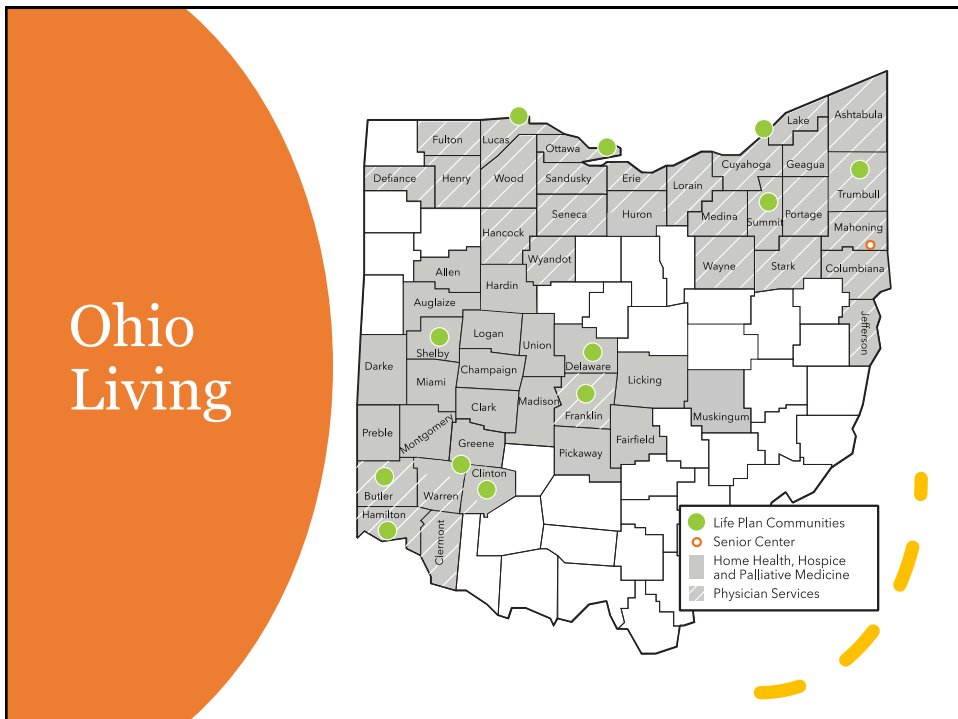


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Mica Rees, MHA
Ohio Living
Chief Brand & Growth Officer

Elements of a Comprehensive Digital Strategy

1



2



3

The image shows a presentation slide with a blue header and footer. The header contains the word 'MOMENTUM' in large, bold, white and yellow letters, and the 'LeadingAge Ohio' logo in white. The footer contains the text '2022 Annual Conference and Trade Show • August 30 – September 1, 2022' in white. The main content area is white and features the title 'Topics' in a large, black, serif font. Below the title is a list of five topics, each in a colored rounded rectangle: 'What is Digital Marketing?' (green), 'Types of Digital Marketing' (orange), 'Demographics of Platforms' (light green), '5 ways to drive traffic' (yellow-orange), and 'Measurement of ROI' (teal). There are also some yellow and orange decorative lines and a large orange circle on the right side of the slide.

4


NEWS • MAGAZINE • COLUMNS • MARKET NEWS • RESOURCES • EVENTS • TOPICS •

GUEST COLUMNS

Which matters most: Social media or Five-Star?

STEVEN LITTLEHALE

MAY 27, 2022

SHARE



Steven Littlehale

Recently my colleague Ken Kelley, MS, OTR/L, RAC-CT, a clinical consultant/reimbursement specialist, posited something about Five-Star ratings that I hadn't considered.

He suggested that, in general, consumers would more likely Google a nursing home and read the customer reviews than navigate to CMS' [Care Compare](#). In our industry, we're so accustomed to tracking our official star ratings that I suspect we'd likely go to the source, but what about the lay community? Is Ken right — and does it matter?

If we think Ken is right and Google rules, should skilled nursing facilities be more focused on managing their social media presence versus their Five-Star rating? They are not the same thing. Times are hard and resources are in short supply. So, which do you

TOP STORIES

NEWS
SNFs 'significant occupational, following PDP

NEWS
Generations' Cabigao: Break post-COVID c

NEWS
Measure protects minimum staf

5

Non-profit Operators Set Higher Marketing Budgets as Shift to Digital Takes Hold

By **Nick Andrews** | June 16, 2022

Share

Senior living operators are on average spending more of their operating budgets on marketing in 2022, and more of them are offering sales commissions than they did seven years prior.

