

BIGBUZZ[®]

www.bigbuzzinc.com



The Complete Data-Driven eBook:
**Calls to Action that Work:
The Senior Care Industry
Insider Report**

People take action when we ask them to take action.

Why is it so hard to get that ask right?

We surveyed 100 website development and online marketing experts and audited the websites of the top [10 largest senior living providers in the U.S.](#) to uncover precise best practices for marketing calls to action that encourage older adults and their families to take the next right step in getting the help or care they need - in other words, calls to action that actually bring them into your doors. Here's what we found:

- 1. The Clear Call to Action Model.**
Analysis of data from website development and online marketing experts nationwide gave way to a clear model for the development of strong calls to action. We provide it here in the form of a manifesto you can apply every time your team creates marketing materials.
- 2. The Industry Insiders' Approach to Format.**
From our study, a particularly simple format for website calls to action was revealed to produce the highest click-through rates. We illustrate the format.
- 3. The Call to Action for Connection.**
Check your website's Contact or Connect page. Is what you see there compelling enough to get a visitor to call or fill out a form? If not, check out what our experts recommend as the call to action most likely to inspire connection.
- 4. The Process for A/B Testing Calls to Action.**
A/B testing website calls to action is essential to optimizing click-through rates over time, yet it can be time intensive and tedious. We offer a standard operating procedure you can use for A/B testing.
- 5. Industry Checkup.**
In our audit of the top 10 largest senior living providers in the nation, none were following all 12 attributes laid out in The Clear Call to Action Model. Just by checking the boxes on all 12, your communities will compete strongly in the industry with effective calls to action.
- 6. Insights Beyond the Manifesto.**
Here, we publish insights from the individual website development and online marketing experts who participated in our study. If you're ready for the advanced course, this section is for you.

1. THE CLEAR CALL TO ACTION MODEL

If we expect people to take action, we must clearly call them to action. Herein is the manifesto of The Clear Call to Action (CTA) Model for the senior care industry as shown by trends from our study of 100 website development and online marketing experts nationwide:

1. All CTA buttons shall start with an action word, or verb, like “Get,” “Download” or “Schedule” for optimum click-through rate.
2. Downloadable assets shall bear the CTA “Download now – it’s free.”
3. Content marketing signups shall bear the CTA “Subscribe.”
4. The contact CTA shall be “Schedule a tour now” or “Schedule a consultation now.”
5. Website calls to action shall appear “above the fold,” or before the visitor must scroll, for optimum click-through rate.
6. Website buttons shall be designed in a contrasting color to the content or web page for optimum click-through rate.
7. Supporting copy appearing above or near the website call-to-action button shall be written in no more than 3 sentences, each about 5 words long.
8. Text appearing inside the website call-to-action button shall be written in no more than 5 words.
9. Call-to-action buttons shall be larger than desktop call-to-action buttons on mobile devices for optimum click-through rate.
10. A testimonial quote shall be placed near the website call-to-action button to increase click-through rates.
11. Website call-to-action buttons shall be rounded, not square.
12. Calls to action shall follow the Z formation along which a website visitor’s eyes travel.

To ensure whole-team compliance, document a standard operating procedure based upon this manifesto, train your team, celebrate wins toward achieving the desired outcomes and keep your team accountable for ongoing updates and improvements. For support, [connect with us](#).

2. THE INDUSTRY INSIDERS' APPROACH TO FORMAT

Our industry insiders indicated a straightforward format for each call to action: headline, body copy and one or two buttons. Each should be laid out like these examples:

Example 1:

Headline — [

Body Copy — [

Buttons — [



Absolutely everything an entrepreneur needs to win

Collect more leads, convert them to clients, and turn those clients into fans with Keap's powerful CRM and sales and marketing automation.


Try free See demo

Example 2:

Headline — [

Body Copy — [

Button — [



Free CRM Software With Something for Everyone

Think CRM software is just about contact management? Think again. HubSpot CRM has free tools for everyone on your team, and it's 100% free. Here's how our free CRM solution makes *your* job easier ...


