



# What's In, What's Out, What's Next in Senior Living Marketing

# Speakers

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# Today's session

## **What's In:**

- AIOs
- Integrated Marketing Plans

## **What's Out:**

- Paid Email marketing
- Vendor owned ads account

## **What's Next:**

- YouTube
- Search behaviors


# What's In? Artificial Intelligence Overviews

# AI Overviews & the impact on search results

My mom needs to move closer to me, where should she live? She needs some assistance.

All Images Videos Forums Shopping News Web : More

## AI Overview


If your mom needs some assistance and should move closer to you, consider looking for a **senior living community with assisted living options near your location**, which can provide her with the necessary support while allowing her to maintain some independence in a social environment. 

### Key points to consider when choosing a place for your mom:


#### Level of care needed:

Assess your mom's current needs and determine if she requires basic assistance with daily activities, memory care, or more specialized medical care.

#### Community amenities:

Look for a community with features like on-site dining, transportation, social activities, and healthcare services that align with your mom's interests and needs. 

#### Location and proximity to you:

Choose a community within a reasonable distance from your home for easy access to visit and provide additional support. 

#### Other options to consider depending on your mom's needs:

### 11 Signs It Might Be Time for Assisted Living - A Place for Mom

Nov 27, 2024 — There are many signs that your parent may need assisted living, including needing assistanc...

 A Place for Mom 

### What to do when your aging parents need more care than you can provide

May 30, 2023 — If your parent needs more help than you can provide, and their needs are too great to live at...

 UCHealth 

### What if Parents Refuse Assisted Living? | A Place for Mom

Jul 25, 2024 — Look for other care options if your elderly parents refuse assisted living. If your parent is...

 A Place for Mom 

# The 'what' & 'how' of AIOs

## **WHAT** AIOs do

### **Improve Experience:**

- Personalized Search Results
- Natural Language Processing (NLP)

### **Predictive Analytics:**

- Proactive Recommendations
- Anticipating Needs

## **HOW** can I improve my chances of appearing in AIOs (Fraggles)

- Answers that are concise, natural language
- Structure content with bullet lists, table of contents, TL;DR etc.
- Reviews (more)
- Leverage chatbots and video (make sure your video is on YouTube for optimal Google performance)
- Invest in SEO optimization