That's according to the latest CFO Hotline survey from Chicago-based specialty investment bank Ziegler, which collected responses from 195 CFOs and other financial professionals with nonprofit senior living operators. The survey, published this week, solicited

6

Digital Marketing



Allows us to interact and understand an audience better



Increase brand trust



Show advertisements based on actions and preferences on the internet



Less expensive

7

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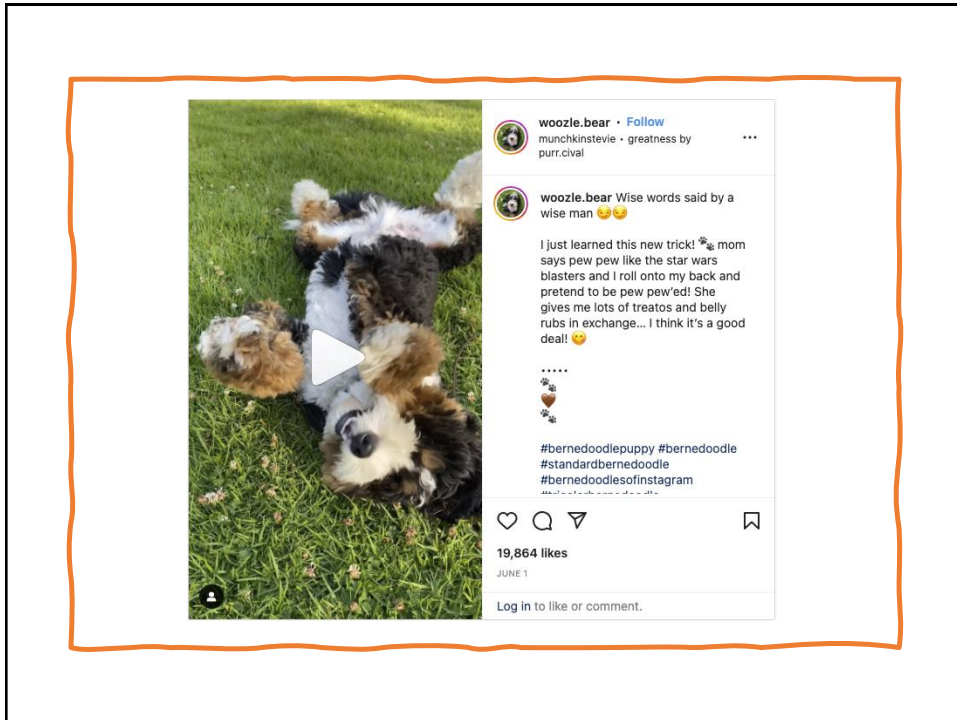
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Types of Digital Marketing

- Content Marketing
- Search Engine Optimization SEO
- Pay per Click PPC
- Social Media Marketing
- Affiliate Marketing
- Email Marketing

8



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Content Marketing

- Blogs
- Videos
- Infographics
- Case Studies

10

BLOG - MAY 2022

Ohio Living Dorothy Love Names Vincent New Executive Director
Posted on May 16, 2022 in In The News

Ohio Living Dorothy Love announced Cristal Vincent as new executive director effective May 16, 2022.

BLOG - APRIL 2022

Ohio Living Quaker Heights Names Burnett New Executive Director
Posted on April 25, 2022 in In The News

Ohio Living Quaker Heights announced Drew Burnett as new executive director effective May 2, 2022.

Ohio Living Cape May Names Thompson New Executive Director
Posted on April 18, 2022 in In The News

Ohio Living Cape May announced Sarah Thompson as new executive director effective May 2, 2022. Thompson has served as executive director of Ohio Living Quaker Heights since February 2021.

Ohio Living and YSU Collaborate on Intergenerational Learning Center, Kickoff Event
Posted on April 18, 2022 in Community Care, In The News

Ohio Living Home Health & Hospice - Greater Youngstown and Youngstown State University held a kickoff event Monday, April 18, at McKay Auditorium to celebrate their collaboration on a new university-supported intergenerational learning center titled "Vivo Center."






11

What Content?


- Look at competition
- Look at what is doing well for them
- What is the location of the content?
- Buzzsumo.com shows what links you can share that are trending

With BuzzSumo you can gather clear evidence to support your content strategy.




Discover by time period

Find the most shared content in the last 12 months – or the last 24 hours. Get a snapshot of a moment, or analyze changing trends.




Discover by social network

Every network is different. Compare which content resonates most on Facebook, Twitter or Instagram.




Advanced operators

Search like a pro to remove certain words and pinpoint the precise content and metrics you need.




Discover by content type

Explore the differences in performance between content types, such as video and infographics.



