



Where You Live Matters Q1 2019 Committee Update

April 2019



GLYNNDDEVINS

GD

Q1 PROGRAM HIGHLIGHTS

- 2019 – Enhance the Growth
- New Website Content
- Ageless Advice Column Update
- Key Messaging Brochure
- Community Locator Tool
- Q1 Paid Search & Native Advertising
- Facebook Performance
- Monthly Ambassador Email Series
- SPREAD THE WORD

2019 THEME



GOAL #1: EXPAND AND ENHANCE CONTENT ON THE WEBSITE.

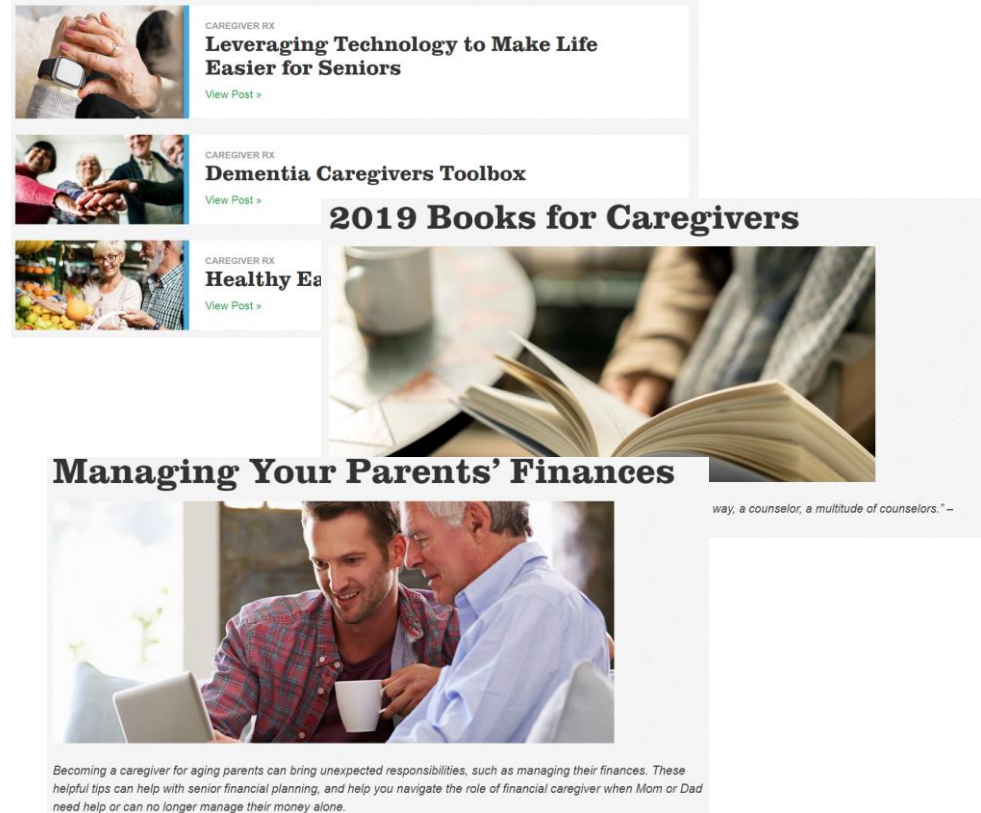
- Created 6 new blogs for the Ageless Advice column
- Completed Q1 SEO audit, monitoring and ongoing maintenance
- Developed brand-new Key Messaging Brochure

GOAL #1: Q1 SEO AUDIT FINDINGS

- 36% increase in organic search volume and 14% increase in blog subscribers.
- When someone searched the following queries on Google, WYLM Content/Resources showed up as the first link for users to learn more in Q1:
 - Cost of Senior Living Communities
 - Keys to Longevity
 - Cost of Independent Living
 - How Much Does it Cost to Live in a retirement community?
 - Average Cost of Retirement Living
- Over 376.6K websites backlink to WYLM site.


AGELESS ADVICE COLUMN - NEW BLOG POSTS

- Since launch, there are 250+ subscribers to the Ageless Advice column through March 31, 2019.
- Six new [blog posts](#) have been added to the website in Q1:
 - [2019 Books for Caregivers](#)
 - [Healthy Eating for Guide for Older Adults](#)
 - [Dementia Caregivers Toolbox](#)
 - [Leveraging Technology to Make Life Easier for Seniors](#)
 - [Managing Parents Finances](#)
 - [Unique Hobbies for Older Adults](#)
- Fill out the [form](#) to receive biweekly emails of the latest post.



Q4 NEW WEBSITE CONTENT

- **New Key Messaging Guide**
 - This brochure is a resource for those who are just starting to consider senior living, or aren't sure it's right for them. Download this free guide to **Exploring Senior Living**.
 - It defines terms you need to know, helps you think through lifestyle and wellness goals, and offers tips for planning ahead.
 - Added to the homepage on 4/4.



Exploring Senior Living

WHERE YOU LIVE MATTERS | Exploring Senior Living

For your consideration

As you begin to explore your senior living options, there are a number of things to consider about how you want to live. Taking some time to examine lifestyle goals, your overall well-being, and planning for future health care needs can help you make choices that benefit you both now and over the long-term.

Lifestyle Goals
How do you spend your time now? How would you spend it if you had more opportunities? Use these quick assessments to begin evaluating your current lifestyle needs.

Activities	Do now	Want to do	What I want to do less of...
Volunteer	<input type="checkbox"/>	<input type="checkbox"/>	Interior maintenance <input type="checkbox"/>
Attend cultural events	<input type="checkbox"/>	<input type="checkbox"/>	Exterior maintenance <input type="checkbox"/>
Go to a fitness center	<input type="checkbox"/>	<input type="checkbox"/>	Snow and/or leaf removal <input type="checkbox"/>
Spend time with friends	<input type="checkbox"/>	<input type="checkbox"/>	Housekeeping <input type="checkbox"/>
Garden	<input type="checkbox"/>	<input type="checkbox"/>	Cooking <input type="checkbox"/>
Learn something new	<input type="checkbox"/>	<input type="checkbox"/>	Driving <input type="checkbox"/>
Swim, bike, golf or hike	<input type="checkbox"/>	<input type="checkbox"/>	Other: <input type="checkbox"/>
Creative expression	<input type="checkbox"/>	<input type="checkbox"/>	Other: <input type="checkbox"/>
Travel	<input type="checkbox"/>	<input type="checkbox"/>	
Play music or sing	<input type="checkbox"/>	<input type="checkbox"/>	
Study group or book club	<input type="checkbox"/>	<input type="checkbox"/>	
Other: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Senior living communities offer a wide range of services, amenities, programs and activities that allow you to do more of what you love and less of what you don't.

WHERE YOU LIVE MATTERS | Exploring Senior Living

Defining Senior Living

There are many different types of senior living communities to choose from. These definitions will help you get a better understanding of your options.

Active Adult Communities

Typically restricted to people who are 55+, these communities offer residential living, usually in single-family homes, townhomes or condominiums, or multi-family properties, either for sale or for rent. Hospitality services and outdoor maintenance might be included in the resident's monthly fee, and the community could offer amenities such as a clubhouse and recreational spaces.

Assistance with activities of daily living isn't typically provided, but access or referral to nearby health care providers may be. Typically, residents have a choice of whether or not to take advantage of available services or programs, which can include housekeeping, interior and exterior maintenance, transportation and social activities.