## **Enhanced Content Discovery:**

- Voice Search Optimization
- Visual and Video Search

## **Virtual Assistance & Chatbots:**

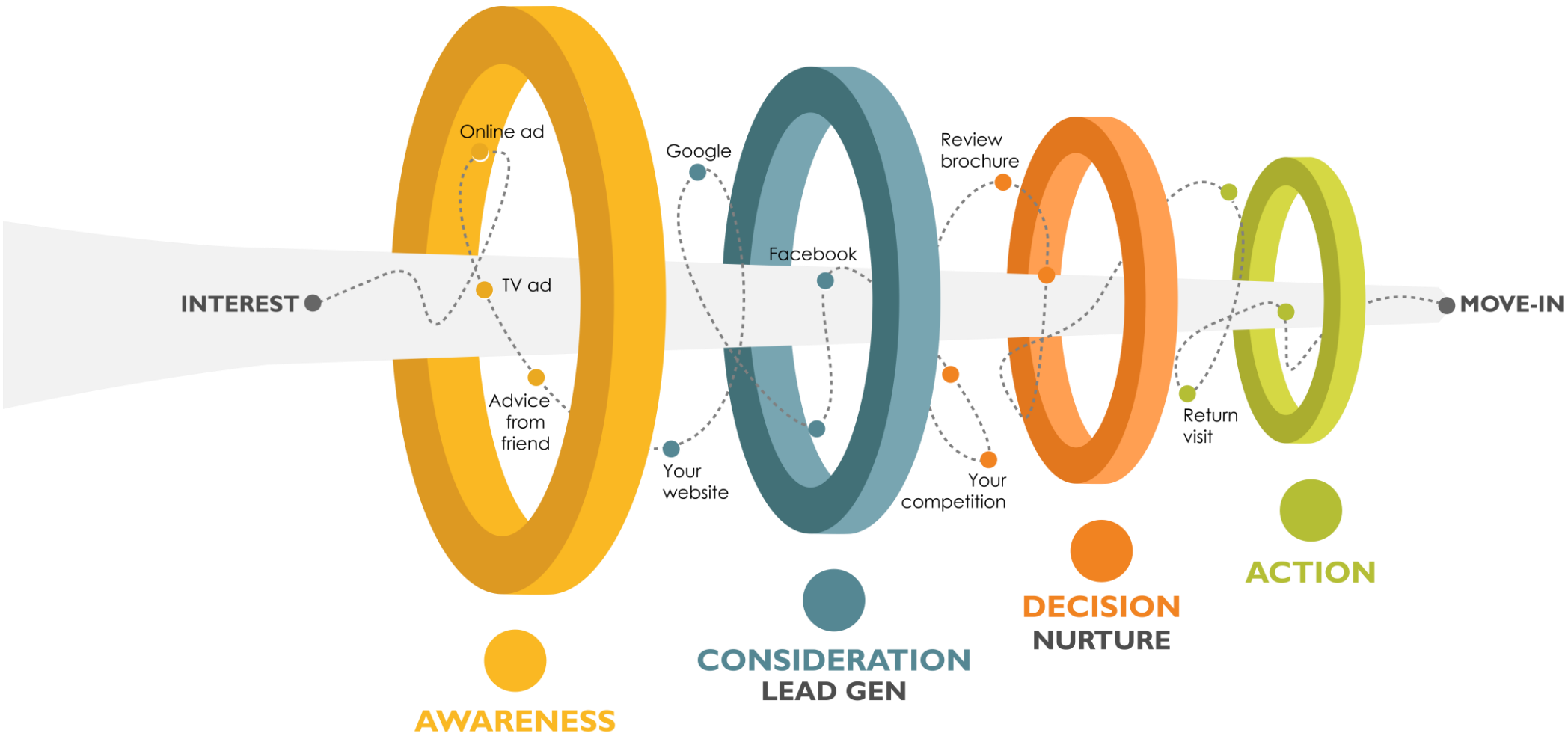
- 24/7 Support
- Guided Search Journeys

## **Trust & Transparency:**

- Content Authenticity Checks

# What's In? Integrated Marketing Plans

# Focus on the customer journey





# Integrated marketing approach

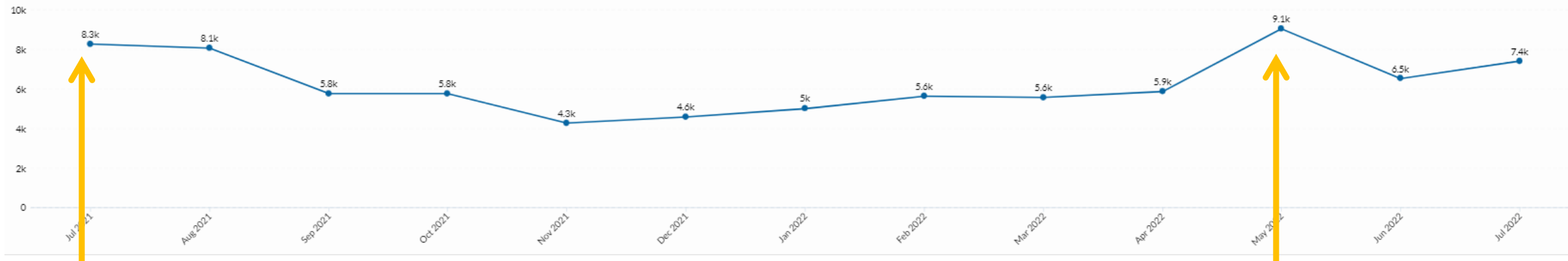
**Creating Results** recommends an integrated approach, where traditional media helps elevate digital conversion rates.



# Lead quality

**An integrated marketing approach (Digital + Traditional) will result in maximum market share.**

Website activity (sessions) is more positively impacted during more integrated placement time frames than in primarily digital-only or traditional-only time frames. Creating Results monitors and tracks this impact collectively, as well as the ROI of the tactics involved. This is the root of our recommended integrated marketing strategy for clients.