Discover by domain

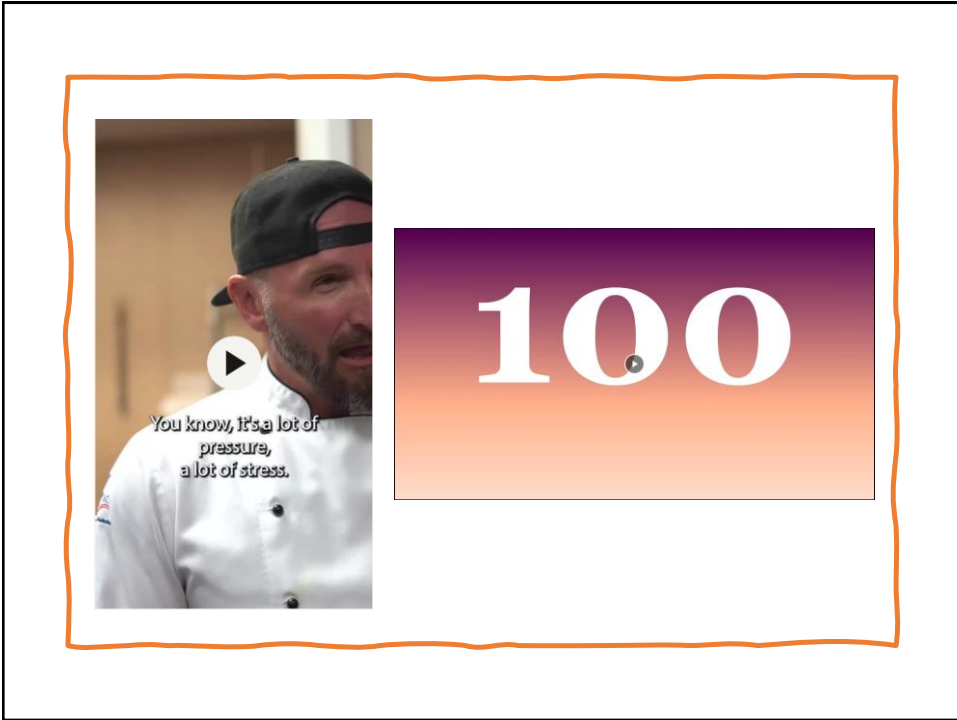
Enter a website address to find the most shared content from that organization.



Discover by author

Find an author's best work. Search "author: Mindy McWords" or just click their name.

12



13

VIEW CONTENT									
VIEW ANALYSIS REPORT		Sort by: Total Engagement ▾ 1,512 Results							
Select All		Actions	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagement	Number of Links	Evergreen Score	Total Engagement
<input type="checkbox"/>	Senior Living in Philadelphia, PA Find Independent Living and Alzheimer's Care Near Me Apr 26, 2022 brookdale.com		7.9K	1	0	0	-	0	7.9K
<input type="checkbox"/>	Independent Living Skills Checklist IEP Goals By Lisa Lightner Jan 29, 2022 adayinourshoes.com		3.9K	8	29	0	-	2	4K
<input type="checkbox"/>	Center for Independent Living of Central PA- Phenom Wheelchair Rugby Team: Event Info Jun 10, 2022 convio.net		1.5K	0	0	0	-	0	1.5K

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Search Engine Optimization SEO

- SEO is part of digital marketing, and it's actually a set of tools and best practices that help websites reach higher search engine rankings. The goal of SEO is to increase the number of organic visits (not paid) from search engines like Google because organic traffic is a key source of visitors and potential customers. SEO strategy focuses on getting the page on selected keywords and phrases at the highest search position possible.
- In order for the website to be properly optimized and to make the SEO strategy successful, On-page and Off-page optimization need to be taken care of.


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16



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Tips for Getting to Google Page 1

- Website Loading Speed
- Responsive Design
- Use of Key Words
- Unique Website Content
- Google Loves pictures and Videos
- Updating the website
- Link Building
- If its useful and relevant, it will be shared

17



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Pay-Per-Click

- A model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.
- Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering. For example, if we bid on the keyword "PPC software," our ad might show up in the very top spot on the Google results page.

18

What is Google Ads?

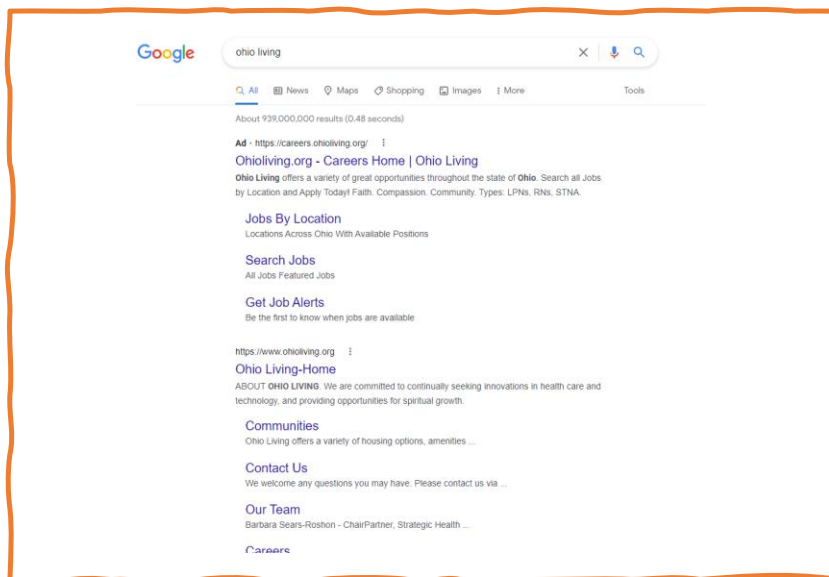


Google Ads is the single most popular PPC advertising system in the world. The Ads platform enables businesses to create ads that appear on Google's search engine and other Google properties.



