

CRISIS CLICKS *vs.* CONSIDERATION SEARCHES

Two Digital Playbooks for Senior Living

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Two Families, One Search Bar

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FAMILY A

Mom fell Tuesday. She's being discharged Friday. Searching from a hospital waiting room.

The family needs a placement this week.

2

FAMILY B

Dad left the stove on again. The family talked at Thanksgiving. Searching from a kitchen table on a Sunday evening.

The family is starting to think about options.

Same search bar. Same Google results. *Completely different behaviors.*

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Why This Is a Behavioral Problem

The level of care often predicts the search behavior.

HIGHER ACUITY

- Memory Care
- Skilled Nursing
- Specialized Care

These families are almost always in crisis.

LOWER ACUITY

- Independent Living
- Light Assisted Living
- Active Adult

These families and elders are often in extended consideration.

Your community likely serves multiple points on this spectrum. That means you need *both* playbooks.

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The Cost of Ignoring the Difference

SCENARIO 1

A crisis family finds your website. They see a blog post: "5 Things to Consider When Choosing Assisted Living." They think: *I don't have time to consider 5 things. I need a bed by Friday. They leave.*

SCENARIO 2

A consideration family sees your ad. It says: "Schedule Your Tour Today! Limited Availability!" They think: *I'm just starting to look. This feels like pressure. They leave.*

You paid for both clicks. You converted neither. Not because your community wasn't right. Because the message didn't match the behavior.

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What We Will Cover Today

- 1. Recognize the digital signals** that distinguish crisis families from consideration families
- 2. Build landing pages, ad campaigns, and response systems optimized for urgent placement needs**
- 3. Develop content and nurture strategies** for families 6 months to 3 years from decision
- 4. Allocate digital budget realistically** across both family situations, with honest expectations about ROI timeline

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The Numbers That Frame Everything

<p>70</p> <p>days in <u>average</u> sales cycle, assisted living</p>	<p>120-315</p> <p>days in <u>average</u> sales cycle, independent living</p>	<p>47%</p> <p>of residents searched 2+ years before moving in</p>	<p>75%</p> <p>of families start their search on a search engine</p>
<p>83%</p> <p>did not have a provider in mind when they started</p>	<p>25</p> <p>average touchpoints to convert a senior living lead</p>	<p>48%</p> <p>of people researching senior living are searching for themselves</p>	

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The Emotional Landscape

When the Family Is Deciding:

An adult child is trusting your organization with the care of their parent. They carry fear, guilt, grief, and responsibility. **Their question:** "Will you take care of the person who took care of me?"

When the Elder Is Deciding:

A person is trusting your organization with the next chapter of their life. They carry pride, uncertainty, hope, and loss. **Their question:** "Will I still be me here?"

Both carry an enormous emotional burden. Your marketing needs to honor that, not exploit it.

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Digital Signals: How to Tell Them Apart

CRISIS SIGNALS:

- Search terms: "assisted living near me now," "memory care placement [city]," "respite care after hospital," "nursing home availability"
- Visits pricing/availability page, needs phone number
- Short session, high intent. Skews mobile.
- Form fills include phone number, ask about timeline

CONSIDERATION SIGNALS:

- Search terms: "best assisted living in [city]," "is it time for assisted living?" "assisted living vs home care cost"
- Reads multiple pages, guides, returns over weeks
- Longer sessions, multiple visits. Skews desktop.
- Form fills are email-only, resource downloads, newsletter signups

Your search reports and ad platforms are already telling you which family you're talking to. You just need to look.

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PLAYBOOK ONE

The Crisis Family: When the decision has been made for them and the clock is already running.

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The Crisis Family: Who They Are

Who is searching: An adult child. Usually 45-65. Their parent had a fall, a hospitalization, a cognitive episode, or a doctor delivered difficult news.

What triggered the search: A health event. A discharge timeline. A professional referral from a social worker, physician, or hospital case manager.

What they are feeling: Fear. Guilt. Urgency. Overwhelm. They did not plan for this.

What they need from you: Speed. Clarity. Reassurance. A human being who picks up the phone.

What they do NOT need: A 12-email nurture sequence. A webinar invitation. A blog post about "planning ahead."

Their core question:
"Who can take care of my parent this week?"

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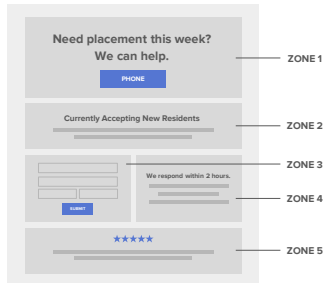
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Crisis Landing Page Anatomy

Your crisis landing page is **NOT** your homepage. It is a dedicated page built for one purpose: converting urgent inquiries.