Community re-launch  
with Connected TV

Digital + Print + DM



# What's Out? Paid Email Lists

# SOLUTION:

## Run targeted ads to drive email sign-ups

**Purchasing paid email lists is generally not an effective way to reach your audience for several reasons:**

### 1. Low Engagement and Poor Targeting

- **Lack of Relevance:** Bought lists often include people who have no idea who you are and haven't expressed interest in your brand.
- **Poor Open and Click Rates:** Since recipients don't recognize your email address or brand, they're more likely to ignore, delete, or mark your message as spam.

### 2. Legal and Compliance Risks

- **Violates Privacy Laws:** Many regions have strict email marketing regulations (like GDPR, CAN-SPAM, CASL). Using purchased lists can easily lead to violations, fines, and blacklisting.
- **No Consent:** You usually don't have proper permission to email the contacts, which is a core requirement for compliance.

### 3. Damages Your Sender Reputation

- **High Spam Complaints:** Sending unsolicited emails increases the risk of being reported as spam.
- **Blacklist Risk:** Internet Service Providers (ISPs) may block your emails if they detect you're using purchased lists, harming your

domain reputation.

### 4. Wastes Time and Money

- **Low ROI:** You're paying for access to people who likely won't convert.
- **Opportunity Cost:** You miss the chance to build a list of genuinely interested prospects through organic means like lead magnets, content marketing, or opt-in forms.

### 5. Hurts Your Brand Trust

- **Perception of Spam:** Cold emailing people without their consent feels intrusive and can create a negative brand impression.
- **Trust Erosion:** Even if recipients don't report your email, they're unlikely to trust or buy from a brand that reaches them through questionable tactics.

# What's Out?

## Vendor Owned Ad Accounts



# SOLUTION:

## Request ownership of your ads accounts

### **BENEFITS INCLUDE:**

#### **1. Clarity on Spend and Performance**

Owning your ad account gives you a clear view of what's being spent and how it's performing—no guesswork, no middle layers. You don't have to manage it day-to-day, but it ensures your investment is fully visible and aligned with your goals.

***You stay informed and in control, without needing to be in the weeds.***

#### **2. Data Ownership & Historical Performance**

When it's your account, you own the data—audience lists, pixel history, learnings, and campaign results. If you ever switch vendors or bring things in-house, you keep all the progress you've paid for.

***Otherwise, you're starting from scratch every time you change partners.***

#### **3. Platform Optimization Works in Your Favor**

Ad platforms like Google and Meta reward accounts with consistent performance history. If you own the account, you build long-term trust and algorithmic favor that helps lower costs over time.

