



Your Prospects Are Talking on Social Media; Are You Listening?

By Pam McDonald

Ever wonder what adult children talk about online while searching for senior living and care for a loved one? A just released report – *From Independent Living to Nursing Homes: Understanding the Buyer Journey for Senior Care* – presents the first-ever look at the social media portrait of the senior care consumer.

Some revelations:

- They typically (83% of the time) turn to existing online forums and message boards for these senior care conversations.
- They believe few to no resources exist to help them handle the emotional burden of decision-making or the infighting among family members.
- They express a need for more information to help them understand the financial and legal issues around senior care.
- They don't understand the distinctions between independent or assisted living, SNFs, home care, rehab, hospice, etc.

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But those are just the tip of the virtual iceberg. The report, by Conversation Research Institute, takes a deep dive into the mindset of those searching for senior care options for themselves or loved ones. It reveals attitudes and understandings that may help senior living providers create more effective marketing messaging, digital content, and targeting.

Companies not “listening” to social media could be missing valuable insights directly from their customers and prospects – information about their buying cycle as well as observations and opinions of services and programs.

Caring.com Webcast Will Offer A World of Insights

That’s why Denise Graab, marketing director for Caring.com, the #1 online resource for senior living and care and a Senior Housing Forum partner, will host a webcast on **Thursday, June 22nd at 11AM Pacific (2PM Eastern)**, to feature Jason Falls, leading digital strategist, author, speaker and thinker in the the social media marketing industry.

A Social Media Rock Star

Jason is co-founder and CEO of the Conversation Research Institute, which analyzes masses of unfiltered, unbiased social media conversations and then connects brands to insights, assertions, preferences, behaviors and emotions of their target audiences. The Institute’s specialties include identify trends, deliver consumer insight, strategy planning and implementation, public relations 2.0, and social media training.

Jason has been immersed in social media analytics for over a decade when the industry first began emerging. He is a widely read industry pundit and helped found SocialMediaExplorer.com, ranked in the top ten industry blogs this year. Jason also is the co-author of two books: No Bullshit Social Media: The All-Business, No-Hype Guide To Social Media Marketing; and The Rebel’s Guide To Email Marketing.

The June 22nd webcast, titled **“Using Social Media to Understand What Your Customers Want, Need and Expect . . . Right Now”**, will reveal additional discoveries from the Institute’s senior living social conversations report. It is presented in collaboration with SMASH 2017 Senior Care Marketing Sales Summit to be held this fall in Chicago.

Caring.com has the largest online collection of senior care reviews and is visited by about 3 million people each month who are considering in-home care or a move to senior living. Its Digital Marketing Academy webinars assists senior living leaders to better market their organizations online.



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