Assisted Living

Planning Ahead

What if...? What if you or your spouse/partner has a sudden health crisis? What if you need long-term care of some kind? What if your house becomes too much to take care of? AP-NORC Long-Term Care polls find that 67% of older adults have done little or no planning for their future health needs. If your "plan" is just to remain in your house or have one of your grown children take care of you, there are some questions you need to ask yourself now.

Staying in Your House

- What's the true cost of keeping your house and yard well maintained each year?
- How well will you be able to maintain it yourself in the next 5 to 10 years?
- What kinds of major repairs or replacements will you need to make in the next 1 to 3 years? Is that where you want your money to go?
- How much will it cost to make age-related upgrades so your house stays safe and accessible?
- Does the location of your house make it easy to visit friends, shop, go to your favorite activities or house of worship? Will it still be easy to do those things if you can no longer drive?

Family as Caregivers

- Adult children spend thousands of dollars and countless hours each year caring for aging parents. Do you want to ask that of your children?
- How will becoming your caregiver change your relationship with them?
- Do your adult children have families and careers of their own? How difficult will it be for them to take on caregiving responsibilities?
- Have you talked with your children about becoming caregivers? Do they want to do it? And how prepared are they to do it?
- If you don't have children or other family members to take care of you, where will you get long-term support?

COMMUNITY LOCATOR TOOL - LIVE

- Search results will display ASHA member communities in U.S. and Canada by level of care(s), address, state and ZIP, up to a 100-mile radius.
 - Links to the community's website are included.
- Launched on April 2, 2018
- All ASHA members are eligible to upload their communities to the website.
- 'Active Adult' Addition added in January 2019

Search our site ...

Learn Advice Column **Find a Community** Contact

where you live matters

Find a Senior Living Community

Search

State/province or ZIP/postal code are required. Narrow your search by selecting other fields.

Community Name

Name

Terms of care

Type of Community

State/Province

State/Province

ZIP

Enter ZIP Code

Mile Radius

Select Distance

FIND A COMMUNITY >

FIND A RETIREMENT COMMUNITY NEAR YOU

Search for senior living near you or a loved one in the U.S. or Canada. Search by state/province, or ZIP/postal code. Or choose a location on the map.

Note: Some communities are too close together to display as individual pins. The numbers inside the map pins represent how many communities are in that area. Select the number to zoom in.

Map Satellite

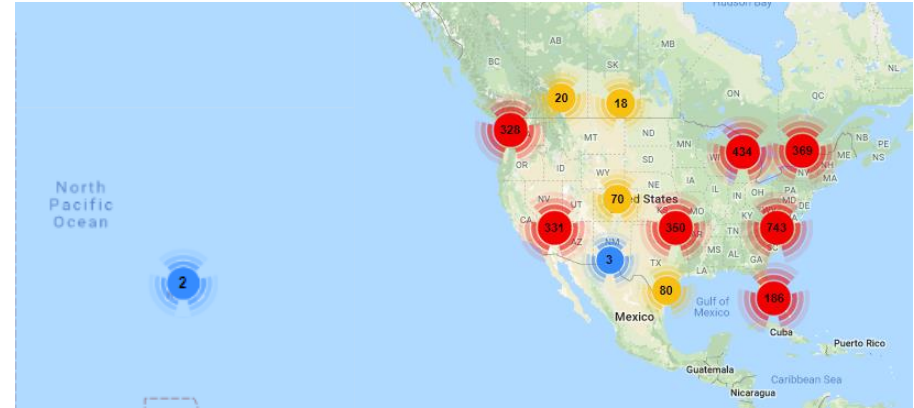
United States

Map data ©2018 Google, INEGI Terms of Use

BACK TO TOP

COMMUNITY LOCATOR TOOL PERFORMANCE

- Communities on tool: **3,254**
 - In Q4 2018, there were 2,938 communities live on the tool.
- # of Members Participating: **99**
- Total pageviews: **3,111**
 - 2018 pageviews: 6,050
- Total searches: **16,202**
 - Q4 2018 total searches: 9,841
- Total clicks to “Visit Community Website”: **1,362** (1/1/19-3/31/19)
 - Q4 2018 total clicks: 1,035
- Average time on page: **7:30**
 - Q4 2018 average time: 8:06



Click [here](#) to learn how to add your community(s)

GOAL #2: INCREASE WEBSITE TRAFFIC & REDESIGN SITE

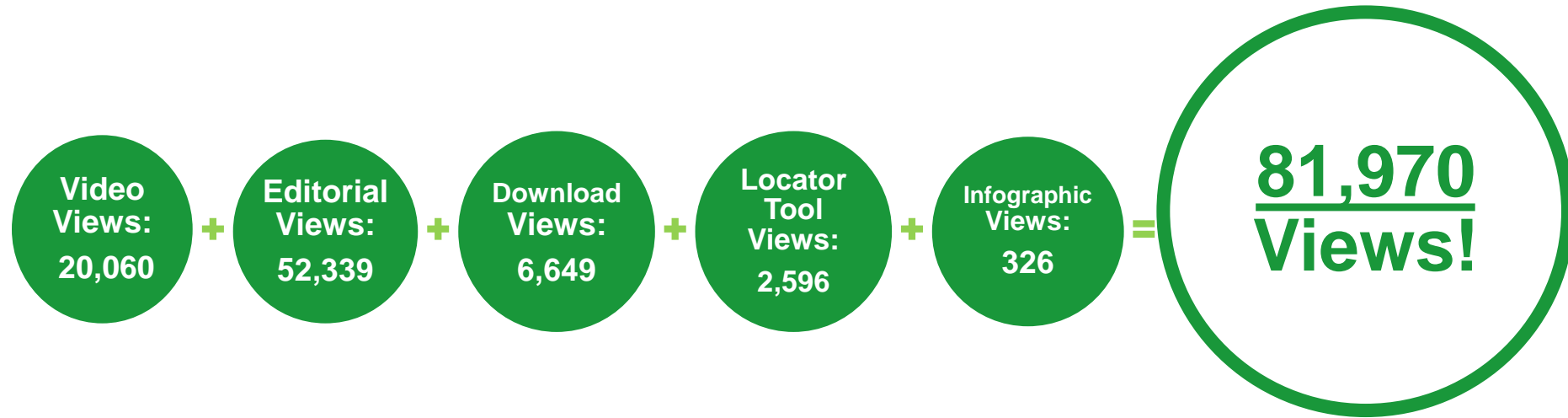
All 2017 Website Sessions: 106,248

All 2018 Website Sessions: 218,527

2019 Year-to-Date Website Sessions: 85,128*

2019 YTD data reported through March 31, 2019*

WEBSITE CONTENT UNIQUE ENGAGEMENT



Data reported from launch through January 1, 2019 to March 31, 2019

WEBSITE REDESIGN

- **Purpose:** Evolve the website with the current brand and rebuild the site's information architecture to better facilitate the vast amounts of content to provide a more seamless user experience.
- **Anticipated launch date:** June 2019

WYLM Paid Search

- Paid search efforts launched on 11/1/18 and will continue through December 2019 on Google, Bing and Yahoo to direct users to highly relevant content on Where You Live Matters by reviewing their top search queries and keywords.
- Total sessions: 11,790 (4.5% increase compared to Q4 2018).
- Total impressions: 133,851 (27% increase compared to Q4 2018)
- Total clicks: 9,204 (6.9% click-through rate)
- Total cost per click: \$1.96
- **Top Keywords by Clicks**
 - Assisted living cost
 - Memory care facilities
 - What is assisted living
 - Cost of assisted living
 - How much does assisted living cost

