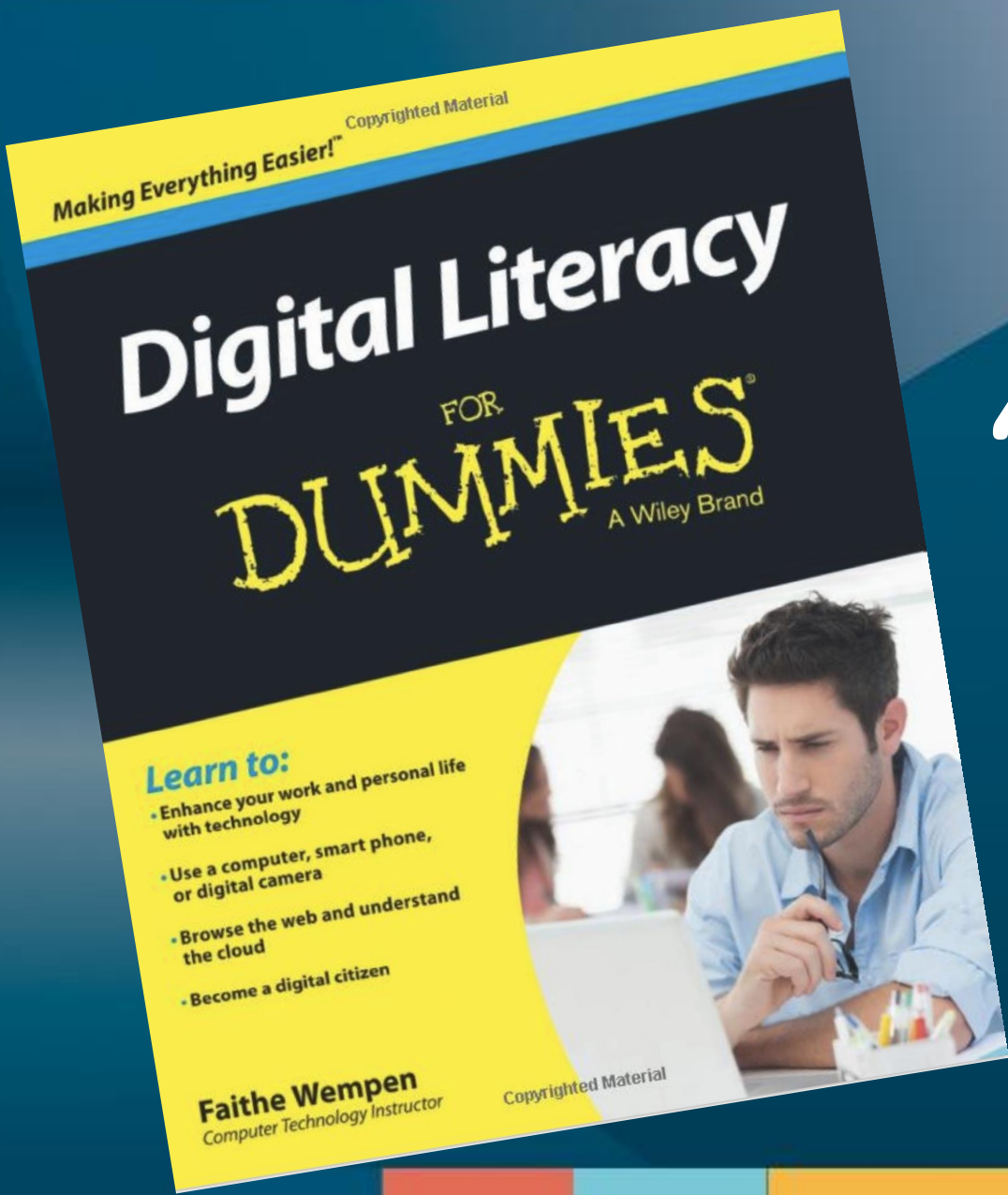


JOHN KNOX VILLAGE

Board of Directors
Marketing & Innovation
Committee Presentation

February 01, 2023



Welcome to “Digital for Dummies”

(Extremely bright people who just don't know a thing about Digital Marketing)

Facts to consider:

- 75% of households over the age of 65 are using the internet
- An overwhelming majority of people - **81%** - start their purchase journey with online research and engagement (Adweek)
- Most people will research online before making any purchase decisions

What Is “Traditional” Marketing?

Traditional Marketing Channel Examples

- Broadcast television ads
- Mail
- Print (magazine and newspapers)
- OOH (out of home, i.e. billboards)

Benefits:

- Target locally (in the case of radio, OOH, and mail)
- Distribute hard copies of the material (mail)
- Reach a broad public



What is Digital Marketing?



Digital Marketing is a means of reaching customers through a range of digital channels and tactics.