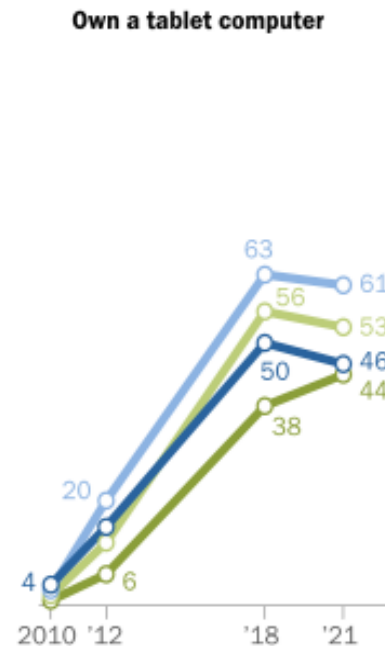
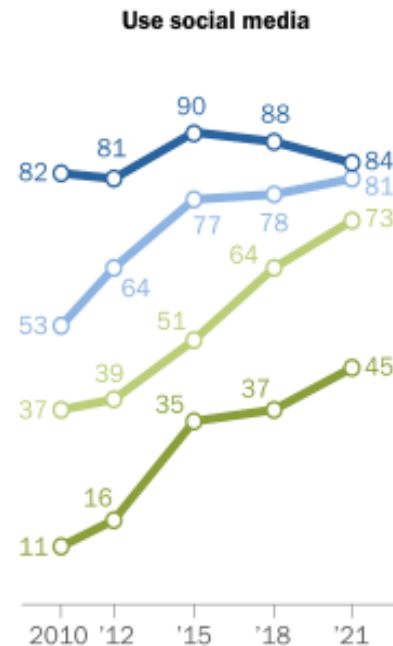
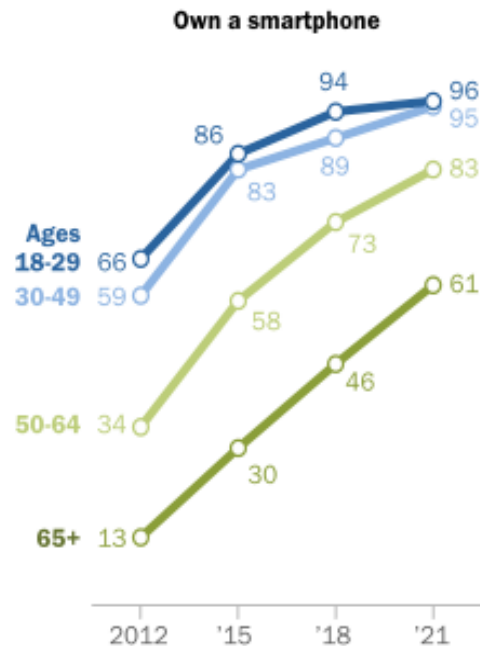
***Letting someone else “own” your history means they benefit—not you.***

# What's Next?

## YouTube & Other Media Channels

# We all know senior tech usage is growing

% of U.S. adults who say they ...



Note: Respondents who did not give an answer are not shown.  
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

PEW RESEARCH CENTER

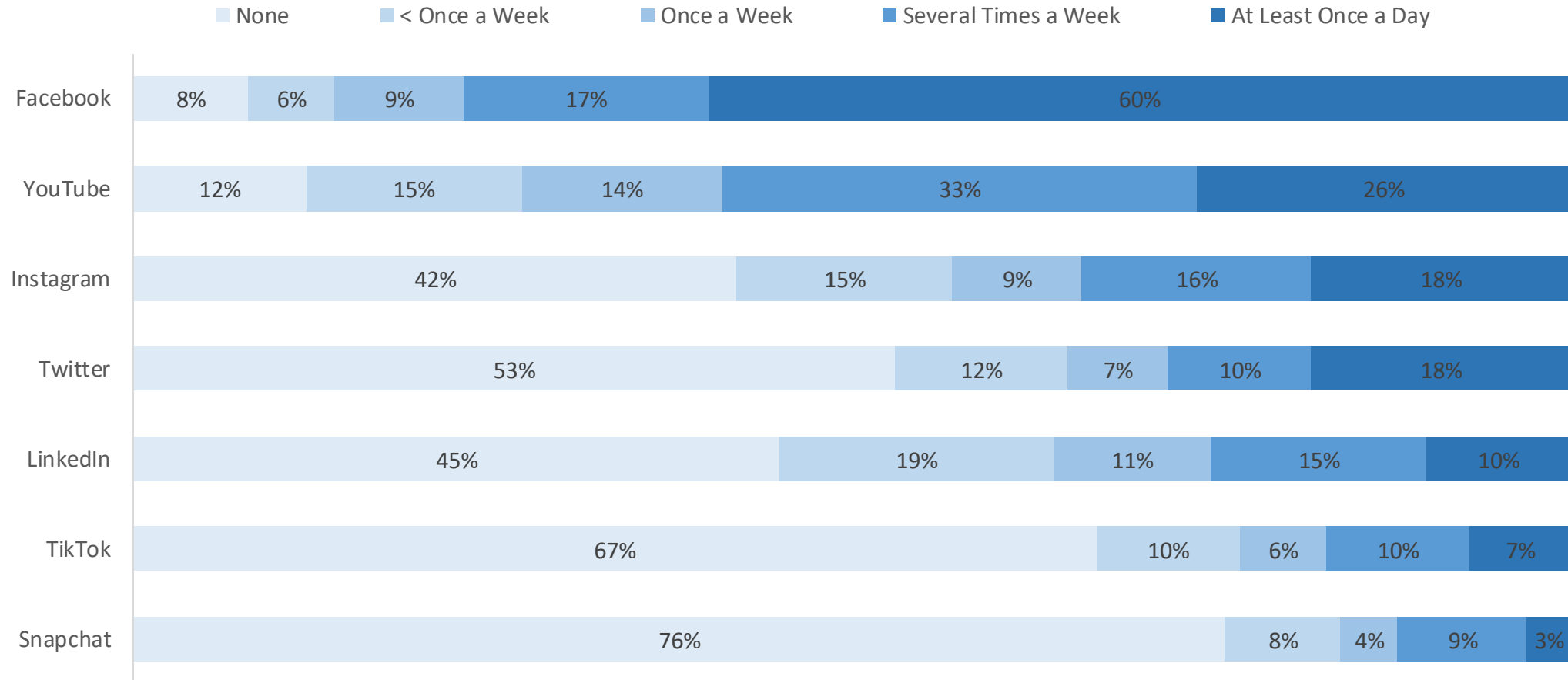
	Ages 18-29	30-49	50-64	65+
Facebook	68	78	70	59
Instagram	76	66	36	19
LinkedIn	40	41	30	15
X (formerly Twitter)	38	25	15	8
Pinterest	43	43	33	22
Snapchat	65	32	14	4
YouTube	93	94	86	65
WhatsApp	30	40	28	18
Reddit	46	35	11	4
TikTok	59	40	26	10
BeReal	10	2	1	<1