Get free CRM

Example 3:

Headline — [

Body Copy — [

Buttons — [



Customer 360 drives growth and cost savings.

Learn how Salesforce can help you create efficiencies, reduce costs, and increase productivity.


Start my free trial Watch demos

“Wait,” you might be thinking. “These calls to action are for business services, not senior care.” True, and yet the format absolutely works for our industry:

Headline — [

Body Copy — [

Button — [



Not sure if your loved one is ready for senior living? That's alright!

Check out our resources for senior living assessment guides and our senior living cost calculator for more information on how to know if the time is right for a senior living community.

GET STARTED

3. THE CALL TO ACTION FOR CONNECTION

Here are detailed instructions on how to develop the call to action our experts indicated is most likely to inspire connection:

First, get the reader's attention with an inviting headline. For example, "Live your best life!"

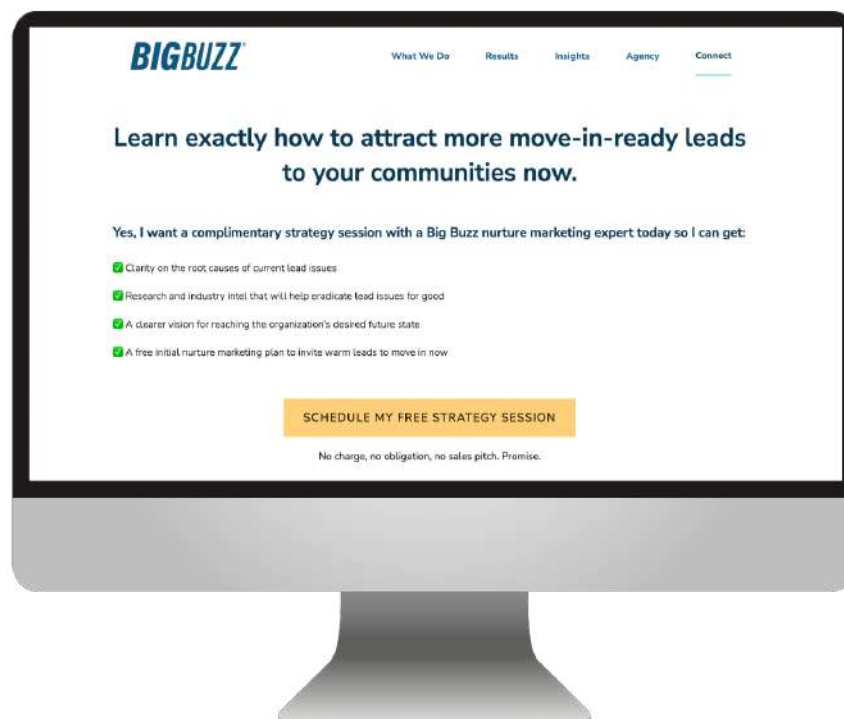
Then, add body copy underneath starting with the words, "Yes, I want to..." Our study showed that these words inspire more connection and action than any others. End your body copy with, "...so I can get:". This tees up your upcoming value list.

The value list includes three to four bullet points articulating the value the person will get from taking action. (This is not the value proposition for moving to one of your communities or investing in care with you. That value proposition would have been articulated on the Home and other main web pages before they reach this one. This is the value of simply taking the next right step.) Here is a list of example value bullets that would follow the phrase "...so I can get":

- Clarity on my current situation and suggestions on how I can immediately improve daily life
- Expert guidance that will help me make great choices for my future
- A clearer vision for reaching my desired future life, even if that doesn't involve moving
- Free initial details on a tour or what it might look like to join a senior community