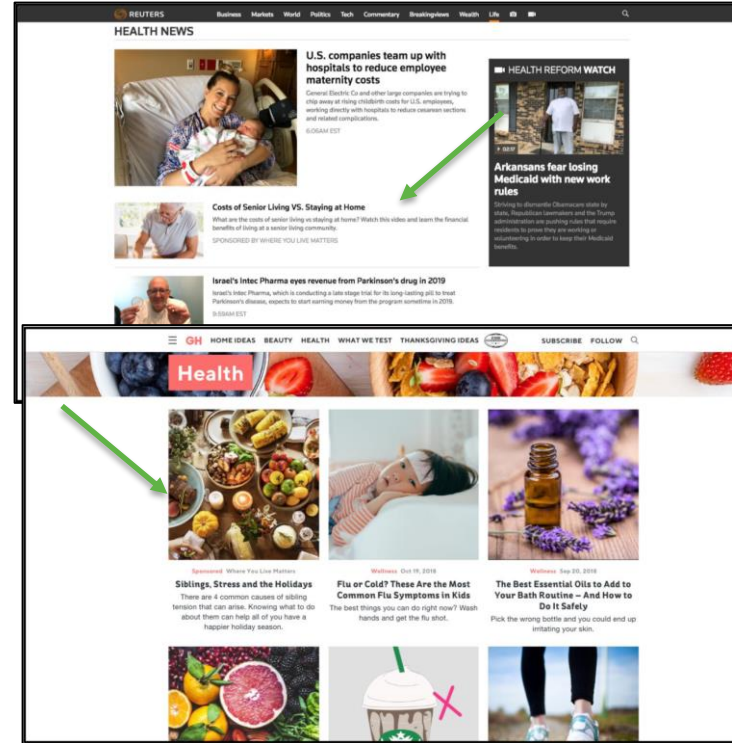
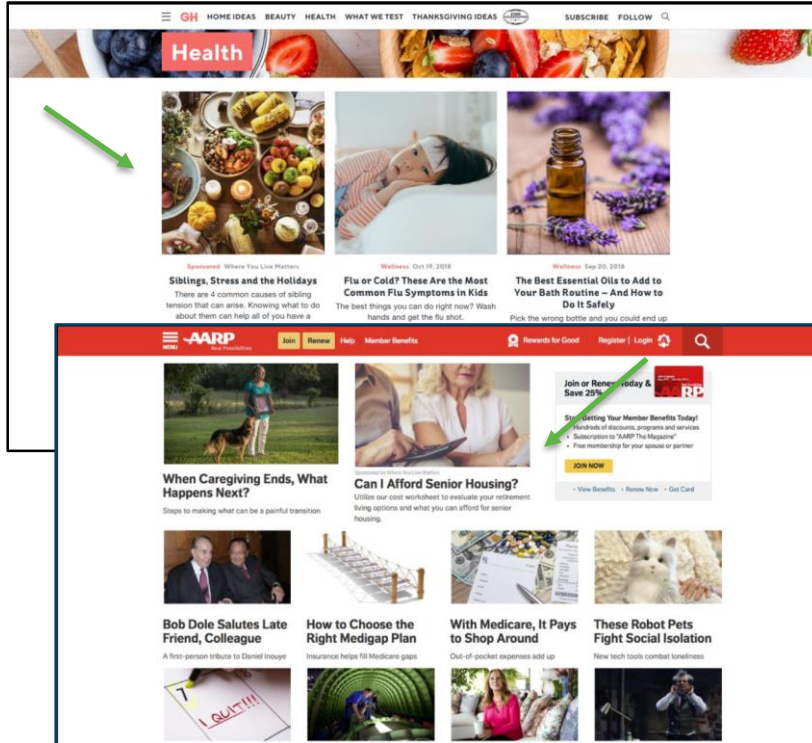
Data reported from January 1, 2019 – March 31, 2019

WYLM Native Advertising

- Native display ads are contextually targeted and are often shown as suggested or recommended articles on publisher websites such as AARP, Reuters, The Washington Post, Women's Health and Good Housekeeping.
- Native ads launched on 11/1/18 and ended on 1/31/19. The Q4 2018 strategy was to push native ads during the Holiday season to increase awareness of WYLM's content on publisher sites.
 - They are non-disruptive, flow with and match the look and feel of the editorial content of the publisher's site, exposing users to new content matched to their interests and demographics.
- Total sessions: 20,277
- Total impressions: 8,976,426
- Pages per session: 1.2
- Total clicks: 44,089
- Total cost per click: \$0.80
- The content pieces [Sibling, Stress and the Holidays](#), [Age at Home or Move to a Senior Living Community](#) and [Costs of Senior Living Vs. Staying at Home Video](#) have seen the most traffic and engagement.
 - The average time on site for users consuming above content pieces is 3:03, which well-above the site average (1:30).

Data reported from November 1, 2018 – January 31, 2019

WYLM Native Advertising Examples



PAID SOCIAL – FACEBOOK


- In Q1, paid social has produced 32% or **27,237 of all website sessions**.
 - Since launching in March 2017, there's a total of 230,794 website visits attributed to paid social.
- 272,733 Facebook users have been reached in Q1.
 - 109,136 users = Seniors
 - Generated 15,584 website sessions via paid social
 - 163,597 users = Adult Children
 - Generated 11,653 website sessions via paid social
- There also have been 1,125 ad reactions, 727 shares, and 1,779 full video views.
- The average conversion rate was 10.0% (benchmark 7.9%).
 - 14.3% rate: Seniors
 - 7.1% rate: Adult Children (highest conversion rate for this audience since launching paid social in March 2017)

Data reported from January 1, 2019– March 31, 2019

PAID SOCIAL ADS – SENIOR & ADULT CHILD TARGET

Where You Live Matters
Sponsored · 🌐

Prevent social isolation and discover the benefits of staying connected.



WHEREYOULIVEMATTERS.ORG

Aging, Isolation & the Value of Connectedness [Learn More](#)

Social circles tend to get smaller as you age. Adult childr...



👍❤️👍 3.1K 261 Comments 2,034 Shares

👍 Like 💬 Comment ➦ Share

13% conversion
rate, 361 shares
and 38 comments

Where You Live Matters
Sponsored · 🌐

Read our advice column. We'll answer your questions about senior housing, lifestyle, and caring for a loved one honestly and candidly, with advice that's ageless.



Is It More Than Just Forgetfulness? [Learn More](#)

How to Make the House Safe for Mom and Dad

👍❤️👍 Bobbie Preble, Connie Carlson and 191 others 9 Comments 79 Shares

👍 Like 💬 Comment ➦ Share

11% conversion
rate, 24 shares
and 1 comment

Where You Live Matters
Written by Gee Dee [?] · August 1, 2018 · 🌐

10 Signs Your Parents May Need Extra Help



WHEREYOULIVEMATTERS.ORG [Learn More](#)

Resources to use as you look for ways to support your parents and get them the lovin...

👍❤️👍 653 144 Comments 713 Shares

👍 Like 💬 Comment ➦ Share 🔊

9% conversion rate,
138 shares and
11 comments

OWNED SOCIAL TO DRIVE WEBSITE TRAFFIC

■ Main Insights

- Total referral website sessions increased by 164.56%.
- Total website session duration increased by 6.22%.
- Total impressions reached over 6,909 users a day.

Overall, Facebook audience increased to 15,333 in the Q1 2019, resulting in higher level of engagement among users.

- 89% of the audience is female.
- 11% of the audience is male.