Google Ads operates on a pay-per-click model, in which users bid on keywords and pay for each click on their advertisements. Every time a search is initiated, Google digs into the pool of Ads advertisers and chooses a set of winners to appear in the valuable ad space on its search results page. The "winners" are chosen based on a combination of factors, including the quality and relevance of their keywords and ad campaigns, as well as the size of their keyword bids.

19



20

HOW THE Google Ads Auction WORKS

800% ROI Google Ads returns \$8 for every \$1 spent. **How is this possible?**

let's find out!

IT ALL STARTS WITH KEYWORDS...

pet finder
pet adoption
dog rescue

Advertisers create ads that target keywords.

Ad - <https://www.foreverfriends.org>
Forever Friends - Adopt a Pet Today

21

SOMEONE SEARCHES ON GOOGLE

pet adoption

Are any advertisers bidding on keywords relevant to this query?

pet adoption near me

pet sitting
pet supplies
pet store
pet finder
dogs
rescue shelter
child adoption
cats

If yes, then...

THE AUCTION BEGINS!

Google enters all relevant keywords and their associated ads into the auction (only one ad per account!).

PET ADOPTION

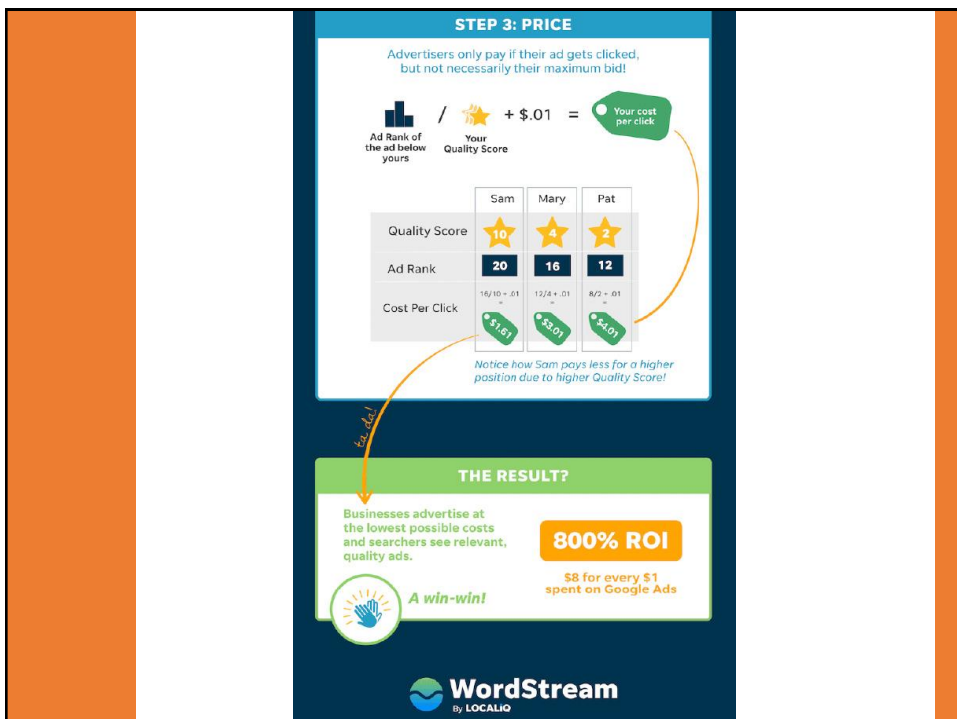
rescue shelter!
pet adoption near me!
pet finder!

Thousands will enter, who will win?!