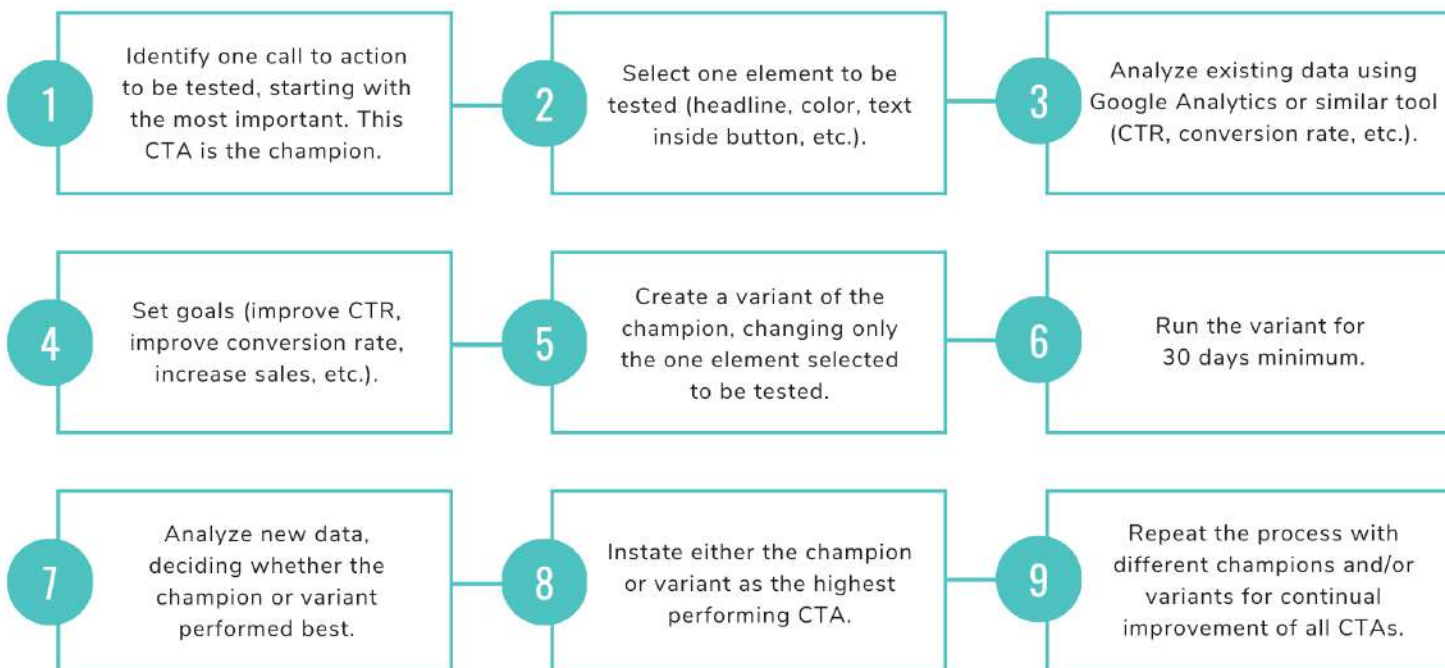
Finally, add a short form with a button at the end that calls them to action. For example, "Schedule my free session."

When it all comes together, it looks like this:



4. THE PROCESS FOR A/B TESTING CALLS TO ACTION

A/B testing allows your team to definitively determine which elements of a given call to action yield the achievement of which goals. For example, the call-to-action headline “Come live your best life!” may yield a 4.23% click-through rate (CTR) while “Come live with us!” may only yield a 2.64% CTR. Here is a process for A/B testing website calls to action for continual improvement over time:



Beyond calls to action, A/B testing is best applied to the headlines and body copy on each web page, images and video appearing throughout the website, service descriptions on the website, subject lines of email campaigns and various elements of landing pages and content marketing efforts.

Website development and online marketing experts across the nation consider A/B testing one of the best strategies for improving website conversions and overall outcomes from nurture marketing efforts.

5. INDUSTRY CHECKUP

Big Buzz conducted an audit of website calls to action from the top 10 largest senior living providers in the U.S., according to [Argentum's 2021 Largest Providers Report](#).

