



SENIOR LIVING

Virtual And Live Event Marketing Guide & Calendar

If you're ready to grow your senior living community, LeadingResponse is ready to help get you there. Now is the time to plan for the upcoming year and find solutions that turn highly motivated and prequalified prospects into residents for your community. And we have the solutions to do just that.

Q1



Attract new residents with our multichannel solutions. We've generated over 6.4 million appointments for our clients.

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January

Dates: New Year's Day 1/1, Dr. Martin Luther King, Jr., Day 1/17

People today want to choose how, where, and when to connect. At their desk. At home. On the move. Reach them with WebinarConnect. We make it easy. Just pick a date and a time and we handle the rest. Customizable landing pages, branded content, and our multichannel targeting puts the right prospects in front of you, at the right time, in the right place.

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February

Dates: Valentine's Day 2/14, Presidents' Day 2/21

Never miss the chance to connect with a potential resident. Track qualified visitors on your website, even if they don't leave contact information. Our VisitorConnect program retargets visitors that match your qualifying demographics and sends a targeted direct mail piece within 48-72 hours. Studies have shown that direct mail response rates are 5 to 9 times higher than any other channel.

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March

Dates: Ash Wednesday 3/2, St. Patrick's Day 3/17

Reach consumers anytime, anywhere. Take advantage of our Hybrid Solution – combining live seminar events and webinars. This combination solution brings overall higher attendance rates and superior customer service as consumers can engage in the manner they prefer – whether it is at a local restaurant or in the comfort of their own home.

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April

Dates: Passover 4/15-4/23, Easter 4/17,
Tax Day 4/15

Wherever they are, we find them. As a Facebook Preferred Partner and a Google Preferred Partner, we are uniquely situated to reach more prospects looking for your community. From seminar events, tracking website visitors, direct mailings, to webinars – our multichannel solutions put us where your future residents are.

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May

Dates: Mother's Day 5/8, Memorial Day 5/30

Meet prospective residents face-to-face. In-person or one-on-one webinar meetings can solidify your community as the right fit for their needs. Targeted ads with incentives put the right prospective residents on your calendar. Seamlessly. All you need to do is choose the appointment dates and times – we do the rest.

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June

Dates: Father's Day 6/19

Let our seminar event experience work for you. We've cracked the code to generating high-quality, motivated prospects – consistently. We merge technology and direct mail to streamline the client acquisition process. RSVPs, customized event pages, flexible pricing, and event formats are success driven.

We connect 1.7 million
consumers with our
clients every year.

July

Dates: Independence Day, 7/4

Put your services directly into their hands. Connect with consumers where they are. 25. That's how many years LeadingResponse has been promoting and growing clients for our customers through direct mail. When experience matters, we've got your back.

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August

Amplify customer acquisition with webinars. It's a seamless, branded experience for your prospects. Record the webinar once, and prospects can access it at any time, any place, and on any device they choose. It's simple. It's powerful. It turns a webinar into a consumer acquisition force working 24/7.

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September

Dates: Labor Day 9/5, Rosh Hashanah 9/25-27

Create the right experience, every time. With our webinar subscription service, it's easy. Choose the right plan for your community and connect with prospective residents seamlessly.

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LeadingResponse has millions of prospects in our pre-retiree and retiree database, and we have over three thousand satisfied clients across the U.S.



Q4

The year may be closing out, but now is the time to grow your senior living community for tomorrow.

Our solutions are uniquely designed to help you realize new levels of success.

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October

Dates: Yom Kippur 10/4-10/5, Columbus Day & Indigenous People's Day 10/10, Halloween 10/31

Merge solutions and reach people where they are. Combine social ads, webinars, and direct mail to reach your targeted audience every time. Hyper-targeting can put the right consumers in front of you, time and time again.

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November

Dates: All Saints Day 11/1, Veterans Day 11/11, Thanksgiving Day 11/24

Meet more prospects, in more ways. Schedule one-on-one appointments, meet them in person at seminar events, and connect with them in webinars. Our marketing experts do whatever it takes to get successful closure for you. And our metrics speak for themselves.

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December

Dates: Hanukkah 12/18-12/26, Christmas Day 12/25 and 12/26 (observed), Kwanzaa 12/26-1/1, New Year's Day 12/31 and 12/30 (observed)

Now is the time to grow your community for tomorrow. Our solutions are uniquely designed to help you realize new levels of success. Reach a broader audience with LeadingResponse at your side.

2022 New Client Acquisition Goal Worksheet

Now is the time to focus on moving forward, engage with new prospective residents, and grow your senior living community. Our marketing solutions are proven successful. Let us help position you for long-term success.

Find out what success means for your community. Use this worksheet to calculate how many new residents your campaigns must generate to meet your 2022 production goals. When you're done, get in touch with your marketing consultant to discuss rollout of your plan and steps to make it happen.