Note: Respondents who did not give an answer are not shown.  
Source: Survey of U.S. adults conducted Feb. 1-June 10, 2024.



# Social media use

Overwhelmingly, Facebook is the most popular social media for mature customers. YouTube is also popular, with most customers using it at least several times a week.

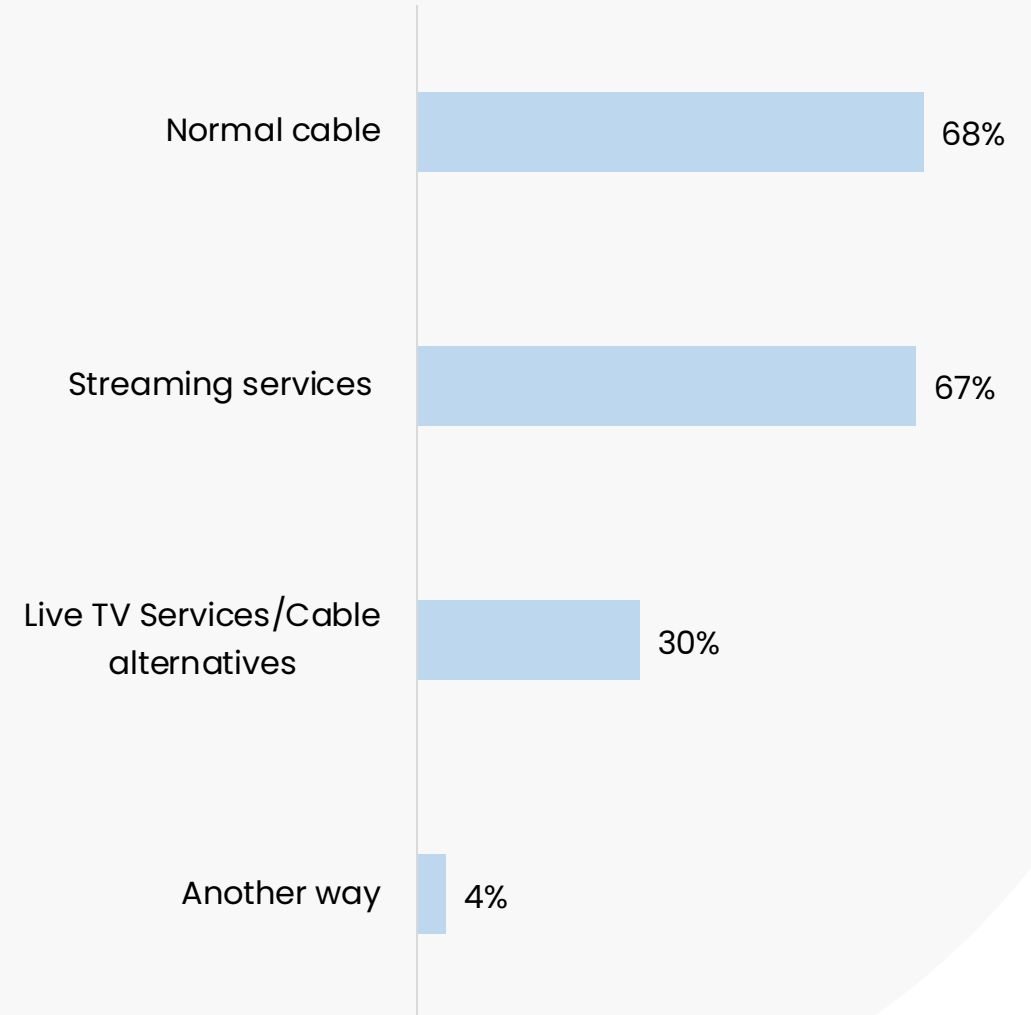


Bases: Those who use social media n = 227

Question Wording: Q415 Please indicate how much time you spend on each of the following social media sites?

**Cable TV and streaming services are the primary methods for watching TV.**

### Method for Watching TV



Bases: Those who watch TV n = 262