What Industry Leaders Do Well

90%

designed website buttons in a contrasting color to the content web page for optimum click-through rate.

90%

followed the rule for text appearing inside the website call-to-action button written in no more than 5 words.

80%

began all call-to-action button text with an action word, or verb, like "Get," "Download" or "Schedule" for optimum click-through rate.

70%

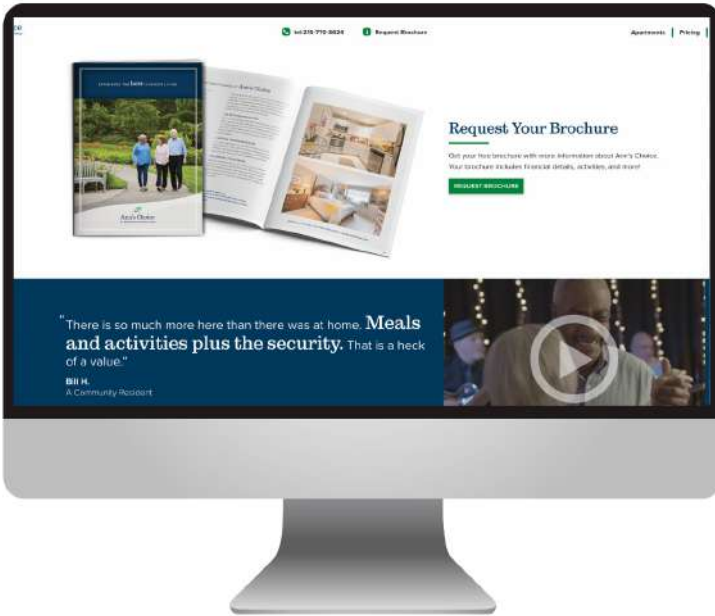
achieved the standard of call-to-action buttons designed larger than desktop call-to-action buttons on mobile devices for optimum click-through rate.

Where Industry Leaders Need Most Improvement

Downloadable Assets

Only 20% of industry leaders used the call to action "Download now – it's free" for downloadable assets. Very few offered downloadable assets at all. Offering downloadable assets on your website invites visitors to glean valuable learnings from you and come to trust you over time. In exchange for this value, downloadable content allows your organization to collect contact information from visitors.

Below, find examples from the three organizations (Sunrise Senior Living, Erickson Senior Living and Senior Lifestyle) that offered downloadable assets or employed other valuable lead-capture strategies.