Traditional vs. Digital Marketing:

Benefits of Traditional Marketing:

- Reach a broad audience, can target locally, distribute hard copies

Disadvantage:

- Not targeted to specific consumers
- Expensive
- NOT trackable - Who saw it? What actions did they take? No way of knowing. Doesn't require engagement.
- Hard to track effectiveness

Benefits of Digital Marketing:

- Targeted
- Gives you data
- Ability to personalize
- Cost effective
- Promotes interaction
- Real time
- Viral potentiality
- You know right away if it's working (within 24 hrs)

Why is Digital Marketing important to JKV?

- Stay competitive among our industry peers
- Important to establish our digital presence. As our incoming prospects are increasingly “digital savvy”, we have to meet them where they are at
- Website is a major source for leads

Main Digital Channel Categories



Social Media



Websites



Email



Search



Display

JKV's Digital Strategy

In addition to Traditional avenues (TV, Billboards, Print ads):

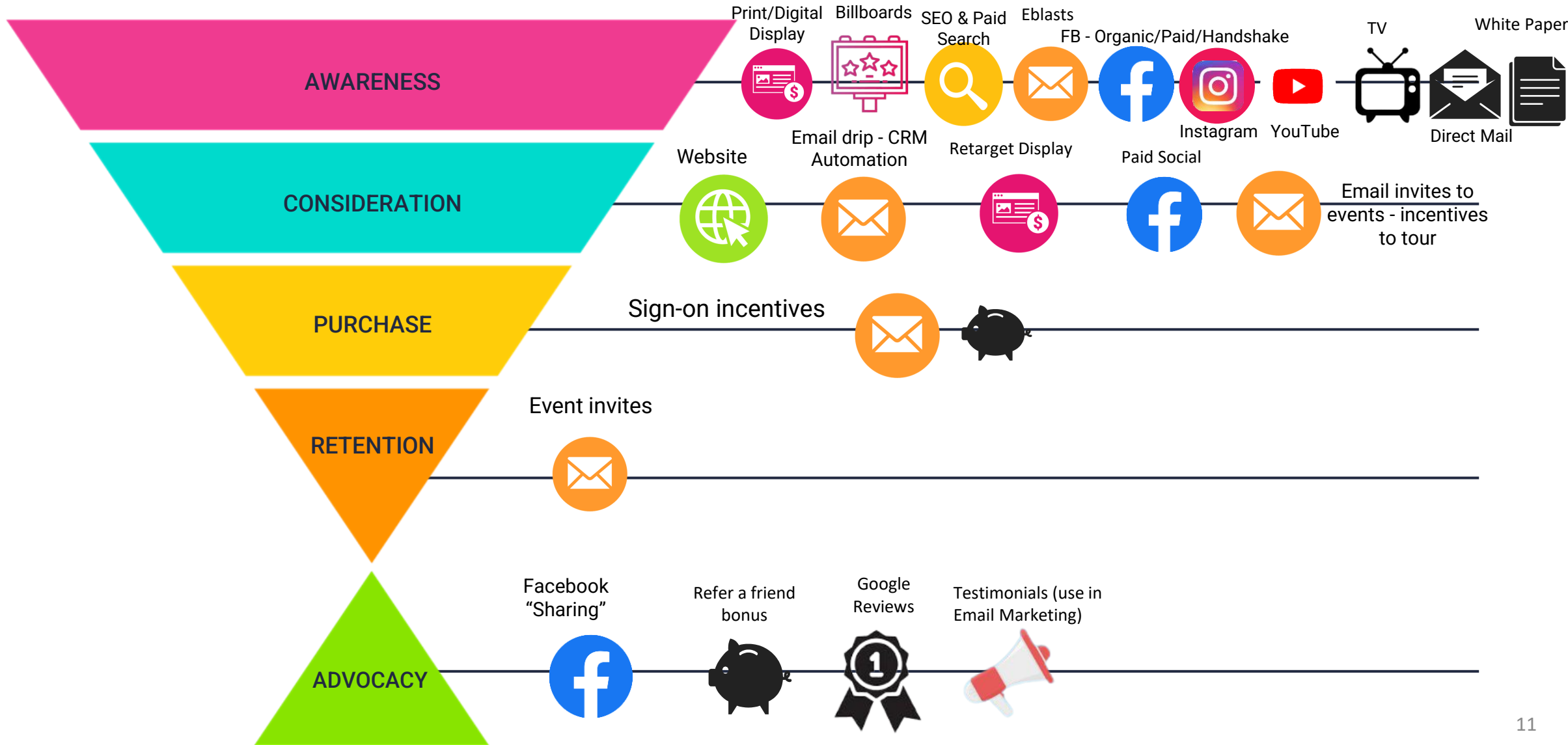
- **Website** - SEO optimized site, blog posts, evergreen content
- **Digital ads** - targeted to our demographic across the web
- **Search** - Organic (using keywords) and Paid Search (buying placement near the top of a Search Engine page)
- **Retargeting** - serving ads to people who visited our site or clicked on an ad
- **Social Media** - Organic content and Paid Social ads
- **Email blasts** - through Sun Sentinel, and our own eblasts (to website visitors)
- **Content Marketing** - (blog posts, Sun Sentinel Facebook Handshake) - valued topics based on search around that topic

