



10 Most Read Articles by Senior Living Leaders Across the Nation

By Susan Saldibar

It's a little unusual to be writing an article about other articles, but it's good to know there are some good resources out there for senior living leadership. [Sage Age Strategies](#), a Senior Housing Forum partner, recently published a list of their most highly read articles and blogs for the last twelve months.

Having gone through these articles, I have to say that each one has something of value in terms of best practices and marketing insight. And I know, from many discussions with the folks at Sage Age, that they keep well ahead of the senior living marketing curve. They not only know their stuff, they are generous with advice and insight. This is a great opportunity to take advantage of it.

10 Most Read Articles

So, here is the list. Take some time to go through it. Just click on an article and you're there. Hope you find these useful, either for yourself, to pass along to a colleague or even a new hire.

1. [Understanding the Importance of Diversity in Advertising](#) – You might be doing a great job of talking to your hyper-specific audience, but you might also be missing out on an entirely different audience who has an interest in your services but doesn't feel included. Consider the value of viewing your prospects more broadly and learn how to include more diversity in your marketing and messaging strategy.
2. [Opening the Heart: Why Emotionally Evocative Messaging Works for Senior Living Communities](#) – Creating an emotional connection can greatly improve how your information is received, processed and responded to by your senior living prospects. Learn about the emotional priorities of older adults—especially in terms of housing and lifestyle – and how to respond to them most effectively with an evocative messaging strategy.

3. [Google's "FRED" – What You Need to Know for Breakthrough SEO in 2017](#) – The SEO landscape has changed recently, and there are new rules of the game that you need to understand to keep your brand visible and competitive. Learn how the latest digital writing best practices can maximize your standing in a senior living world where online searches can make or break your lead-gen success.
4. [Refreshing Your Brand for Better Results](#) – Ultimately, your true brand is what your customers and prospects think of you. It's what comes to mind (and to heart) when your name is mentioned. Over time, brands can grow stale or outdated, but there are several things you can do to make sure yours remains current, resonant and appealing to today's seniors.
5. [Focus Groups: The Secret Weapon for Resonant Messaging](#) – Scottish poet Robert Burns wasn't a marketing genius, but his words on "see[ing] ourselves as others see us" remain vital for senior living communities seeking to enhance their brand appeal. Learn why focus groups are an inexpensive yet highly effective means of evaluating your reputation and strengthening your strategic positioning and messaging results.
6. [Building Your Referral Source Relationships Will Boost Your Census](#) – Research data shows that referred individuals are more likely to become residents and are typically more cost-efficient to cultivate than unREFERRED prospects. To maximize your marketing budget and your bottom line, read about the five ways you can build an effective referral development program.
7. [Post Harvey-Irma Wake-Up Call: Is Your Disaster Plan Ready to Roll?](#) – The need for disaster response and crisis communications can come at any time – often unexpectedly. In senior living, being prepared is more than just a business imperative. It's a moral obligation. Learn how you can plan and prepare for the worst, should disaster strike your community.
8. [Incorporating Direct Mail into Your Integrated Marketing Strategy](#) – Often overshadowed by the latest "shiny new thing," direct mail should remain a valuable part of any comprehensive lead generation strategy. Learn why direct mail is a consistently effective way to reach your senior living audience, as well as ways to make it most effective.
9. [Digital Marketing Has Totally Changed Strategy. Have You Updated Yours?](#) – Digital (online) marketing has become a major force in business-to-consumer strategy and is now outpacing more traditional marketing approaches in performance and results. Read how digital strategies improve your ability to reach your senior living audience in ways that are more timely, relevant and engaging than traditional forms of marketing.
10. [5 Proven Engagement Marketing Strategies that Boost Senior Living Leads](#) – Personal engagement, relationship building and trust are critical to senior living marketing success. Learn what factors are most important in creating a successful social engagement strategy and what specific communication tools and techniques have proven effective for building personal engagement.



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