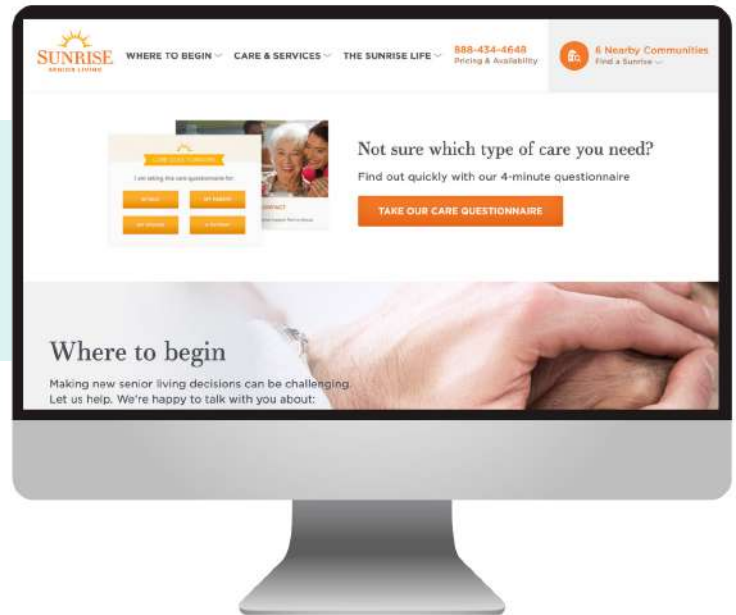


Erickson Senior Living

www.ericksonseniorliving.com

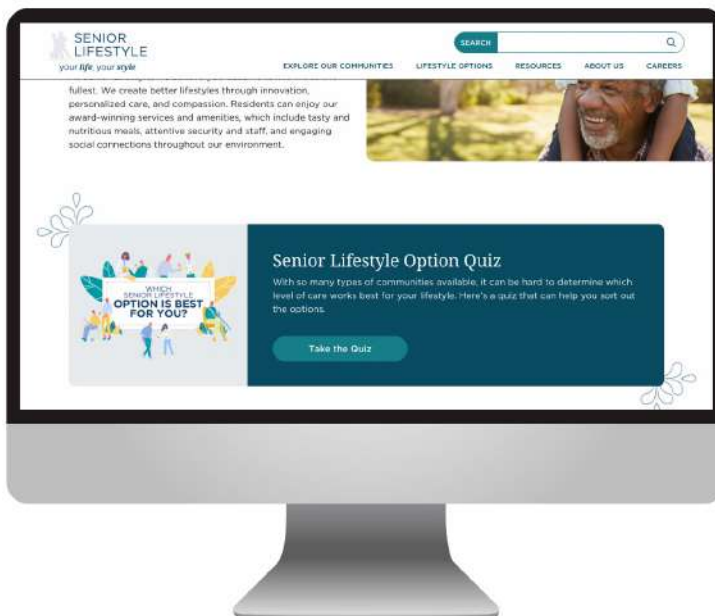
Sunrise Senior Living

www.sunriseseniorliving.com



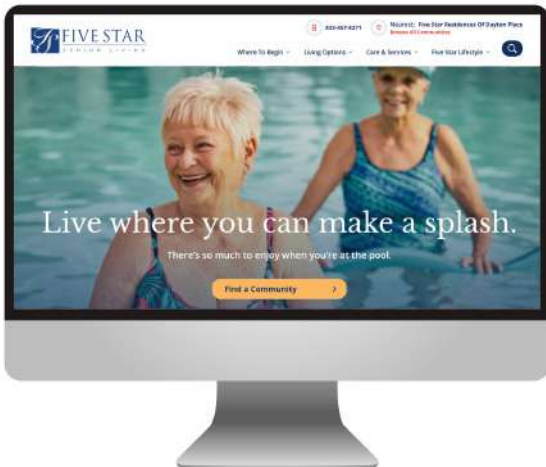
Senior Lifestyle

www.seniorlifestyle.com



Schedule Now

Just 20% of industry leaders used some variation of “Schedule a tour now” or “Schedule a consultation now” for the contact call to action. Five Star Senior Living did a good job of teeing up the opportunity with this compelling call to action. Upon finding a community, web visitors are prompted to “Schedule a tour.” This is a good example of taking the visitor on the journey into the community’s door.



Five Star Senior Living

www.fivestarseniorliving.com

Testimonial Quotes

While many industry leaders included testimonial quotes on their websites, none placed testimonial quotes near the website call-to-action buttons to increase click-through rates.

Sunrise did place the following testimonial quote adjacent to a call to action, but not near it. It would be better to add quotes like this one directly below or next to call-to-action buttons for higher conversions.

