

# Omnichannel VS Multichannel Marketing

Does your revenue exceed expectations?

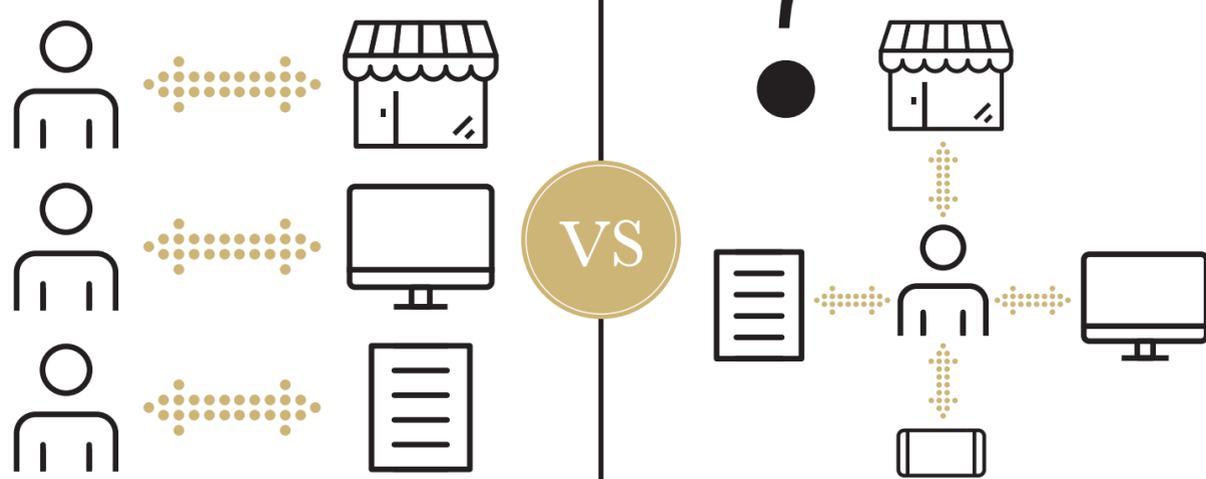
Is your occupancy level above expectations?

Is your sales team exceeding their goals?

Does your audience engage with you?

Are you using an omnichannel marketing strategy?

If the answer is no to any of these questions, then you need to understand why omnichannel marketing matters and how it can impact your goals.



## Multichannel Marketing

- Call-to-action varies across channels
- One-size-fits-all messaging
- Channel-based focus
- Channels operate in a silo
- Number of leads is most important

## Omnichannel Marketing

- Consistent call-to-action messages on all channels
- Personalized messaging
- Audience-based focus
- Seamless cross-channel communication
- Quality of leads is most important

## Why Data Matters

Did you know...

**92%**

of American consumers use trust as a factor when making a purchase decision.

Omnichannel marketing builds trust because every positive exposure to a brand message increases trust with a prospective customer.

**75%**

of consumers expect a consistent experience across platforms.

Omnichannel marketing breaks down silos by unifying the message and brand image across all channels.

**75%**

of senior living consumers begin their search online.

An omnichannel strategy means your content is in place and waiting for consumers no matter where they begin their online search.

**72%**

of consumers expect companies to understand their needs.

Omnichannel uses data-driven and personalized marketing to meet the client where they are via the right channel in the consumer journey.

**70%**

of senior living consumers call at some point during the consumer journey, which converts 30% more than web leads.

An omnichannel strategy closes the communication gap across channels and with your marketing team.

## How to Put Data to Work

### Omnichannel Marketing Drives Results in Senior Living

Builds trust with a clear and consistent message

Empowers prospects with a customized consumer decision journey

Inspires your audience to take action with effective calls-to-action

Reaches a qualified audience on the channels they prefer

### Omnichannel Marketing in Action

Lynda is a 40+ adult, who is the adult daughter of Louise. Lynda is an active online consumer. She uses social media, a smartphone, a Kindle, and owns a laptop. Omnichannel marketing connects with her via:

- Direct mail campaigns to educate her about modern senior living for her mom.
- Email campaigns provide specific information about options in her area.
- Social media ads provide links to informative pages on your website.
- Google search and display ads keep the conversation going and provide links to the website.
- Geofencing triggers alerts so you can send targeted information based on location.

Louise is in her early 70s and lives alone. Louise uses a smartphone with basic apps, uses email and Facebook to stay in touch with grandchildren, and a Kindle for eBooks. Omnichannel marketing connects with her via:

- Direct mail campaigns to show her the best options in a visual format.
- Email campaigns provide specific information and education about senior options.
- Facebook ads provide specific links to your website with information she can use.
- Google search and display ads help keep your brand in front of her and offer links to the website.
- Geofencing triggers alerts so you can reinforce her proximity to your neighborhood.

### Results not Promises

**60%**

of Baby Boomers agree their mobile device is essential.

**73%**

of Baby Boomers expect a consistent experience across all channels.

**72%**

of Baby Boomers believe technology keeps them more informed.

On average, the sales cycle for independent living residents is 120 days; for assisted living, it is 70 days.

It takes approximately 25 touches to convert a senior or their family into a resident.

In the U.S., Google sees approximately 100 searches per day for the term "senior living." More specific search queries based on brand or location are 100-1,500% higher.

## Sabal Group – Your Omnichannel Marketing Solution

- Creates clear, consistent, and effective messaging for all channels
- Connects your audiences across multiple channels
- Delivers the right data for effective decision making
- Expands your technology abilities
- Identifies an accurate list of qualified prospects
- Unlocks silos across the company



DATA + EXPERTISE = RESULTS

Are you ready to exceed expectations? Take the first step today to unleash the power of omnichannel marketing by partnering with Sabal Group.

Contact Us Now

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