Question Wording: Q410. How do you watch your favorite TV shows? *Please select all that apply.*



# YouTube case study

- FellowshipLIFE has been running YouTube since February 3rd
- 1.19 Million Impressions
- \$4.87 CPM (cost per thousand impressions)
- Majority of views have been on TV Screens

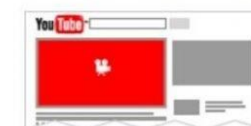


## YouTube Advertising Formats

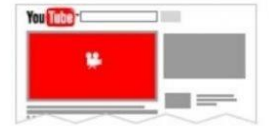
Skippable video ads



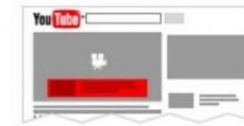
Non-skippable video ads



Bumper ads



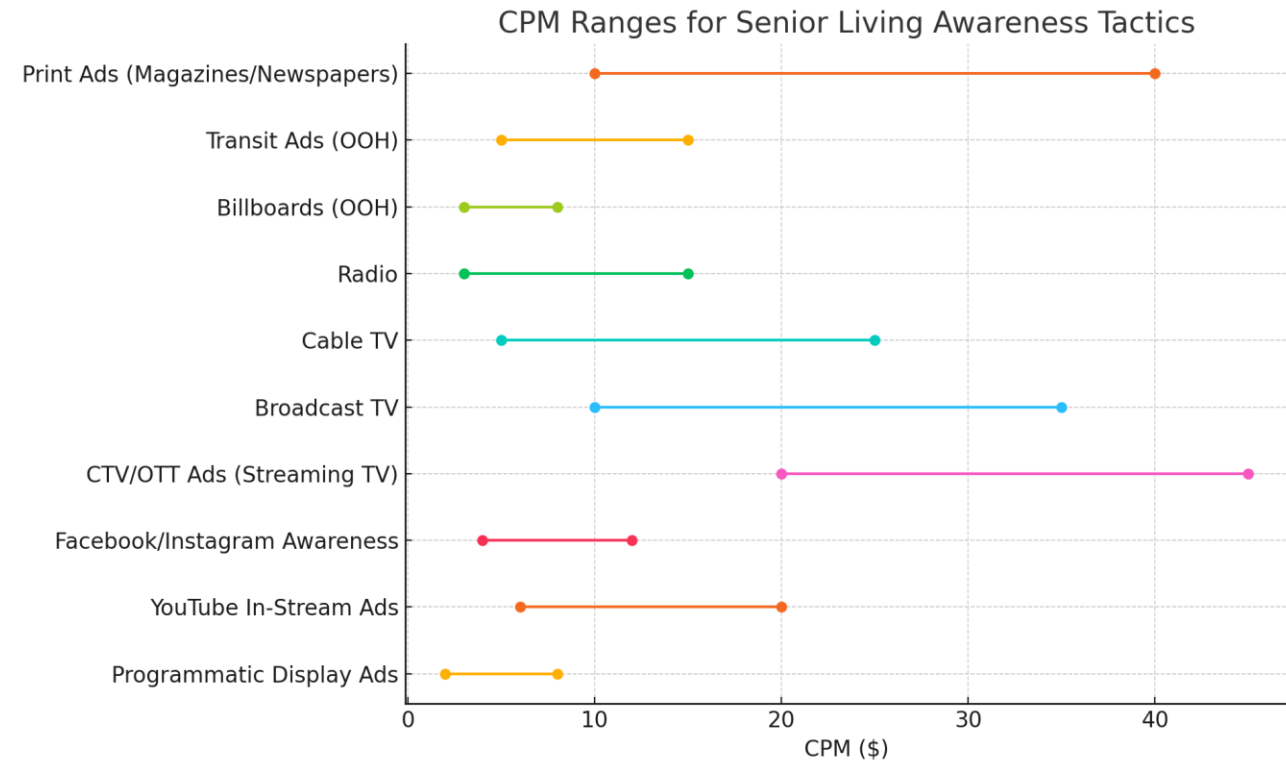
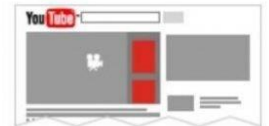
Overlay ads