Page Fan Age

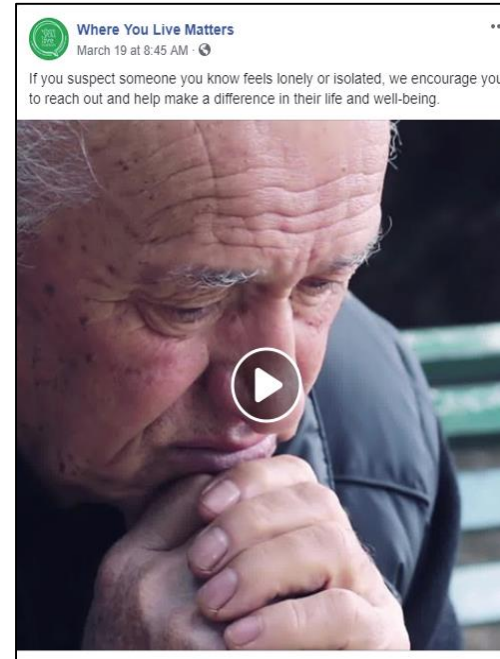
- 48% of Facebook fans are 65+, followed by ages 55-64 with 41% and ages 45-54 at 9%.

According to Facebook, over 4,460 WYLM website visits came from owned social in Q1 2019.

- Compared to Q1 2018, website visits generated from Facebook increased in Q1 2019 by 59%.

OWNED SOCIAL TO DRIVE WEBSITE TRAFFIC

- In Q1 2019, the engagement rate increased by 11.5% or 4,800 total engagements since Q4 2018 (Industry benchmark for Facebook Page with over 10,000 Likes is 0.29% Engagement rate.)
 - The high increase in engagement can we attribute to the new mini-video campaigns targeted to the caregivers and adult children focusing around Books for Caregivers and Aging and Isolation.
 - Examples:



Q1 FACEBOOK ENGAGEMENT UPDATE



674k+ Impressions

7.2% Engagement Rate

1,300+ Post Shares


3,088k+ Post Likes

15.3K+ Facebook Page Likes


1.7k+ Facebook Full Video Views

Data reported from January 1, 2019 to March 31, 2019

FACEBOOK: SUCCESSFUL POSTS


Where You Live Matters
 Published by Gee Dee [?] · January 29 ·

If you're considering making your move to independent living at a senior living community, here are some things you should look for before calling a community home.




WHEREYOULIVEMATTERS.ORG
Independent Living Visit Checklist | Where You Live Matters
[Learn More](#)


Performance for Your Post
1,643 People Reached
206 Reactions, Comments & Shares

167 Like	162 On Post	5 On Shares
6 Love	6 On Post	0 On Shares
4 Wow	4 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
30 Shares	29 On Post	1 On Shares

91 Post Clicks
 0 Photo Views 86 Link Clicks 5 Other Clicks


Where You Live Matters
 Published by Gee Dee [?] · January 11 ·

By planning ahead, you can deter many risks and enjoy a future living right at home.



WHEREYOULIVEMATTERS.ORG
Is the Family Home Always the Best Choice? | Where You Live Matters
[Learn More](#)

Performance for Your Post
2,573 People Reached
123 Reactions, Comments & Shares

104 Like	104 On Post	0 On Shares
4 Love	4 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
3 Comments	3 On Post	0 On Shares
11 Shares	11 On Post	0 On Shares

169 Post Clicks
 0 Photo Views 165 Link Clicks 4 Other Clicks


Where You Live Matters
 Published by Gee Dee [?] · February 7 ·


While many people want to age at home, the opportunities and relationships made within a senior living community can help older adults lead happier, healthier and more fulfilling lives. Find your perfect senior community match at <https://bit.ly/2Hy3zws>




Performance for Your Post
1,995 People Reached
205 Reactions, Comments & Shares

131 Like	120 On Post	11 On Shares
16 Love	7 On Post	9 On Shares
1 Haha	1 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
30 Comments	22 On Post	8 On Shares
26 Shares	25 On Post	1 On Shares

184 Post Clicks
 43 Photo Views 30 Link Clicks 111 Other Clicks


Where You Live Matters
 Published by Gee Dee [?] · January 31 ·

Start a rich conversation with your family about senior living options with these tried-and-true tips.



WHEREYOULIVEMATTERS.ORG
Tips for Adults Talking to Their Parents About Senior Living Choices | Where You Live...
[Learn More](#)

Performance for Your Post
1,813 People Reached
165 Reactions, Comments & Shares

129 Like	125 On Post	4 On Shares
3 Love	2 On Post	1 On Shares
4 Wow	4 On Post	0 On Shares
6 Comments	6 On Post	0 On Shares
23 Shares	22 On Post	1 On Shares

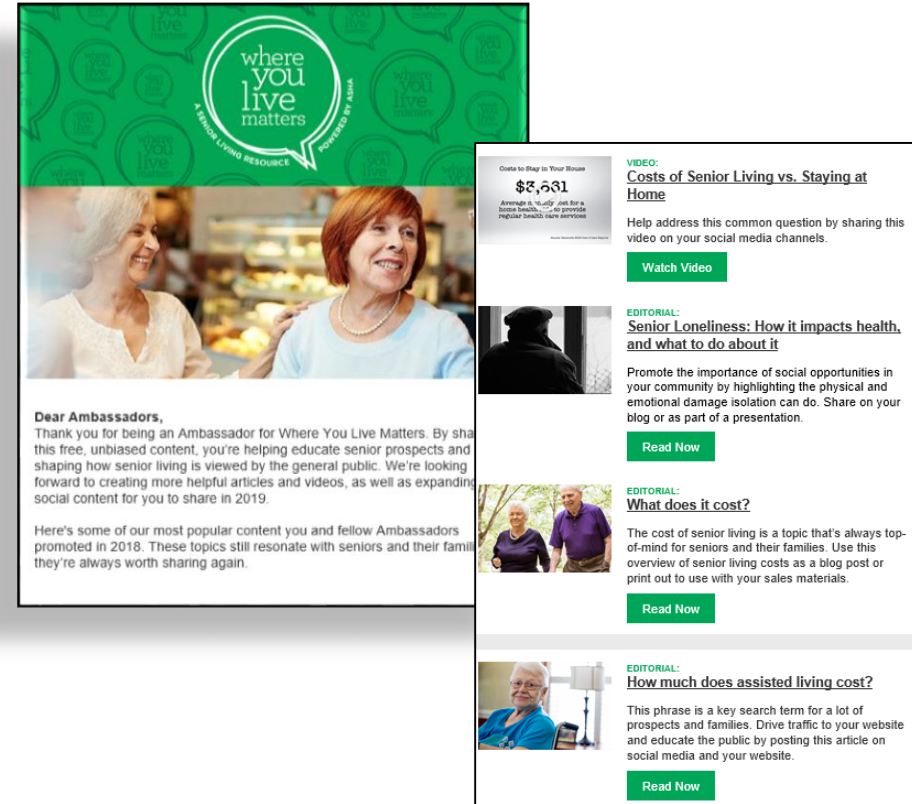
46 Post Clicks
 0 Photo Views 35 Link Clicks 11 Other Clicks

GOAL #3: INCREASE ASHA MEMBER REFERRALS BY 15%.

- Increase awareness of the toolkit, and encourage use by ASHA member communities by:
 - Creating monthly emails to ambassadors highlighting new content
 - Developing bimonthly ASHA emails/printed newsletter to membership
 - Presenting to ASHA board at the Mid-Year Board Meeting
 - Continuing to add successful case studies
 - Adding new employee orientation tools to online toolkit
- Why? Site sessions that come from ASHA referrals continue to have a lower bounce rate, last more than a minute longer than those of non-members, and have more pages viewed per session.