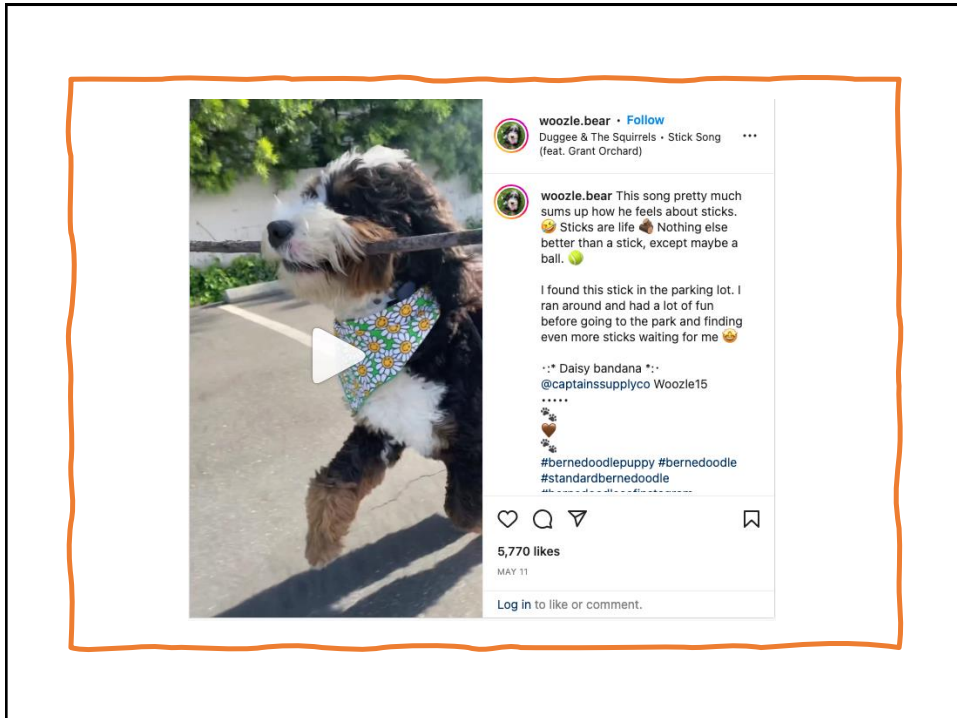
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Social Media Marketing

- Use to advertise content
- Brand Services with images, videos and stories, spend a lot of time engaging with audience
- PPC like to use platforms to share advertisement



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Facebook Demographics and Usage

- Monthly active users: **2.91 billion**
- Largest age group: **25-34 (31.5%)**
- Gender: **43% female, 57% male**
(no data on other genders)
- Time spent per day: **33 minutes**



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Takeaways from Demographics 2022

- Despite ongoing controversies, “adpocalypses” and emerging competition, Facebook *still* remains the largest social platform among consumers and marketers.
- Note that time spent on Facebook has actually fallen (from 38 minutes per day to 33 minutes) over the past five years despite overall social media usage spiking.
- **Facebook’s user growth rate has slowed** to a grinding halt with only a 0.8% change increase during 2021.
- Following last year’s social media demographic data, younger consumers continue to flock to TikTok and Snapchat versus Facebook and Instagram.
- Ad revenues continue to climb regardless of the gloom and doom about reach – this highlights how **Facebook ads** are a staple of marketing at large.

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Instagram Demographics and Usage



- Monthly active users: **2 billion**
- Largest age group: **25-34 (31.2%)**
18-24 close behind at 31%
- Gender: **48.4% female, 51.8% male**
(no data on other genders)
- Time spent per day: **29 minutes**

29



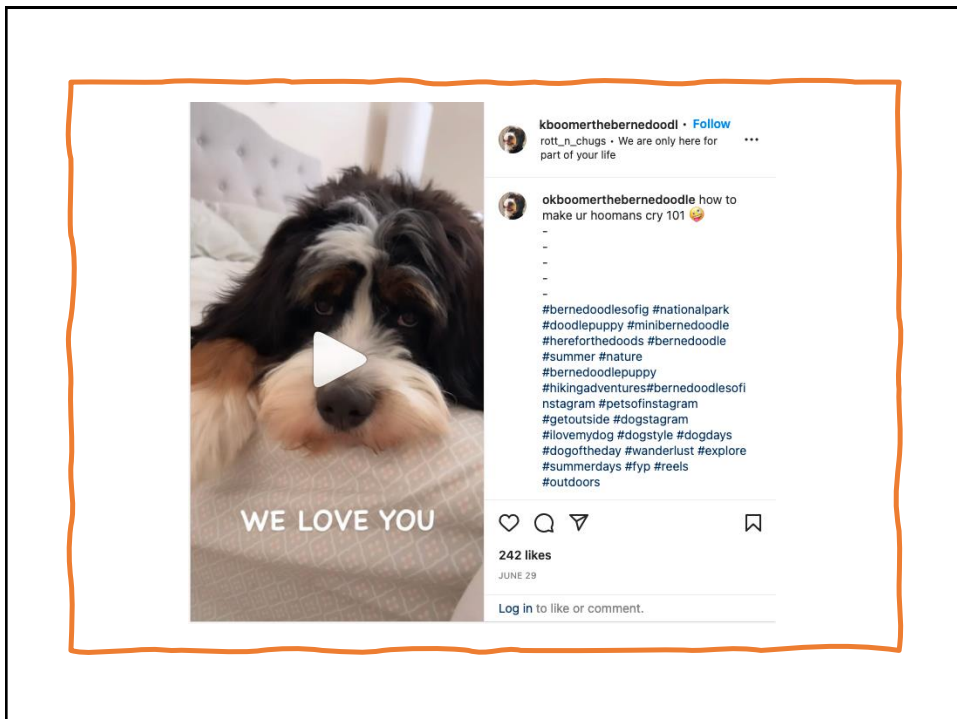
Takeaways from Demographics 2022

- The platform has quietly doubled their user base to 2 billion within three years, a staggering stat that proves Instagram's staying power.
- As younger users migrate to TikTok, perhaps it's fair to say that Instagram is no longer the "hip" network in the eyes of today's teenagers.
- That said, Instagram maintains a firm hold on Gen Z and Millennials – these groups make up roughly two-thirds of their base.
- Recent **Instagram stats** and new Shopping features (like Drops) signal the platform's shift to becoming an ecommerce hub.
- **Reels** are popular, but they couldn't stop TikTok's momentum in 2021 –the platform continues to peel influencers away from Instagram