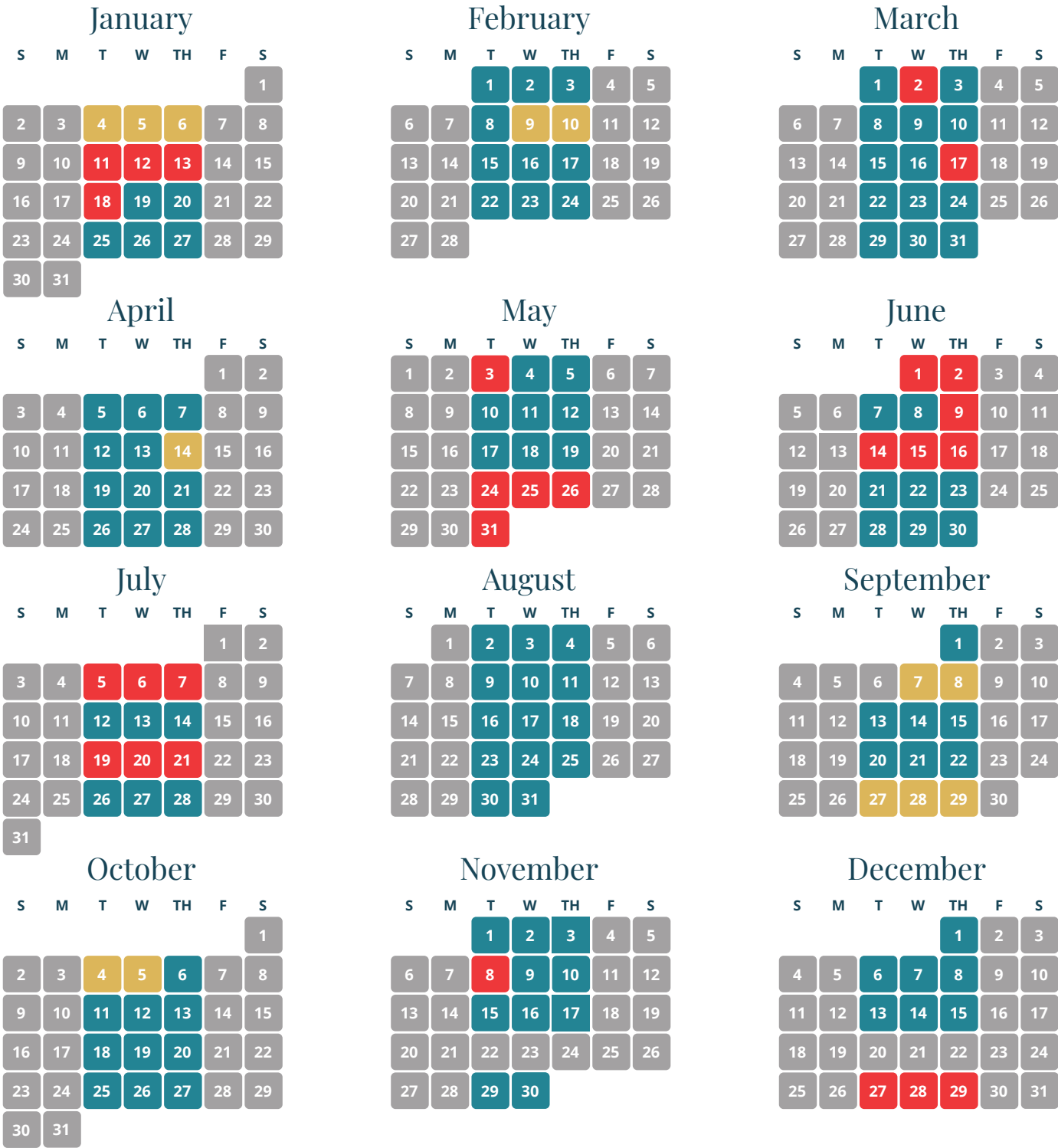
2022 Occupancy Goals	Community Conversions	Number of Leads Needed
Starting Occupancy: = _____		Total of New Leads in 2021: _____
Net of Expected Move-ins & Outs: = _____	Inquiry to Tour: _____ %	x % of Inquiry to Tour = _____
Year End Occupancy: = _____	Tour to Move-in: _____ %	x % of Tour to Move-in = _____
Additional Move-ins Needed to Reach Goal: = _____		TOTAL LEADS NEEDED: _____

To achieve your total number of move-ins for the year, you may need to either increase your total new leads or improve your conversion rates, or both!



Dinner Seminar and Virtual Event Calendar At-A-Glance

No Events Good Event Dates Social Caution Caution Call Us
When reviewing dates, be aware of major sporting events





Get Started Today.

Call us at (888) 798-8060

or visit us at

LeadingResponse.com/senior-living/



LeadingResponse