



# Have You Ever Thought of Sharing Your Resident's Magic Moments Like This?

*By Fara Gold*

## **Capturing Moments**

*Are you telling versus showing resident experiences?*

Senior housing sales and marketing experts' focus on establishing relationships and offering solutions to problems with prospects, their families, and referral sources. Most often community sales associates are chasing appointments to schedule tours and giving rushed presentations focused on features rather than painting a picture of what the prospects best life could be like if they moved to their community. Often the scheduled activity, on the activity calendar, is rescheduled or the residents are out of the community on personal appointments or in their apartments. Capturing the "magic" moments of resident and staff engagement feels like a monumental task.

Today there is an easy and affordable way to show your prospects, referral sources and resident families the priceless value of your care and services. According to Forrester Research, "A minute of video is worth 1.8 million words." [OneDay](#) for Senior Living, (a Senior Housing Forum partner), is an innovative multi-media video tool to capture real-time moments of residents engaged in activities, sharing their personal stories of memories gone by and more importantly sharing their lives, today. OneDay, is a mobile application is a SaaS (software as a service) application for your community staff iPhone's or iPad's to create branded videos in minutes.

## **Beyond the Brochure**

### *How to bring brochures and flyers to life?*

Most senior housing brochures and websites have lots of photographs of smiling people and even more words describing all of the community features. Capturing a prospects attention immediately, in the noisy social media world “shouting” to get everyone’s attention is the challenge. Video offers the visitor the medium to retain more than [95% of a message](#) when they watch it, in a video, compared to only 10%, when reading it.

Video attracts two to three times as many monthly visitors and viewers to websites and social media sites. A video placed on a landing page makes it [53% more likely to show up on page 1](#) of the SERP (search engine results page). Greater value is the average user spends [88% more time on a website](#) with video. By 2019, Internet video traffic will account for 80% of all consumer Internet traffic. Clint Lee, Co-founder of OneDay for Senior Living says, “Videos of your residents and staff will always sell your community better than any written sales and marketing pitch can.”

## **Prospect Decisions**

### *How will video content increase occupancy?*

Establishing rapport and interest from website visitors needs to translate into community visits and move-in’s. Videos with residents and staff engaged in their favorite activities and describing how they feel establishes credibility and trust. Videos serve as dynamic testimonials and references for an inquiry and more importantly a referral source and family member. Over 64% of consumers make a purchase decision after watching branded social videos (via [tubularinsights](#)). Video on a landing page can [increase conversions by 80% or more](#). Clint Lee concludes, “Video is more powerful than any phone call, email or picture.”



This article has been brought to you by [OneDay](#) in partnership with [Senior Housing Forum](#).