MONTHLY AMBASSADOR EMAIL SERIES

- 3 emails deployed in Q1
- Topics covered:
 - Thank you for Being an Ambassador
 - 8.1% open rate
 - Resource for turning Senior Living Leads into Residents
 - 18.1% open rate
 - Resource to share with Leads who have a Family Member with Dementia
 - 18.4% open rate



WYLM AMBASSADOR COUNT

- 2019 Total Ambassadors: 266 Ambassadors
- We're looking to committee members to encourage staff at all communities to sign up as WYLM ambassadors. Anyone can be an ambassador by signing up on the toolkit: JoinWYLM.org.

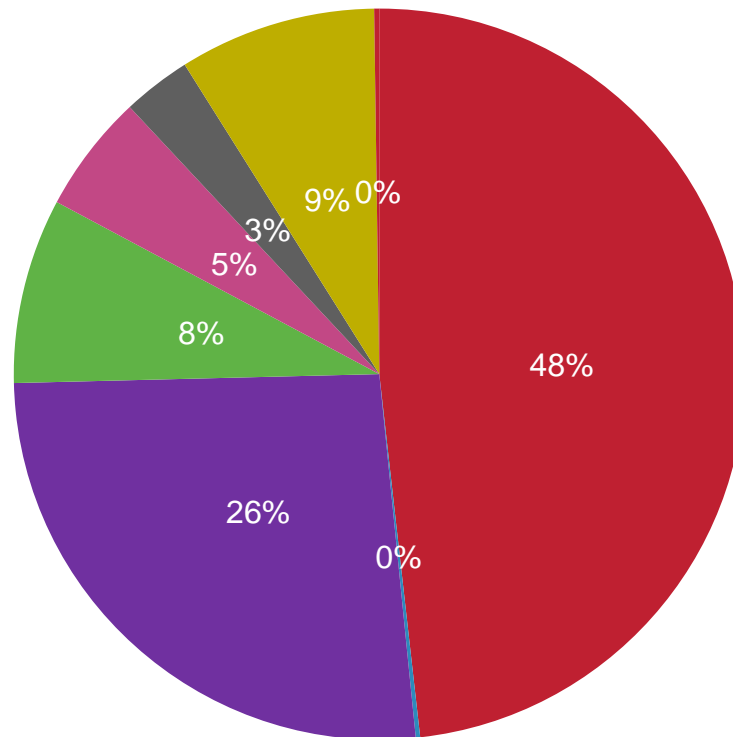
SPREAD THE WORD

- Add the WYLM to your community site like Watermark and SRG Senior Living.
- Continue to encourage members at your organization to sign up as ambassadors.
- Explore resources on the [Tool Kit](#).
- Use the program in your sales process.
- Encourage the use and sharing of WYLM content.
 - **Example:** Incorporate WYLM resources into your weekly or monthly newsletters to families.
- Link to WYLM in community blog posts on your website and resources page.
- Link the Facebook page, and share content with your friends, family, colleagues and prospects.

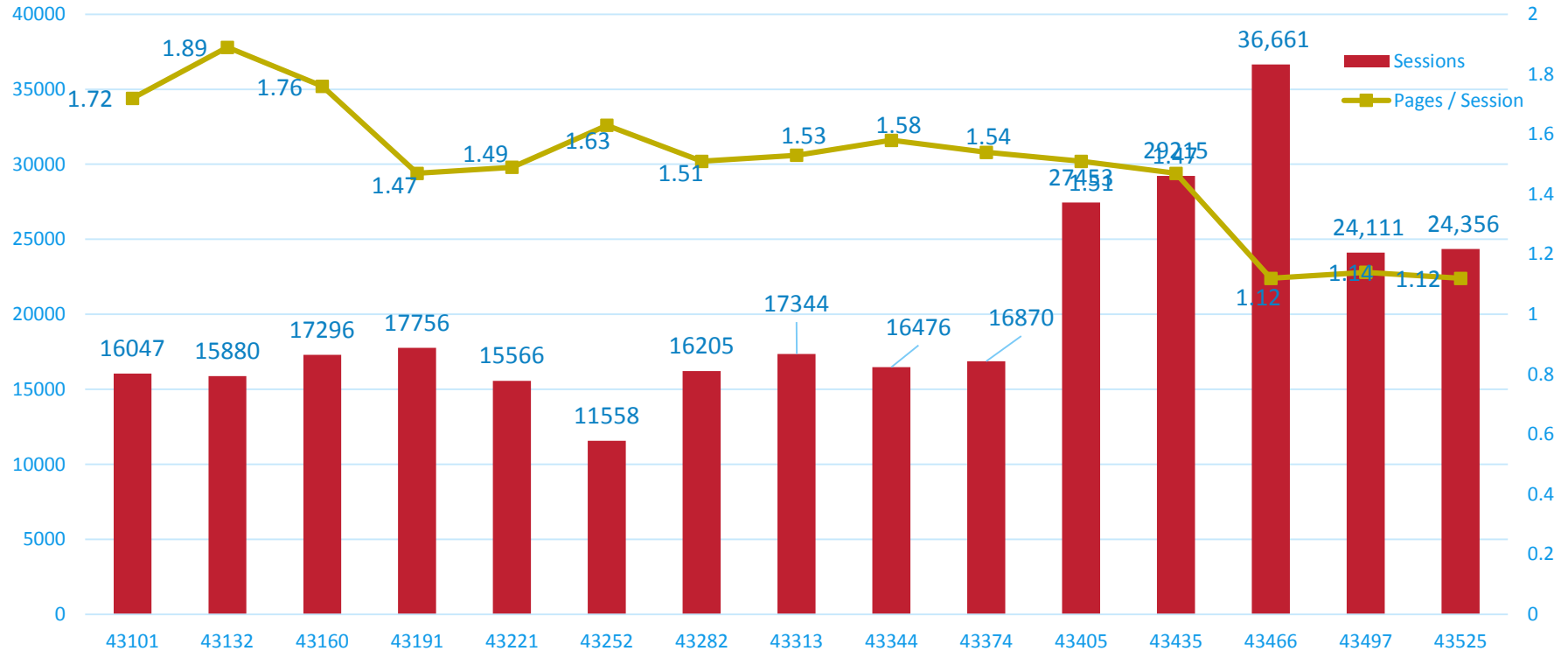
APPENDIX: WEBSITE PERFORMANCE UPDATE

2018 WEBSITE SESSIONS BY CHANNEL

■ Paid Search ■ (Other) - Facebook ■ Organic Search ■ Direct ■ Social ■ Referral ■ Display ■ Email

