



How Using Simplicity And Efficiency In Senior Living Marketing Is Essential For Success



There are many challenges when advertising senior housing in today's environment. Not only do you face increasing competition, overcoming obstacles and finding out if the potential resident is a good fit for your community, but you're dealing with an aging audience whose senses and mind are not as sharp as they once were. Every communication your community has with seniors needs to keep this in mind.

Imagine this scenario. A 70 year old widowed woman living at home who is starting to have trouble taking care of their daily tasks. She stubborn and thinks she can take care of herself forever, but her family is worried about what her future holds.

She is starting to find that daily living is getting harder. Tasks like laundry, cooking, cleaning, yard work, and bathing. She is slowing down, but home life is not. Plus her vision and is going, and her mind is starting to slip a little.

Now imagine she opens her mail and sees a brochure that reads like the one described below: Headline: Experience Life In Abundance. Subhead [in small print]: Experience healthy living. Picture: An elderly woman smiling in a garden.

What is this woman supposed to think when she sees the outside of this brochure? Is she going to become more abundant? Will she become healthier? If she sits in her garden will she then enjoy abundance?

The ad can cause confusion amongst readers. If your senior living ad is ambiguous in anyway, you're reducing response before you even mail or place the ad.

It is crucial to use simple and easy to comprehend messages in your senior housing advertisements. When you do this, your ad becomes more efficient, and efficiency allows the greatest amount of seniors and caregivers to comprehend the ad.

Eight ways to increase power with seniors in your advertising: 1. Use Short Paragraphs

Big bulky paragraphs can overwhelm seniors and divert them away from reading. When you breakup the paragraphs the copy becomes more inviting to seniors and is easier on their eyes. You also separate thoughts and have the content flow more natural.

2. Use Short Sentences

Short sentences allow for the greatest understanding in an advertisement. Having long sentences confuses seniors and forces them to over think just to understand your message.

3. Use Short Words

Using short words is another way to cast the net as far as possible. The advertising legend John Caple's writes of a story about a publisher wanting to know the secret to a popular children's history book. The publisher questioned the author and the author said he had given the book to a ten year old to cross out words he did not understand.

4. Use A Large Readable Font

Most seniors have trouble reading and require glasses. Use a readable font and make it large. Do not force extra effort upon your readers. Comprehension and understanding is only possible when seniors and their adult children can see your ad.

5. Give A Good Call To Action

Once you have a senior's attention, then give them an action to take. Is it to call for an appointment, discover more online, return a reply card, etc…

6. Read Aloud

Read you senior housing ad aloud and make sure it sounds conversational. If your ad sounds funny and notice a pause or stumble at certain areas then these are areas you can improve upon. You can take this a step further by recording

yourself reading the ad. When you play it back you'll be able to give it a further analysis.

Company Description

Senior Home Transitions provides FREE senior living placement assistance service for you or your loved one in the Louisville, KY area.

Contact Details

Senior Home Transitions

331 Townepark Circle

Suite 100B

Louisville, KY 40243

(502) 396-9228

Website: <https://seniorht.com/>

Google Site: <https://sites.google.com/view/seniorhometransitions/>

Google Folder: https://drive.google.com/drive/folders/10tdih1HgQ58WWuMWBa82sbdB_d4LKw6l?usp=drive_open