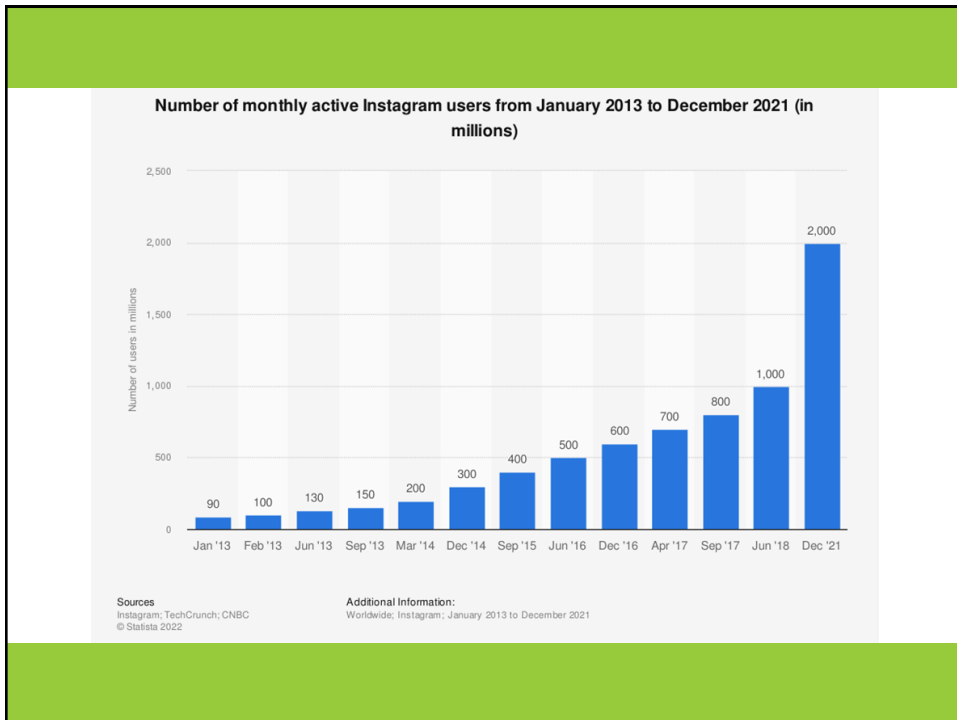
30



31



32



33

TikTok Demographics and Usage

- Monthly active users: **1 billion**
- Largest age group: **10-19 (25%)**
- Gender: **61% female, 39% male**
(no data on other genders)
- Time spent per day: **89 minutes**



34



Takeaways from Demographics 2022

- TikTok's popularity and growth are unprecedented (~10x more users since our last social media demographics breakdown).
- Not only is the user base booming but also activity – users are spending nearly 90 minutes per day on the platform.
- Fact: nearly **40% of Gen Z** say they're directly influenced by products they see on TikTok and brands should take notice.
- As more and more brands get on board, we're seeing influencers do the same.
- TikTok is ramping up and "maturing" to meet the needs of its users, including more advanced ads and **CRM integrations**.

35

Twitter Demographics and Usage



- Daily active users: **211 million** (up from 187 million)
- Largest age group: **18-29 (42%)**
- Gender: **38.4% female, 61.6% male** (no data on other genders)
- Time spent per day: **31 minutes**

36



Takeaways from Demographics 2022

- Twitter's usage and growth have remained fairly consistent year-to-year, although its user-base is obviously skewing younger these days.
- Despite recent growth (up from 187 million users last year), research predicts that Twitter will lose about a million users to other platforms **over the next five years**.
- One-third of Twitter users are college-educated and make more than \$75K annually, highlighting the platform's highly-educated and high-earning base.
- Twitter's status as a place to discuss events and gather breaking news make it a prime place to share content and drive discussions, but advertising is still tricky.
- While Fleets failed, renewed interest in **Spaces** could breathe some new life into the platform.

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LinkedIn Demographics and Usage



- Monthly active users: **810 million**
- Largest age group: **25-34 (58.4%)**
- Gender: **48% female, 52% male**
(no data on other genders)
- User access: **63% of weekly, 22% daily**

38



Takeaways from Demographics 2022

- Conventional wisdom might say that LinkedIn exclusively caters to an older audience, but now Millennials dominate the platform.
- LinkedIn reportedly experienced **record revenue**, driven by the platform's growth during COVID-19 and increased interest in new jobs.
- The platform's demographic of high-earning B2B professionals makes LinkedIn a potential goldmine for ads.
- According to **LinkedIn themselves**, it's the top-rated social network for lead generation, making it a great source for B2B marketers looking to find targeted and motivated audiences for their campaigns.
- Given that only **180 million** (25%) of LinkedIn's users are located in the US, the platform has a massive international reach.

