

The Video Map For SENIOR LIVING COMMUNITIES



For communities that already provide meaningful care...
but know that is no longer enough.

A BUSINESS OWNER'S GUIDE
TO THE MODERN INTERNET

Not For Everyone.



PROVEN IMPACT

Result That Reflect Excellence

Our data-driven campaigns are designed to attract, engage, and convert—delivering measurable growth for your senior living community.

STRATEGIC TARGETING



Reaching the right families with precision and intent.

ENGAGING CONTENT



Compelling creative that builds trust and drives action.

MEASURABLE GROWTH



Consistent increases in visibility, engagement, and family interest.

REAL BUSINESS RESULTS



Turning attention into tours, inquiries, move-ins, and long-term family relationships.

SENIOR LIVING COMMUNITY PERFORMANCE OVERVIEW



Occupancy Rate

94%

↑ +2.2%



Monthly Revenue

\$848.4K

↑ +5.9%



Average Length of Stay

3.2 years

↑ 1.1%



Resident Satisfaction Score

4.8/5

↑ 7.3%



Dining Participation Rate

85.3%

↑ +4.2%



Activity Program Attendance

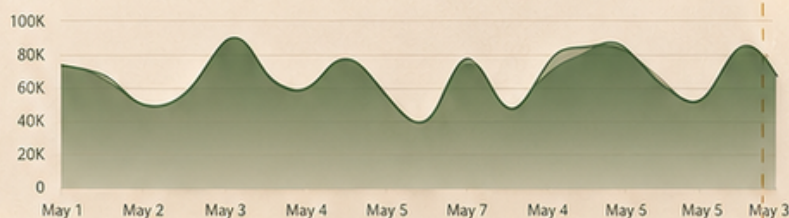
82

↑ +11.8%

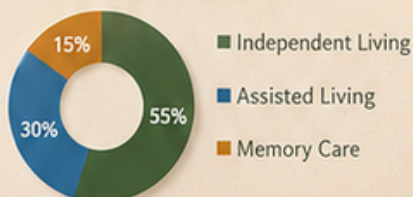
DETAILED PERFORMANCE: COMMUNITY HEALTH & OPERATIONS

Avg. Tee Time Avg. Care Hours per Res	Member Ret. Employee Retention Rate	Tourn. Rev. Move-ins this Month	Corp. Leads Inquiries this Month	Pro Shop Rev. Ancillary Service Rev.
5.2 hrs	89%	14	76	\$315,409
↑ 3.1%	↑ 1.4%	↑ 15.7%	↑ 21.4%	↑ 7.2%

RESIDENT INQUIRY VOLUME: PAST 30 DAYS



UNIT SEGMENTATION



TOTAL COMMUNITY REVENUE

\$3,956,309

↑ +8.4%



The FAMILY Changed

The family is changing.

And if your community does not change with them...
you will lose them.

The internet is no longer a place people visit.
It is the environment they live inside.

And inside that environment, everyone is competing for attention.

Businesses.

Creators.

Entertainment.

Algorithms.

Other communities.

Everybody fighting to stay seen.

Which is changing the family.

Shorter attention spans.

Need for instant answers.

Less patience.

More fear.

More comparison.

Here today.

Gone tomorrow.

This is the new condition senior living communities are operating inside.

We call it

*dispersed
attention.*



The SENIOR LIVING Problem

Most senior living communities do not have a “quality” problem.

They have a recognition problem.

The care may be excellent.

The staff may be compassionate.

The space may be beautiful.

The residents may be happy..

But from the outside, many communities still feel the same.

Same smiling photos.

Same amenity lists.

Same apartment tours.

Same dining rooms.

Same claims.

Same promises.

So the family does not always choose the best community.

They choose the one that feels easy.

The one that made the decision feel easy.

The one that made the decision feel easier.

That is where most senior living communities are losing.

Not in the treatment room.

In the mind of the customer before they ever book.



Dispersed Attention

Your family does not interact with your community in a vacuum.

They are experiencing life in real time.

Their mood changes.

Their concerns change.

Their urgency changes.

Their attention changes.

The version of them scrolling Facebook at night is different from the version searching “senior living near me.”

The version watching a resident story is different from the version comparing prices.

The version who is curious about future options is different from the version who is finally ready to schedule a tour.



*Different moods.
Different levels of attention.
Different emotional states.*

But most communities are still communicating the same way everywhere.

One message.

One format.

One type of content.

Hoping it lands with everyone.

*In the age of dispersed attention,
that is not enough.*

Senior living communities need to communicate the same story through different formats, textures, lengths, and placements.



The Content Ecosystem

Modern senior living communities can no longer rely on isolated pieces of content.

Because your family is no longer experiencing your community in one place, one mood, or one moment.

The communities winning right now are building content ecosystems.

A content ecosystem allows the same story to follow the family across the modern internet.

So when they sees your reel...
your ad...
your website...
your community video...
your testimonial...
your offer...
your follow-up...

the message feels *familiar.*

*Not random.
Recognizable.*

Not random.
Recognizable.
That is the shift.
You are not just posting content.
You are building familiarity before
the tour is ever booked.



The Realization

Most communities ask:
“What should we post?”

The better question is:
“Why does our community not feel as strong online as it actually is?”

Because attention is too expensive to gamble with.
Lost attention has a cost.
Lost recognition has a cost.
Lost trust has a cost.

And most communities do not feel that cost all at once.

They feel it slowly.

In fewer tours.
Lower-quality leads.
More hesitation..
Less urgency from the market.

By the time most communities realize they have been forgotten,
they are already trying to buy their way back into a conversation
they used to own.

That is why we built The Video Map.
So you can see the shift before it becomes expensive.

If this made immediate sense to you...
you are exactly who this was meant for.



Download The Video Map.

Book a conversation.

Or let's build yours.