Sunrise Senior Living

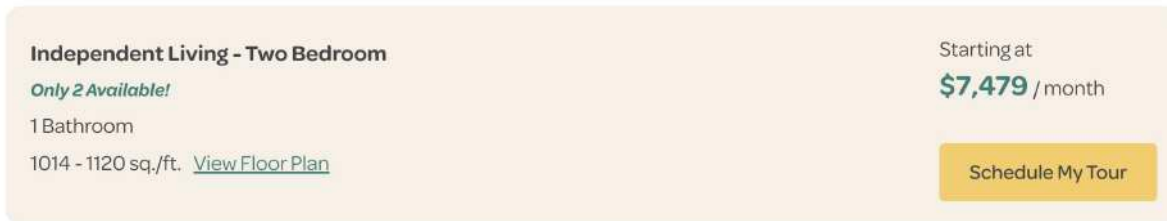
www.sunriseseniorliving.com



If industry leaders aren’t following The Clear Call to Action Model, then how are they leading the industry? Vast brand awareness. Expansive content marketing efforts driven by sophisticated automation. Large online advertising budgets with landing pages that convert. Deep investment in sales team processes training. Industry giants remind all players to also invest well in these areas at a scale appropriate to their organization. Plus, by checking the boxes on all 12 attributes covered in The Clear Call to Action, your organization will compete well in the industry with strong calls to action.

6. INSIGHTS BEYOND THE MANIFESTO

In surveying 100 website development and online marketing experts, we gleaned added individual insights outlined here.



The screenshot shows a real estate listing card. On the left, it reads: 'Independent Living - Two Bedroom', 'Only 2 Available!', '1 Bathroom', and '1014 - 1120 sq./ft. [View Floor Plan](#)'. On the right, it says 'Starting at \$7,479 / month' and features a yellow button labeled 'Schedule My Tour'.

www.holidayseiniorsliving.com/retirement-communities/holiday-hawaii-kai-honolulu-hi

Create Urgency

Use time-oriented wording in or near calls to action to encourage visitors to act now. In our audit of industry leaders, we especially respected Holiday Retirement’s approach. Notice “Only 2 Available!” proximate to the call to action “Schedule My Tour”.

Optimize the Experience

For calls to action to work optimally, the designs of the user experience and user interface (UX/UI), or look, feel and functionality of the entire site, must be in optimal working order at all times. Websites older than five years typically require an entirely new platform for web design and interface to properly work.

Tell a Story with Photography

Photos should catch the reader’s eye. Use custom photography to share the story of your communities’ culture. For more insights on storytelling in marketing, download [The Complete Data-Driven eBook to Storytelling Marketing for Senior Living](#).

Connect the Way They Prefer

The experts at [ActiveDEMAND](#) suggest that in all contact forms, you provide a dropdown field that allows website visitors to select the method of communication that works best for them: email, text or phone call.

Apply Best Practices Across the Board

Apply similar best practices to calls to action on all media leading to the website: social media posts and ads, online ads, blog posts, content marketing emails, landing pages, etc.

Offer to Chat

Add a live chat solution to the website to further increase conversions. A recent study by [SiteStaff Chat](#) found that 8% to 13% of live-chat-generated leads convert to move-ins – a rate of three to five times the industry average.

Yes, I want a complimentary strategy session with a Big Buzz nurture marketing expert today so I can get:

- ✓ Clarity on the root causes of current lead issues we face
- ✓ Research and industry intel that will help eradicate lead issues for good
- ✓ A clearer vision for reaching the organization's desired future state this year, 3 years from now and 5 years from now
- ✓ A free initial nurture marketing plan to invite warm leads to move in now

SCHEDULE MY FREE STRATEGY SESSION

Big Buzz is a marketing agency delivering a steady stream of move-in-ready leads to teams serving the senior living industry. For more than 15 years, Big Buzz has helped senior living marketing and sales teams nurture leads to increase occupancy, grow and scale. CEO Wendy O'Donovan Phillips is the author of the book [Flourish!: The Method Used by Aging Services Organizations for the Ultimate Marketing Results](#), has been published in McKnight's, has been a regular contributor to Forbes, and has been quoted in The Washington Post, ABC News and Chicago Tribune. The Big Buzz leadership team regularly lectures in front of audiences ranging from 25 to 3,000 attendees, including at Argentum and various LeadingAge chapters. Agency awards and accolades include recognition for excellence by the American Marketing Association, Gold Key Award Winner by the Business Marketing Association, HubSpot Academy Inbound Marketing Certification, and Top Advertising and Marketing Agency by Clutch. www.bigbuzzinc.com