, because people are used to being photographed and filmed

But! Just pumping out videos and putting them on YouTube or Vimeo isn't enough.

Here's what you need to do:

Make sure your SEO strategy supports it

Make a plan to organize your videos to get the most out of them

Create a social media campaign around your videos. Remember, no one knows you have them until you tell them you have them and they're easily found!

According to Ashley, senior living communities are risking cutting their lead flow by not posting videos. And, given how easy and inexpensive it is to create videos these days, senior living communities should build video strategy into their marketing plans or risk losing market share.



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