



These Things Will Disrupt Your Sales . . . In The Best Way!

By Susan Saldibar

The people at [Sage Age Strategies](#) (a Senior Housing Forum partner) typically prefer shining the spotlight on all the great things their clients are doing, rather than their own accomplishments. That's what's led to stories about some great communities they work with, such as Abe's Garden and Spring Cypress. And, more recently, they queried some of the women who work at Sage Age to get their thoughts about Women's History Month.

So this seems a good time to turn the spotlight on their own development. There are two new products they've rolled out which are re-shaping the way we approach marketing and sales. And it's all good. Here they are:

Reverse IP Append Services: All those folks who leave your website without filling out a form now have names (and more).

Sage Age's IP Append service can, in many cases, provide you with a high level of detail about those website visitors who leave without letting you know who they are.

Here are some of the key data points Sage Age IP Append can provide:

- Address, city, state and zip
- Income
- Buying habits
- Marital status
- Vehicle year, make and model
- Lifestyle preferences

- And, 400 additional demographic, geo and lifestyle insights

Wow. Before you shake your head and say “scary”, you should know that reverse IP is gaining in usage and popularity for marketers across industries. If you’re not doing this, you can pretty much rest assured the community down the street is. As Jason McCloud, Executive Director of Integrated Marketing & Communications for Sage Age puts it, “That’s not just useful data, that’s a game changer.” No kidding.

Geofencing: This is the new way to target ads to people based on their physical location.

A direct-to-mobile, location-based advertising strategy that lets you place a virtual “fence” around any location. So, it could be a hospital, or even a competitor’s community.

Here’s what it can do:

- Target individual buildings, within a 1-2 mile radius of your chosen location; typically an area frequented by your target audience.
- Target individuals while they are at a “fenced” location.
- Target individuals after they have left the “fenced” location for up to 30 days.
- Place ads on your targets’ smart devices or tablets.
- Run real time analytics to gauge performance as it’s happening. It gives you input to help you make adjustments on the fly.

According to Sage Age, using geofencing gives you at least a 97% increase in your reach over other strategies like zip code targeting.

I’ve just brushed the surface on all of this. There is much more information available about all of these services on the [Sage Age Strategies website](#).



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