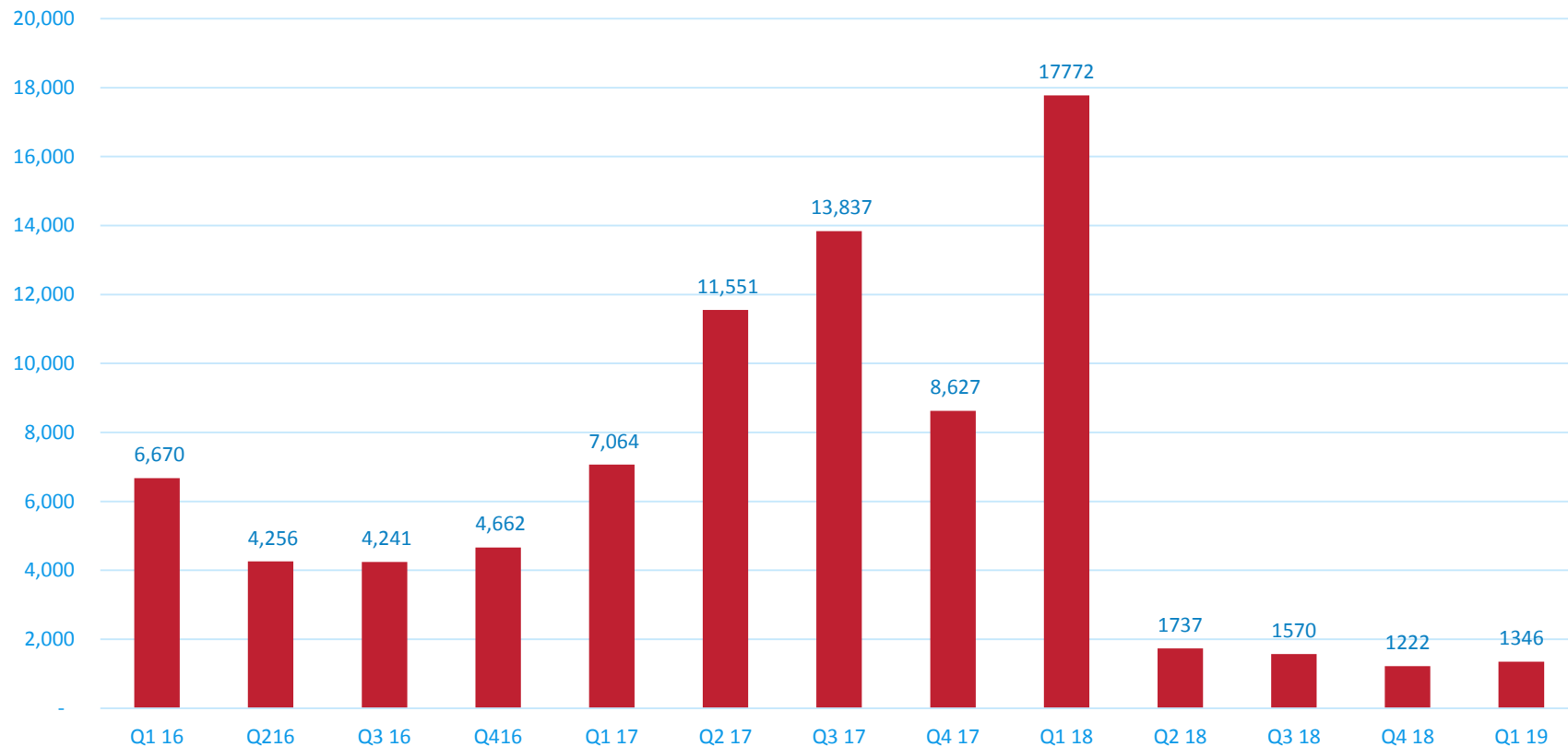


2018-2019 MONTHLY SESSIONS AND PAGES PER SESSION

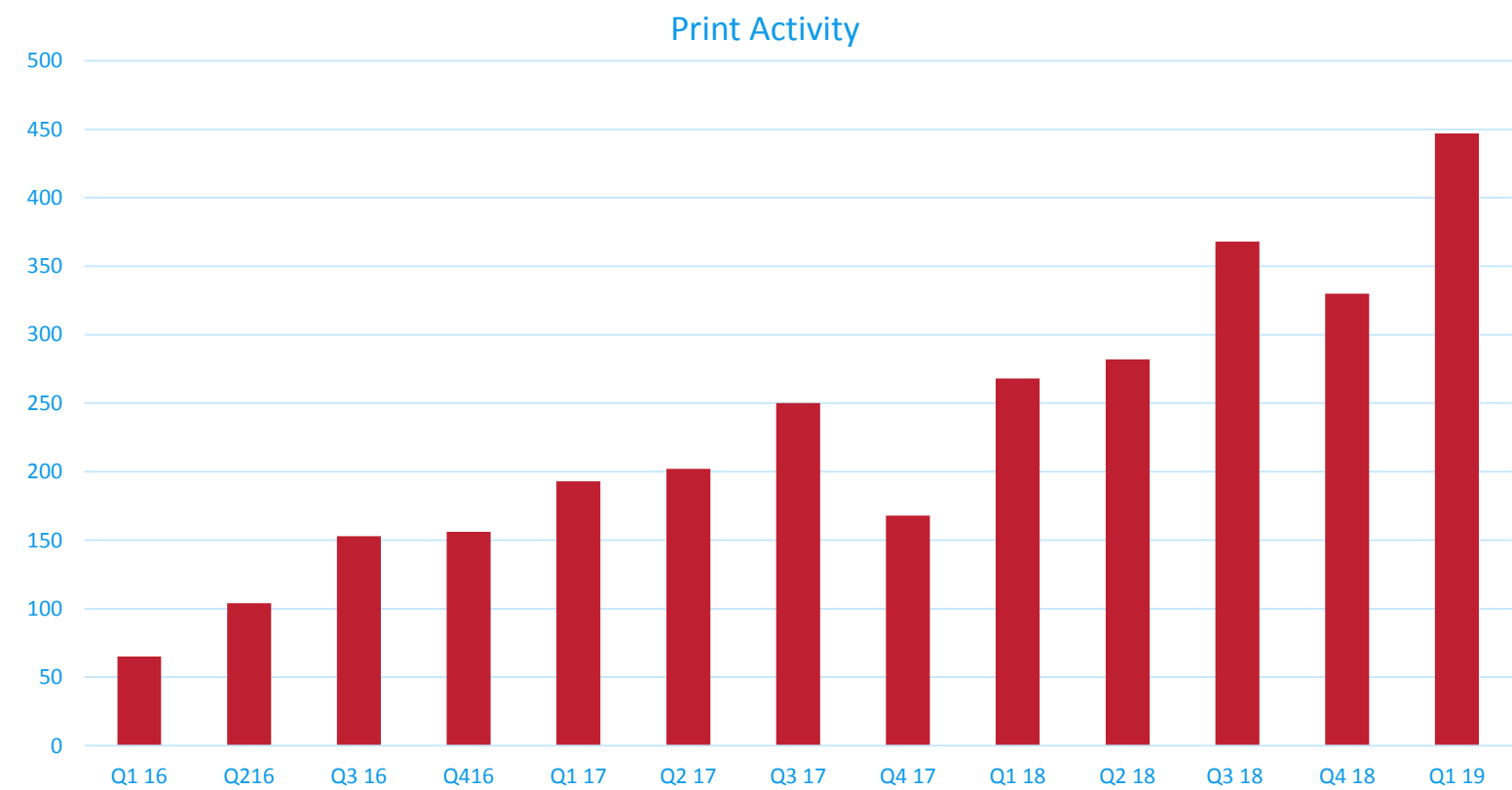


VIDEO VIEWS – ALL TIME

Video Views