Include:

- Headline that signals speed
- Phone number: visible, clickable, above the fold
- Availability status
- Simple form: Name, Phone, Care Need, Timeline. Four fields.
- Response time promise: "We respond within 2 hours"
- Trust signals: license info, star rating, one testimonial about the move-in experience



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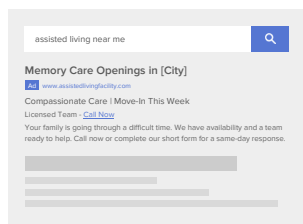
Crisis Search Ads

Target keywords with urgency signals:

- "assisted living near me"
- "memory care placement [city]"
- "senior care after hospital discharge"
- "nursing home openings [city]"
- "respite care availability [city]"

Critical settings:

- Call extensions: always on
- Location extensions: always on
- Ad schedule: match your front desk hours
- Mobile bid adjustment: increase (crisis searches skew mobile)
- Landing page: dedicated crisis page, NOT your homepage



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Crisis Social and Retargeting

1

Pre-Crisis Brand Deposit
(always running)

Target: Adults 40-65 with parents 70+ in your area.

Message: "If your family ever needs senior care quickly, know that [Community] is here."

Purpose: Plant a seed before the crisis hits.

2

Retargeting Crisis Visitors
(triggered by website behavior)

Target: Visited crisis landing page but did not convert. Retarget within 24 hours.

Message: "Still searching for the right care? We have availability. Call [number]."

Frequency: 3-4 impressions in first 48 hours.

3

Hospital/Discharge Targeting

Target: Geographic radius around hospitals and rehab centers in your area.

Message: Condition-specific, empathetic, direct.

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Crisis Creative in Action

This ad asks a direct, condition-specific question: "Does your loved one suffer from Alzheimer's?"

Why It Works:

The question self-selects the audience. If the answer is no, they scroll past. If yes, it stops them.

"Get The Answers You Need" speaks to the crisis mindset. Not "learn more." Answers.

"Talk to a Care Specialist" offers a human interaction. Not a form. A person.

Personal belongings in the "Dignity is freedom" ad represent the person, not the facility. A hat, a cane, a coat. Those are someone's father's things.

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Crisis Response: Speed to Lead

0-60 seconds: Automated text + email confirmation. "We received your inquiry. A care team member will call you within [X] minutes."

Same day: Tour availability offered. Today or tomorrow. Not next Thursday.

Ongoing: Relationships with hospital discharge planners and social workers within 20 miles. They are your referral pipeline.

Under 15 minutes: Live phone call during business hours. Not a voicemail. Not an email. A human voice.

After hours: Who handles Saturday 3pm inquiries? If the answer is "nobody until Monday," you are losing crisis families every weekend.

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PLAYBOOK TWO

The Consideration Family: When the decision hasn't been made yet, and may not be made for a year or two.

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The Consideration Family: Who They Are

The Adult Child (Planning Ahead):

Usually 45-60. Noticing changes in a parent. Forgetfulness, mobility issues, isolation. Had "the conversation" at a holiday or after a minor incident. Researching quietly. Not ready to act. Timeline: 6 months to 2+ years.

The Elder (Choosing for Themselves):

Usually 70-85. Thinking about the next chapter. May be healthy but realistic. Wants community, less maintenance, access to care if needed. This is *their* decision. Their identity. Their independence. Timeline: 1 to 3+ years.

These audiences need different emotional appeals. The adult child needs reassurance and permission. The elder needs respect and agency.

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Consideration Social and Retargeting

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Furthest from Decision
(12-36 months out)

"Is it time for assisted living?"
"Assisted living vs. aging in place: an honest comparison"
"Talking to your parent about senior living"
"10 questions to ask yourself about your next chapter"
Tools: home safety checklists, caregiver burnout assessments, self-quizzes

2

Active Research
(6-12 months out)

"What does assisted living cost in Ohio?"
"What to look for when touring a community"
"Understanding the differences between levels of care"
"How to pay for senior living: Ohio-specific options"

3

Preparing for Transition
(0-6 months out)

"What the first 30 days look like"
"Downsizing checklist: preparing for a move"
"How to help a parent adjust" / "What to expect when you move in"

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THE OPERATIONAL BRIDGE:
Programming as Marketing

Bring them in before they move in.

Your community already has programming that consideration families and elders should experience firsthand.

Open to external audiences:

- Educational seminars: fall prevention, Medicare planning, estate planning
- Social events: holiday meals, concerts, art classes, game nights
- Fitness and wellness: yoga, water aerobics, tai chi
- Support groups: caregiver support, Alzheimer's family groups
- Intergenerational programs & volunteer opportunities

When a consideration family walks through your doors for a caregiver support group, they are not on a tour. They are seeing your community in action. They are meeting your staff. They are watching how your residents are treated.