Recommended Resources

<https://mgyb.co/s/HxFwo>

<https://mgyb.co/s/yHHNC>

<https://mgyb.co/s/lhC7D>

<https://mgyb.co/s/wPkHz>

<https://mgyb.co/s/ssvhk>

<https://mgyb.co/s/Sa1Ks>

<https://mgyb.co/s/F3byD>

<https://mgyb.co/s/uPiSi>

<https://mgyb.co/s/7pcq1>

<https://mgyb.co/s/lPmd4>

<https://mgyb.co/s/ov02E>

<https://mgyb.co/s/5sVFT>

<https://mgyb.co/s/s8Mc0>

<https://mgyb.co/s/W6eNT>

<https://mgyb.co/s/750vm>

<https://mgyb.co/s/u3h52>

<https://mgyb.co/s/vVzQn>

<https://mgyb.co/s/FC9N0>

<https://mgyb.co/s/bLwd3>

<https://mgyb.co/s/QThTA>

<https://mgyb.co/s/4JuRO>

<https://mgyb.co/s/QvhRp>

<https://mgyb.co/s/8dSpH>

<https://mgyb.co/s/Sn9mz>

<https://mgyb.co/s/O2fU0>
<https://mgyb.co/s/IIAt4>
<https://mgyb.co/s/nC94Z>
<https://mgyb.co/s/2u7Wx>
<https://mgyb.co/s/OgJ6p>
<https://mgyb.co/s/iqt3C>
<https://mgyb.co/s/5N4Va>
<https://mgyb.co/s/aiNi7>
<https://mgyb.co/s/yT7D7>
<https://mgyb.co/s/iQ7li>
<https://mgyb.co/s/9TKWe>
<https://mgyb.co/s/XzEvq>
<https://mgyb.co/s/DsmIY>
<https://mgyb.co/s/MpyJk>
<https://mgyb.co/s/XjZD1>
<https://mgyb.co/s/O14pu>
<https://mgyb.co/s/4O9bh>
<https://mgyb.co/s/2sFCC>
<https://mgyb.co/s/uF4av>
<https://mgyb.co/s/IADXz>
<https://mgyb.co/s/d1NBQ>
<https://mgyb.co/s/rub0l>

Recommended Profiles

<https://seniorhtky.blogspot.com/>
<https://seniorhtky.tumblr.com/>
<https://seniorhtky.wordpress.com/>
<https://medium.com/@seniorhtky>
<https://www.expressupdate.com/places/L2BDV7CW>
<https://www.neustarlocaleze.biz/directory/us/ky/louisville/senior-home-transitions/904185756/>
<https://places.factual.com/a1938d4f-0263-4fee-bc72-e5bf6cfe46fc>
<https://www.google.com/maps?cid=17488856407845699931>
<https://www.bing.com/maps?ss=ypid.YN873x122913638>
<https://www.yelp.com/biz/senior-home-transitions-louisville-2>
<https://www.yellowpages.com/louisville-ky/mip/senior-home-transitions-532035346?lid=532035346>
<https://local.yahoo.com/info-164374572-senior-home-transitions-louisville>
<https://www.angieslist.com/companylist/us/ky/louisville/senior-home-transitions-reviews-8382329.htm>
<https://www.bbb.org/us/ky/louisville/profile/assisted-living-facilities/senior-home-transitions-0402-159151562>
<https://www.manta.com/c/mxfprpc/senior-home-transitions>
<http://www.insiderpages.com/b/15272474907/senior-home-transitions-louisville>
<https://www.mapquest.com/places/senior-home-transitions-louisville-ky-367314973>
<https://www.elocal.com/profile/senior-home-transitions-17787875#!tab=about>
<http://www.showmelocal.com/profile.aspx?bid=15362971>
<https://www.merchantcircle.com/senior-home-transitions-louisville-ky>
<http://citysquares.com/b/senior-home-transitions-20344671>

<http://www.2findlocal.com/b/9225196/senior-home-transitions-louisville-ky>
<https://www.chamberofcommerce.com/louisville-ky/47164827-senior-home-transitions>
<https://senior-home-transitions.business.site/>
<https://www.facebook.com/louisvillesseniorhometransitions>
<https://twitter.com/seniorhomehelp>
https://www.youtube.com/channel/UCCuVnNmnQTyz8eb_I_W5U6A
<https://www.linkedin.com/in/patti-naiser-5168b410/>
<https://www.onethingmarketing.net/clients/>
<https://www.onethingmarketing.net/portfolio-items/senior-home-transitions/>
<https://alzheimersmusicfest.org/>
<https://dementiaspotlightfoundation.org/partners-sponsors/>
<https://exceptionallivingcenters.com/safe-driving-tips-for-seniors/>
<http://www.frankiejohnny.com/features-of-assisted-living-facilities/>
<https://www.ipmpestcontrol.com/louisville-spider-removal/>
<https://millennialmagazine.com/2018/05/11/what-your-dental-health-says-about-your-body/>
<https://sixtyandme.com/urinary-tract-infections-strike-at-any-age/>
<https://www.teenwire.org/senior-living-situation/>