Display ads



Sponsored cards



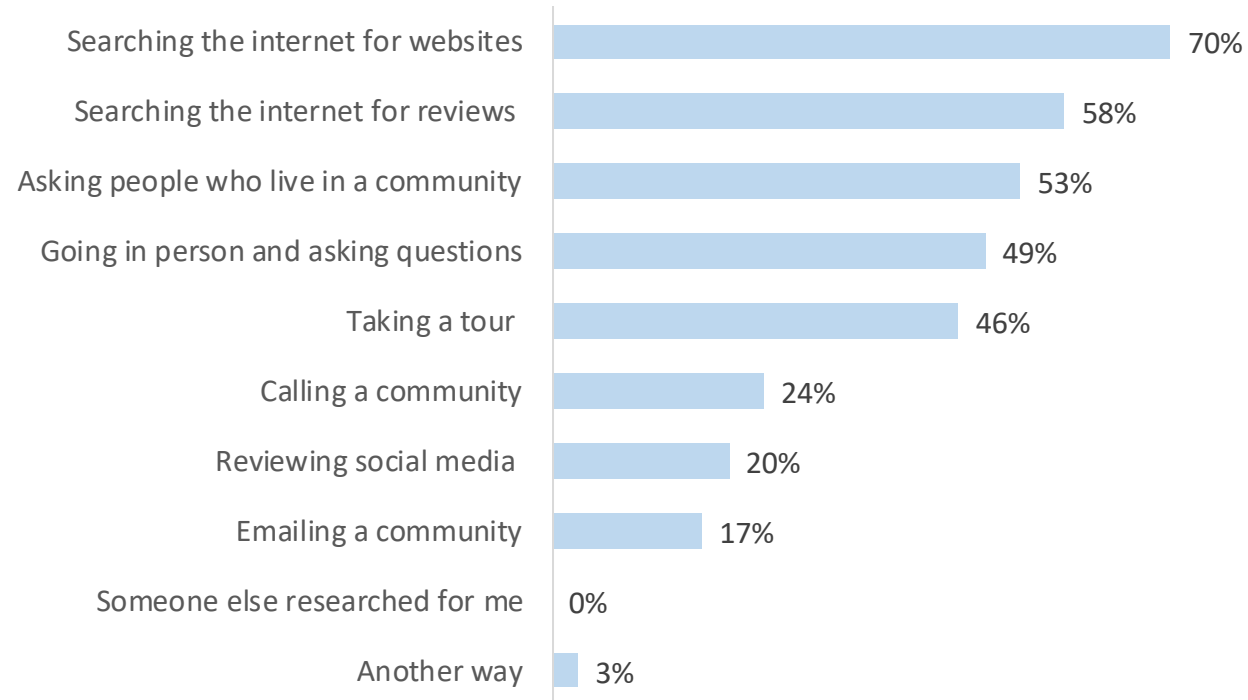
A decorative vertical bar on the left side of the slide, consisting of a thin orange line and a wider yellow band.