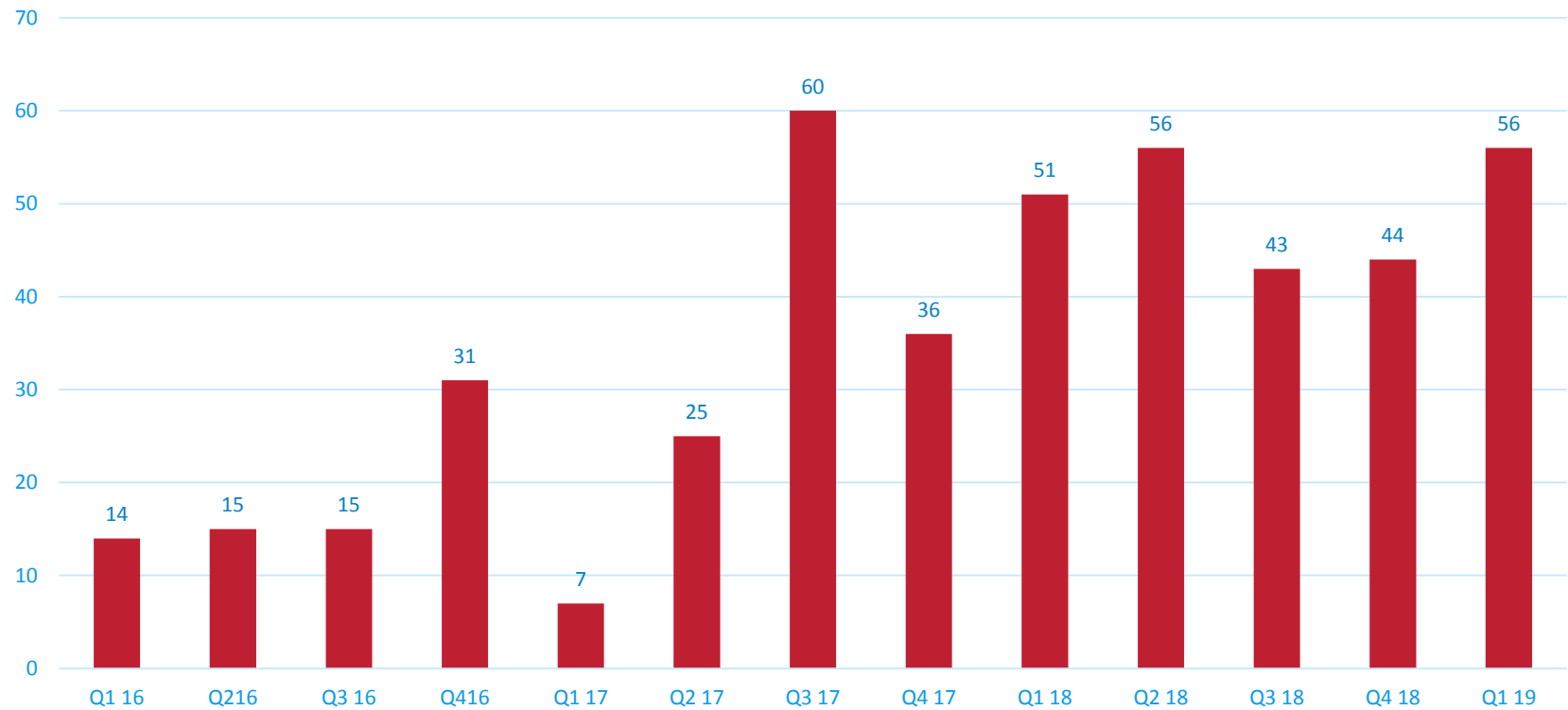


PRINT ACTIVITY – ALL TIME

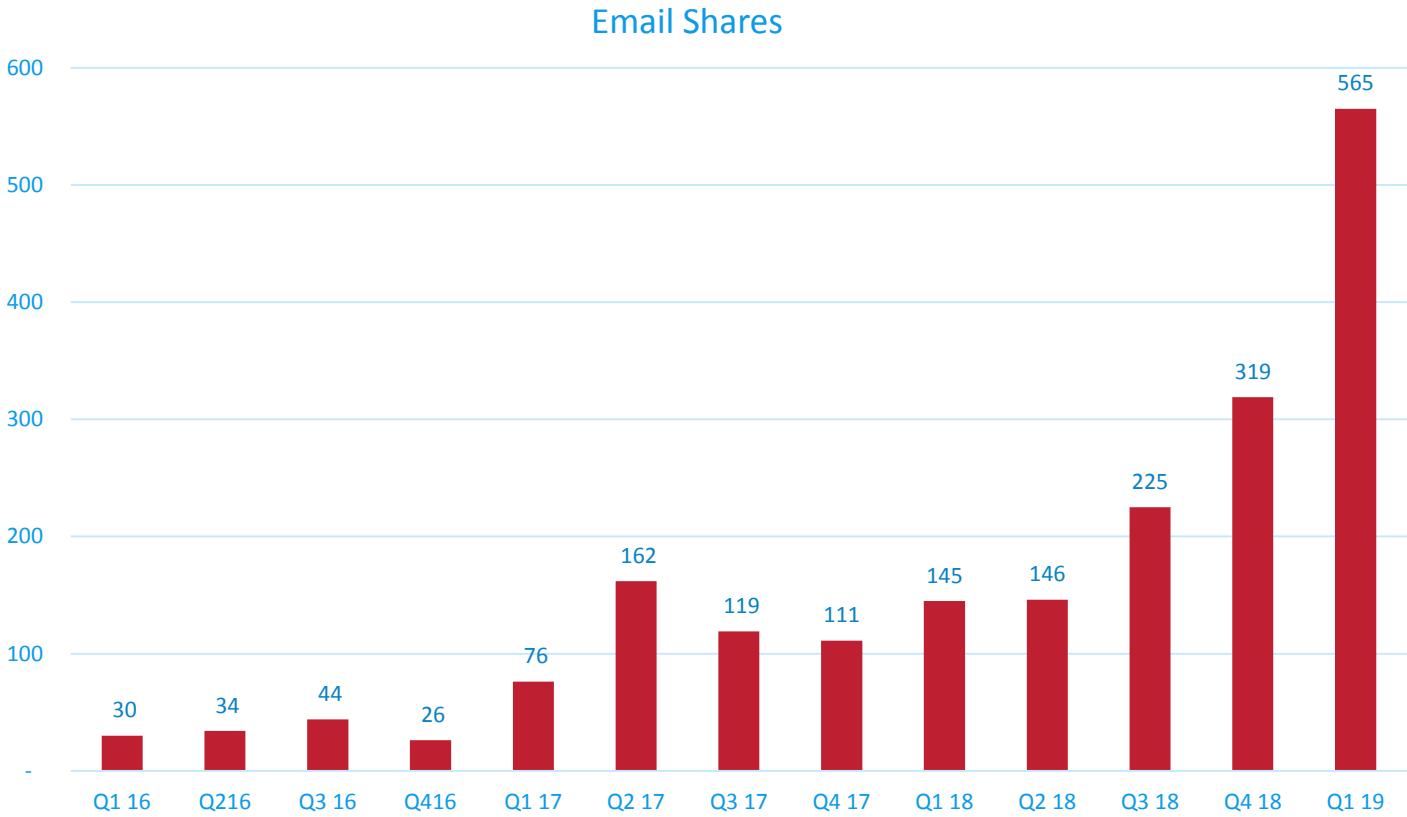


CONTACT US FORM – ALL TIME

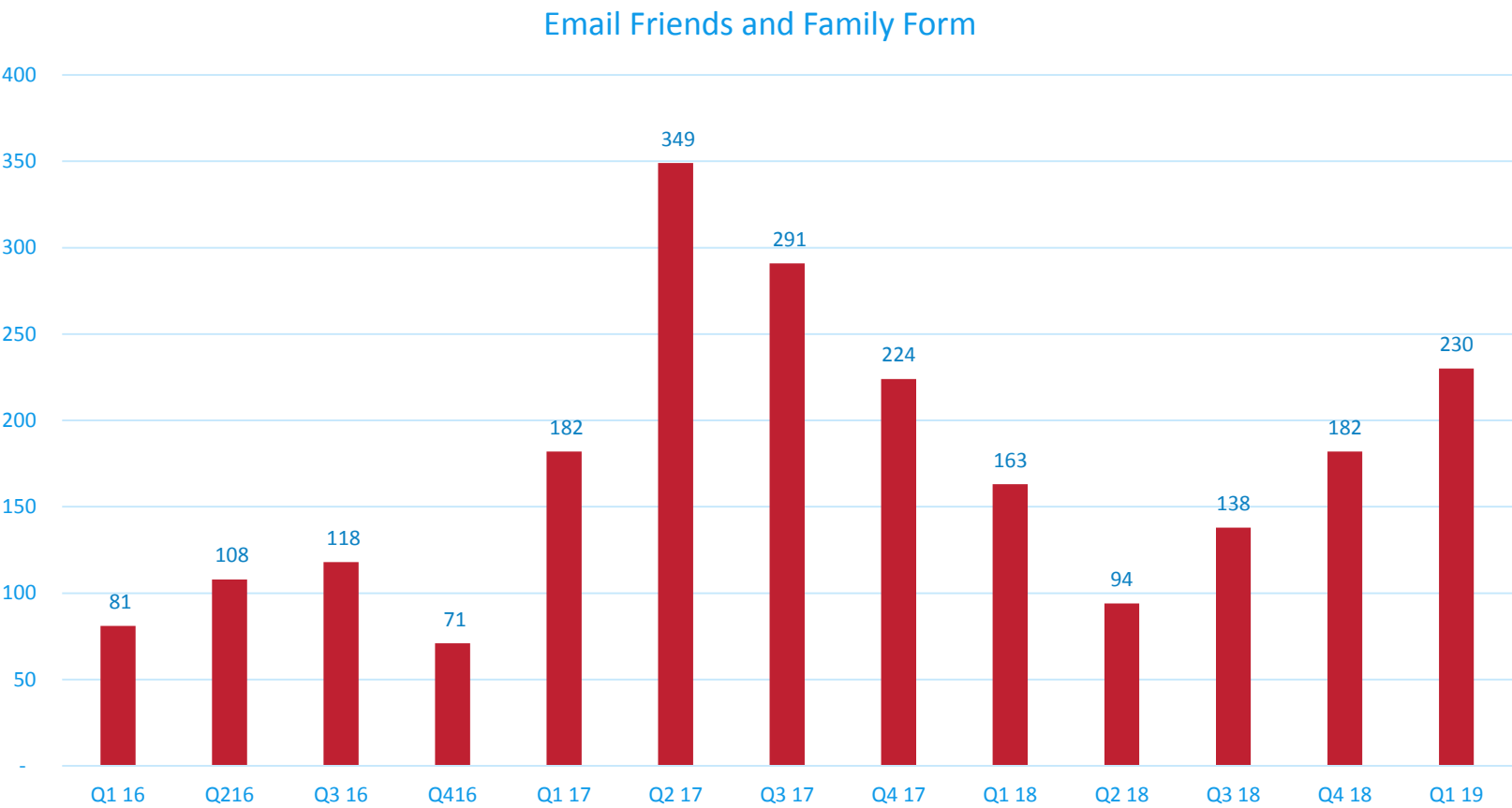
