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# SENIOR LIVING GUIDE: GENERATING REVIEWS

Online reviews are a helpful resource for prospects researching senior living options. They are also an incredibly effective and inexpensive marketing tool for your organization. They improve your reputation, boost your credibility and even bolster your local search rankings. Below are 7 easy methods of generating online reviews from residents and family members.



**1. Bingo Card/Punch Card:** Print and distribute bingo cards or restaurant-reward-style cards with each square or section prompting the recipient to take a certain action, such as write a review on different platforms (share your review on Facebook, write us a review on Google, review us on Yelp, etc.). Add in some activities that aren't review-related, too, like "Do a puzzle with your loved one" or "Take a walk with your loved one." Select fun prizes for getting a "Bingo" or completing the punch-card activities.

**2. Team Goals:** Get your team on board for generating reviews! Set a goal for how many new reviews you want to see, then create an internal scoreboard for your team to measure the progress. Be sure to remind the team that positive interactions with residents and family members create great opportunities to "make the ask." To keep everyone incentivized to ask for reviews, brainstorm together ways to celebrate once the goal is achieved.



**3. Handwritten Note:** Give residents and family members handwritten notes containing a personalized salutation with directions on how to leave a review. Make sure to mention that they are not at all obligated to do so, but that staff members would be happy to help them navigate the online platforms if they wished to do so.



**4. Cards for Visitors:** Hand out cards to family members thanking them for their visit and politely asking to leave a review. Making simple asks like this can be surprisingly effective, and the tangible reminder will make them less likely to forget about the request once they are back home.



**5. QR Codes:** Post QR codes in the lobby and social areas of your community that link to your online review pages. This will encourage tech-savvy residents and family members to leave reviews. QR codes have recently seen a massive resurgence in popularity and serve as an unobtrusive way to pique visitors' interest. You can generate QR codes online for free and print them to place as you see fit.

**6. Give Back:** For every new review in a specific month, donate a corresponding dollar amount to a certain cause, or invest that same amount into improving your community. Not only will this help to improve your campus or local community, but it also helps residents and family members feel like they are doing their part as well.



**7. Email Reminders:** Send out periodic emails to your database with links to review pages and a reminder of how much online reviews benefit your community.

## 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](http://www.bigbuzzinc.com)