# What's Next?

## Future of Search



Searching the internet for websites and reviews are the most popular methods for researching Senior Living communities.



# AI Search

Google

 Copilot

 Claude



 perplexity



# In the news... DAILY!

 The Verge

## Google searches are falling in Safari for the first time ever — probably because of AI

Google searches in Safari decreased for the first time last month, Eddy Cue, Apple's senior vice president of services, said during Google's...

2 weeks ago

 CNBC

## Alphabet shares sink 7% after Apple's Cue says AI will replace search engines

Eddy Cue, Apple's services chief, said he believes AI services will eventually replace standard search engines such as Google, according to...

2 weeks ago

 MacDailyNews

## When it comes to the future of search, Apple has the upper hand – Gene Munster

The Apple-Google Search deal contributes roughly 15% to Apple's operating income. If that revenue were lost or reduced, Apple has several...

1 week ago



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[Search Engine Land](#) » [PPC](#) » [Ads arrive in Google AI Overviews – here's what they look like](#)

## Ads arrive in Google AI Overviews – here's what they look like

The arrival of ads in AI Overviews marks a big shift for Google search, though it's still unclear how the new ad format will perform.

Anu Adegbole on May 22, 2025 at 12:10 pm | Reading time: 2 minutes

[f](#) [X](#) [✉](#) [in](#) [🗣️](#) [Chat with SearchBot](#)

NEWS

For the first time, ads are appearing directly within Google's AI Overviews on desktop search, marking a major expansion of monetization within generative search experiences.

**Driving the news.** The Shopping ads, which appear within AI Overviews, Google's AI-generated summaries that appear at the top of certain search results, were spotted and shared by independent

# Future of search

**“Generative AI will reinvent every customer experience.”**

– Andy Jass CEO, Amazon

**“We’re using AI to enhance user experience, particularly in Google Search with AI Overviews.”**

– Sundar Pichai, CEO, Google

**“The search engine now will use the AI to take a single search query, assemble the entire related areas of conversation, run those searches, summarize that with the AI, and give you a very well-researched and well-thought-out and summarized point of view.”**


– Jim Yu, Founder, Bright Edge

# give me a prediction about the future of ai search and how it will affect senior living marketers

AI Mode is experimental and can make mistakes. [Learn more](#)

Okay, here's a prediction about the future of AI search and its potential impact on senior living marketers:

## The Future of AI Search: Conversational, Predictive, and Personalized


1. **Conversational AI will be the norm:** Instead of typing keywords, users will increasingly rely on natural language queries, speaking or writing in full sentences to express their needs.
2. **Predictive search will be expected:** Search engines, powered by AI, will anticipate user needs and suggest relevant options proactively based on past searches, context, and trends.
3. **Personalization will be key:** AI will personalize search results, tailoring them to individuals' preferences, location, family situation, and specific care needs.
4. **Multi-modal search will become more common:** Users will utilize a combination of text, voice, images, and even videos to conduct searches for senior living options.
5. **AI will provide comprehensive answers, not just links:** AI-powered search will summarize information from multiple sources and present users with a holistic overview, rather than just a list of links. 

 13 sites

### AI and Predictive Search - Fast Simon Inc.

Dec 3, 2024 — AI and Predictive Search \* Predictive (or autocomplet...



 Fast Simon Inc.

### How To Design Effective Conversational AI Experiences

Jul 15, 2024 — Discover practical strategies and real-world examples ...



 Smashing Magazine

### Can AI-Powered Search Engines Disrupt Google's Monopoly?

Nov 14, 2024 — The Gist \* The rise of AI search. AI-powered search engin...



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