Contact Us



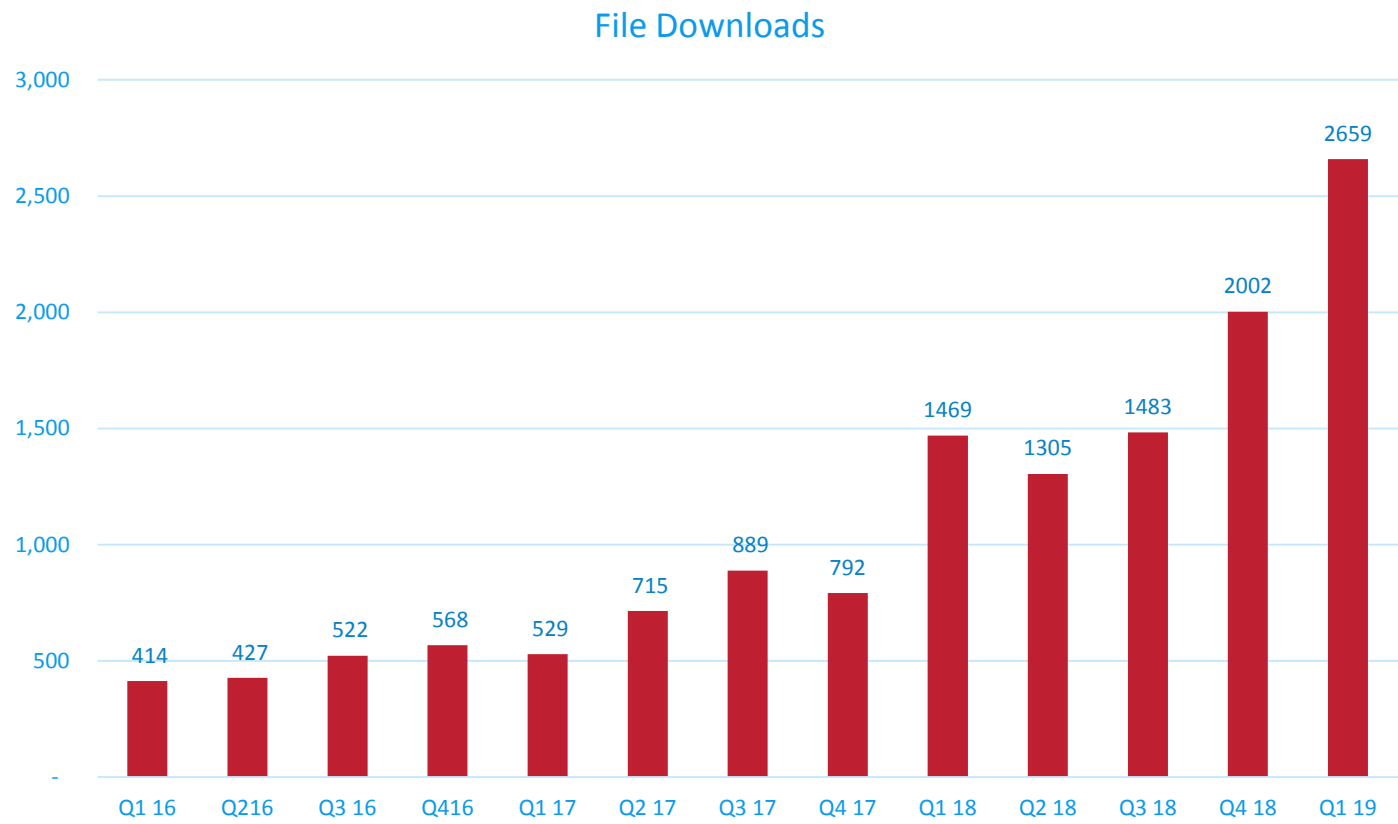
EMAIL SHARES – ALL TIME



EMAIL FRIENDS & FAMILY FORM – ALL TIME



DOWNLOADS – ALL TIME



ASHA MEMBER REFERRALS – ALL TIME