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810M members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft Earnings

40

Pinterest Demographics and Usage

- Monthly active users: **431 million**
- Largest age group: **50-64 (38%)**
- Gender: **78% female, 22% male**
(no data on other genders)
- Time spent per day: **14.2 minutes**



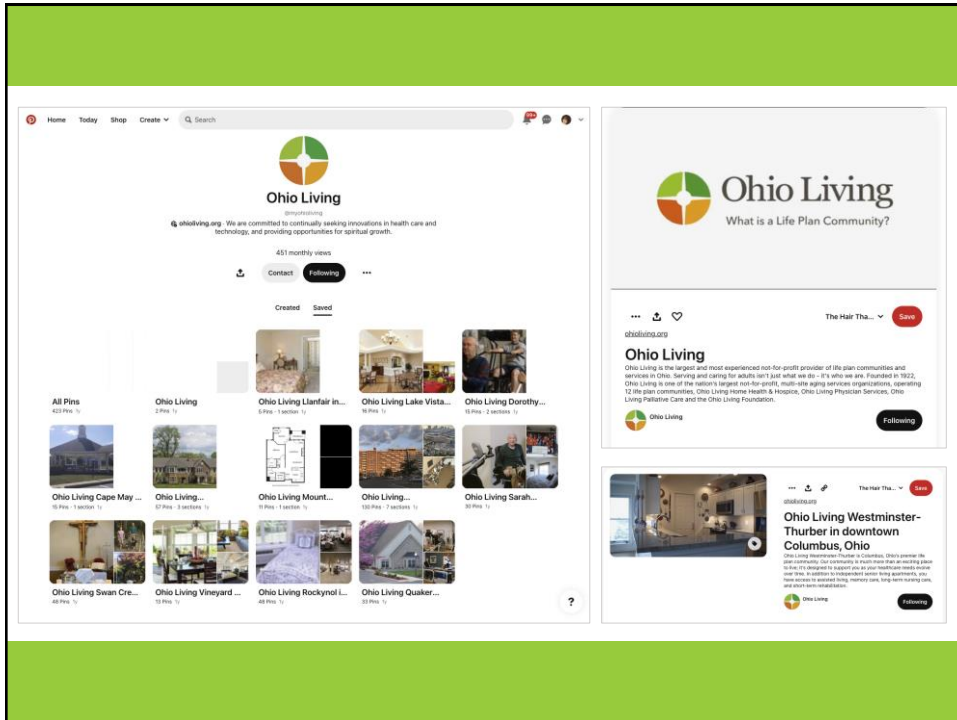
41



Takeaways from Demographics 2022

- Although Pinterest is largely considered female-dominated, the platform saw a surprising spike in male users during 2021.
- The platform's core user base of 400+ Pinner continues to hold steady (and ad revenues are actually up from where they were a couple of years ago).
- Pinterest is perhaps the most produced-focused of any social network, signaling big opportunities for ads (hint: **45% of Pinterest users** have a household income of \$100,000+).
- Shopping-centric organic content is fair game, too — almost **70% of users** say they trust Pinterest and it's their favorite place to research products.
- Pinterest's social media demographic data is unique as their users are almost evenly split age-wise — 18-29 (32%), 30-49 (34%) and the largest demo is 50-64 (38%). Interesting crowd!

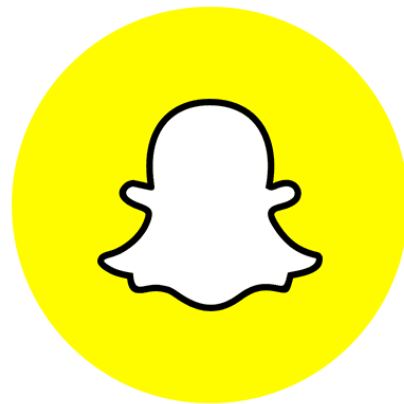
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Snapchat Demographics and Usage

- Number of monthly active users: **319 million**
- Largest age group: **15-25 (48%)**
- Gender: **54.4% female, 44.6% male** (no data on other genders)
- Time spent per day: **25+ minutes**



44



Takeaways from Demographics 2022

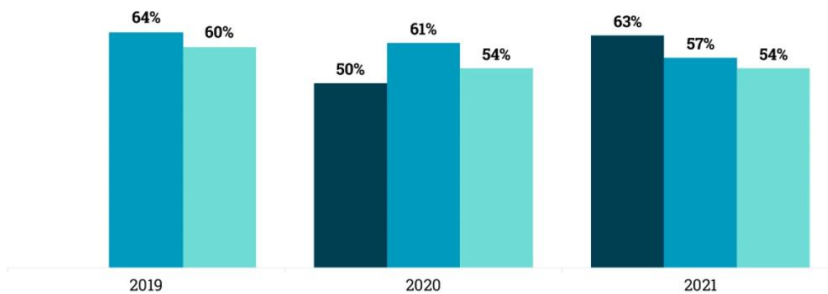
- Although Snapchat may not be the most talked-about or "trendy" network anecdotally, the platform saw growth during 2021.
- Snapchat is still huge with the younger crowd, although it recently lost its top spot as **teenagers' go-to network**.
- Even if you aren't active on Snapchat, it's a **prime place for trendspotting** and learning what younger consumers want.
- With **57% YoY revenue growth** (breaking the \$1 billion barrier), Snapchat isn't going anywhere yet.