Useful Contents

[Senior Home Transitions - Senior Living Louisville KY](#)

[Senior Living Louisville KY](#)

[Assisted Living Louisville KY](#)

[Atria Senior Living Louisville KY](#)

[Wesley Manor Louisville KY](#)

[Louisville Nursing Home](#)

[Belmont Village Louisville KY](#)

[Wesley Manor Louisville](#)

[Clarity Pointe Louisville](#)

[Senior Apartments Louisville KY](#)

[Assisted Living Louisville](#)

[Brookdale Senior Living Louisville KY](#)

[Senior Housing Louisville KY](#)

[Elder Care Louisville KY](#)

[Sunrise Senior Living Louisville KY](#)

[The Forum Louisville KY](#)

[Senior Care Louisville KY](#)

[The Oaks Louisville KY](#)

[Elmcroft Senior Living Louisville KY](#)

[Oxmoor Lodge Louisville KY](#)

[Atria Senior Living Louisville](#)

[Belmont Village Louisville](#)

[Elder Care Louisville](#)

[Springhurst Pines Louisville KY](#)

[The Forum Louisville](#)

[Morning Pointe Louisville KY](#)

[Atria Springdale Louisville KY](#)
[Ponder Creek Estates Louisville KY](#)
[The Oaks Louisville](#)
[Elmcroft At Oaklawn Louisville KY](#)
[Assisted Living Facility Louisville KY](#)
[Treyton Oaks Louisville KY](#)
[Treyton Oaks Louisville](#)
[Ponder Creek Estates Louisville](#)
[Ponder Creek Louisville KY](#)
[Senior Care Louisville](#)
[Sunrise Senior Living Louisville](#)
[Morning Pointe Senior Living Louisville KY](#)
[Wesley Manor Retirement Community Louisville KY](#)
[Senior Living Louisville](#)
[Louisville KY Assisted Living](#)
[Louisville KY Nursing Home Ratings](#)
[Senior Living Apartments Louisville KY](#)
[Louisville Senior Care](#)
[Assisted Living Costs Louisville KY](#)
[Heartsong Memory Care Louisville KY](#)
[Dementia Care Louisville](#)
[Senior Independent Living Louisville KY](#)
[Sunrise Assisted Living Louisville KY](#)
[Senior Home Care Louisville KY](#)
[Personal Care Homes Louisville KY](#)
[Senior Living Communities Louisville KY](#)
[Senior Housing Louisville](#)
[Treyton Oaks Towers Louisville KY](#)
[Middletown Christian Village Louisville KY](#)
[Elmcroft At Oaklawn Louisville](#)
[Louisville Senior Housing](#)
[Long Term Care Facilities Louisville KY](#)
[Heartsong Memory Care Louisville](#)
[Memory Care Louisville KY](#)
[Louisville Senior Living](#)
[Senior Care Services Louisville KY](#)
[Morning Pointe Louisville](#)
[Louisville KY Senior Housing](#)
[Long Term Care Louisville](#)
[Clarity Pointe Louisville KY](#)
[Atria Assisted Living Louisville KY](#)
[Louisville Assisted Living Facilities](#)
[Louisville Senior Apartments](#)
[Nursing Home Louisville](#)
[Elmcroft Senior Living Louisville](#)
[Elmcroft Assisted Living Louisville KY](#)