That is more credible than any ad, any testimonial, any brochure.

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Consideration Creative in Action

Campaign framework: "Dignity is..." / "Caring is..."

Each ad paired a single value with an authentic image and a soft CTA. No hard sell. No pricing. No "schedule a tour."

Each ad addressed a different emotional concern: independence, connection, daily care, warmth, companionship, friendship.

Families saw 4-5 of these over weeks and months. The consistent framework built recognition. By the time they were ready, this community was already the one that felt right.

Highest-performing ad: "Caring is quality time" (grandfather and grandchild doing a puzzle). 45+ reactions, multiple shares. Families tagging other family members. Organic reach the community didn't pay for.

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Consideration Nurture: The Long Game

Month 1: Welcome email with requested resource. Follow-up: "3 things families wish they'd known earlier." Newsletter invitation.

Months 2-6: Monthly newsletter: resident stories, caregiver tips, community events. One authentic video per quarter (30-60 seconds). Seasonal content hooks.

Months 6-12: Segmented content based on behavior. Low-pressure event invitation: education seminar, open house, shared meal. One direct mail piece.

Months 12+: Continue newsletter. Quarterly personal check-in from admissions (relationship call, not a sales call).

SIGNAL SHIFT DETECTION: If a consideration lead suddenly visits your pricing page, views availability, or calls your front desk, your system should flag this and move them to the crisis playbook immediately. Consideration families become crisis families overnight. Your CRM needs to catch that change.

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Consideration Social Ads: The Layered Approach

<p>Layer 1: Awareness</p> <p>Target: Adults 45-65 with caregiving interests; adults 65-80 interested in retirement and active living.</p> <p>Creative: Values-based, emotional, non-promotional.</p> <p>Goal: Video views, engagement, blog traffic. No conversion ask.</p>	<p>Layer 2: Engagement</p> <p>Target: People who engaged with Layer 1 (watched 50%+ of video, clicked to blog, liked/shared).</p> <p>Creative: Resident stories, family testimonials, community life.</p> <p>Goal: Email capture via guide download or newsletter signup.</p>	<p>Layer 3: Activation</p> <p>Target: Email subscribers, repeat site visitors, high-engagement leads.</p> <p>Creative: Direct but warm invitation to visit.</p> <p>Goal: Event attendance, tour scheduling, phone call.</p>
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Layer 1 makes them aware. Layer 2 makes them trust you.
Layer 3 makes them ask. *Do not skip layers.*

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Budget Allocation: Honest Expectations

<p>SCENARIO 1</p> <p>Memory care or nursing beds need filling. 60-70% crisis playbook / 30-40% consideration playbook. Expectation: Results in 30-90 days. Measurable cost-per-inquiry and cost-per-move-in.</p>	<p>SCENARIO 2</p> <p>Occupancy stable, building pipeline. 30-40% crisis / 60-70% consideration playbook. Expectation: Pipeline investment. Returns in 6-18 months.</p>	<p>SCENARIO 3</p> <p>New wing or community opening. Start 12+ months out at 80% consideration. Shift to 50/50 at 6 months. Shift to 70% crisis at opening.</p>
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The honest conversation: Crisis spend produces near-term ROI. Consideration spend produces pipeline that converts over months and years. If leadership expects both to perform on the same timeline, you will always underfund consideration and wonder why your pipeline runs dry.

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Things You Can Do This Week

<p>1. Separate your keywords. Pull your search terms report. Categorize every term as crisis or consideration. Are they going to different landing pages?</p>	<p>4. Write one Tier 1 blog post. Answer the question: "How do I know when it's time for assisted living?"</p>
<p>2. Test your response time. Have a friend fill out your form on a Saturday. How long until someone calls back?</p>	<p>5. Open one program to the public. Pick an event or support group. Promote it externally. Bring consideration families through your doors.</p>
<p>3. Add one question to intake. "What's prompting you to reach out today?" Route the answer accordingly.</p>	<p>6. Check your mobile experience. Load your homepage on your phone. Can you find the phone number in under 3 seconds?</p>

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Get Both Playbooks and Start Monday

WHAT YOU'LL RECEIVE:

- Today's full slide deck (PDF)
- Crisis landing page checklist
- Consideration content framework (*12-month plan*)
- Sample ad copy frameworks for both playbooks

Want to talk strategy for your community? Book a complimentary 30-minute digital audit with our team.

Presented by Adam Bird, Director of Strategy, Deksia



DEKSIA.COM/SENIOR-LIVING-PLAYBOOK

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