45

US Gen Z Weekly Social Media Usage

■ TikTok ■ Instagram ■ Snapchat

marketing
charts



Published on MarketingCharts.com in December 2021 | Data Source: Forrester Research, Inc.

Based on surveys of US online consumers ages 12-17 (n = 4,602 in 2021; n = 4,747 in 2020; n = 4,594 in 2019)

46

YouTube Demographics and Usage



- Monthly active users: **2+ billion**
- Largest age group: **15-35 (highest reach)**
- Gender: **46% female, 54% male**
(no data on other genders)
- Time spent per session: **~30 minutes**

47



Takeaways from Demographics 2022

- YouTube's popularity among younger users highlights the ongoing, long-term shift toward video content.
- Marketers note that YouTube is still a sort of land of opportunity advertising-wise, viewing it as a place to put their ad dollars **in the future** versus the likes of Facebook (hint: YouTube's ad revenue **increased 43% YoY**).
- This revenue growth signals not only the platform's influence as a social network but also as a **go-to streaming service**.
- Given that **62% of YouTube's users** log into the platform daily, the platform has no problems with engagement and retention.
- Still, the majority of users claim to use YouTube for entertainment rather than to find brands and products. Brands still have a lot of work to do on the platform, finding a balance between entertainment and advertising.

48

What Platforms are Seniors Using?

- **YouTube** is used by
70% of those 50 – 64
38% of those 65+
- **Facebook** is used by
68% of those 50 - 64
46% of those 65+
- **Pinterest** is used by
27% of those 50 - 64
15% of those 65+
- **Instagram** is used by
24% of those 50 - 64
8% of those 65+

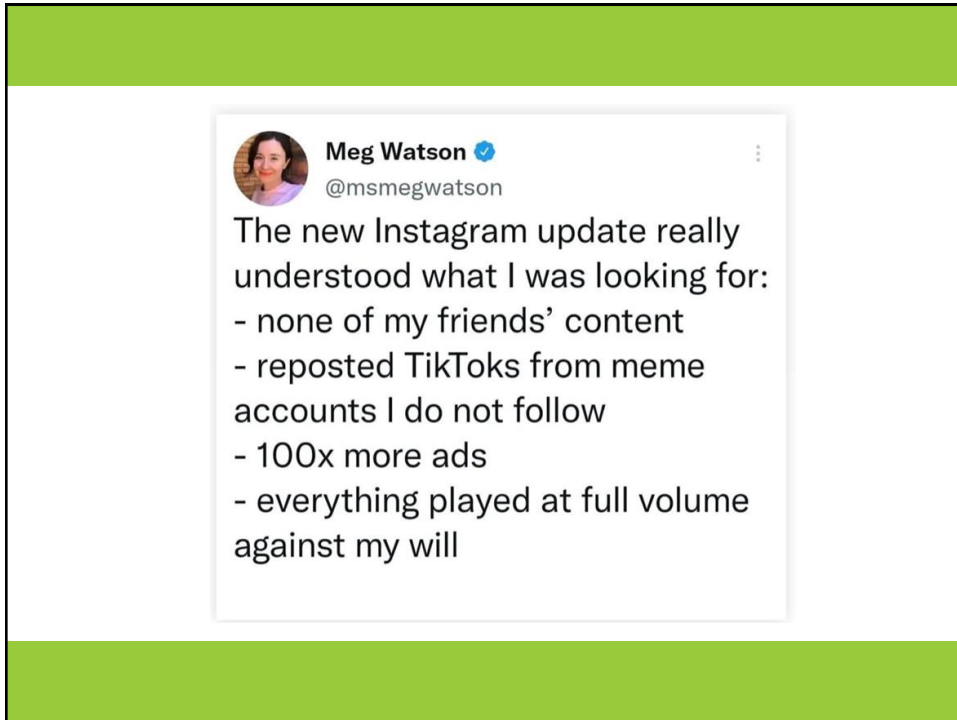


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We Talk About Bruno



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Emails - Retargeting

Email marketing is all about reaching the right customers at the right time, with the right content that drives them to act.

52



53

5 Ways to Drive Traffic

- Earn It
- Buy It
- Borrow It
- Recycle It
- Retarget

54

55

References

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QUESTIONS