The Marketing Funnel

Marketing Funnel: A concept used to define the different stages a customer goes through on their journey to purchasing—from the first time they hear first about a company's product or service to becoming a loyal customer. While there are different iterations of the marketing funnel, the most common ones include these stages in the following order:

- **Awareness:** Marketers need to connect what they're promoting to customers' needs or problems that need addressing—even if customers aren't aware of these needs.
- **Engagement:** Customers are aware that a business and its product or service exists. Marketers create content that allows customers to explore the product and figure out how it will add value to their lives.
- **Evaluation:** People assess if a product is a good fit for their budget, lifestyle, and needs. Marketers need to provide customers with information to help them evaluate.
- **Conversion:** Customers decide they want the product or service. It's up to marketers to ensure that the transition to a paying customer is smooth and to facilitate a positive relationship with the business.
- **Advocacy:** At this stage, customers are continuing to buy from a business and creating awareness among their peers. In turn, people who haven't interacted with the business before develop awareness of what they offer and the marketing funnel cycle continues.

Funnel & Customer Journey Hybrid



A Digital Glossary

Impressions: The amount of times a digital ad gets shown, or delivered to an online user

Clicks: A measurement of how many times users have engaged with an ad by clicking through for more info, or to take an action

CTA (Call to Action): An action a consumer takes that indicates interest (i.e. “Book a Tour Today”)

CTR (Click-Through-Rate): A calculation that shows how engaged a customer is by calculating how often an ad was shown, and how many times it resulted in a user engaging by “clicking”

PPC (Pay-Per-Click): The type of advertising where one pays each time one’s ad gets clicked

CPC (Cost-Per-Click): The cost we pay each time a user clicks on our ads. The actual cost is determined by bidding and winning an auction against other businesses also vying to be found when a user searches a particular keyword or phrase.

Traffic: Measures the volume of people who visit your website, or a page on your website

Remarketing or Retargeting: Delivering ads to people who have visited your website or clicked on a digital ad

Keyword: Specific words or phrases people use when doing a search

ROI (Return on Investment): How much profit is made measured against the cost of advertising

Average Session Duration: How long a user stays on our website

Form Submissions: Measurement to show how many people completed an electronic form on our site

Call Conversions: Calls that are 60 seconds or longer, made from our website or from dialing from a Paid Search ad

Performance Check-In

How are we doing with our current digital tactics?

- Paid Search - (Google and Bing)
- Paid Social - Facebook promoted posts
- Remarketing Ads - Display banner ads delivered to people who have already engaged with our website or ads

*Budgets are currently split 75% for JKV Main Site and 25% for Westlake Expansion

Campaign Goals & Measurement

Awareness	Understanding	Consideration
Increase awareness of the John Knox Village brand and offerings.	Provide education for the audience on the community and offerings at John Knox Village.	Encourage the audience to submit a form or call to receive more information about John Knox Village.
Platform Metrics: Impressions, Clicks, CTR, CPC	Site Engagement: Sessions, Avg. Session Duration	Goal Completions: Form Submissions, Call Conversions

Combined Campaign Performances

Reporting Period: 5/23/22 – 12/31/22

Awareness

1.5M+
Impressions

37.8K+
Clicks

2.38%
CTR

\$1.68
CPC

Understanding

93K+
Sessions

00:01:13
Avg. Session
Duration

Consideration

564
Form
Submissions

410
Call
Conversions

1.78%
Form
Submission
Rate

Web Metrics

How our websites are performing...

954-834-3073 Healthcare Foundation Home Health Catering Careers Phone Numbers

JOHN KNOX VILLAGE
Where possibility plays

Home Community Lifestyle Residences News Events Videos Contact Us

where **POSSIBILITY** plays

IS JOHN KNOX VILLAGE A GOOD FINANCIAL FIT? [USE THE CALCULATOR](#)

Try our [easy-to-use calculator](#) to find out which of John Knox Village's residential options

Westlake
JOHN KNOX VILLAGE

- OPPORTUNITY
- RESIDENCES
- LIFESTYLE
- LOCATION
- AMENITIES
- NEWS & EVENTS
- CONTACT US

954-783-4040

[SECURE YOUR SPOT- DEPOSIT NOW! >](#)

954-783-4040 jkvgrows@jknvfl.com

A LIFE PLAN COMMUNITY

JOHN KNOX VILLAGE IS GROWING. SO ARE YOUR POSSIBILITIES.

POSSIBILITY PLAYS AROUND EVERY CORNER.

[AMENITIES ABOUND >](#)

Hi there!
Welcome to John Knox Village!
What questions can I answer about our community?
[SCHEDULE YOUR TOUR →](#)
[START LIVE CHAT →](#)

OVERALL WEB METRICS

MAIN WEBSITE

Reporting Period: 5/23/22 – 12/31/22

- 32% of sessions and form submissions are from LevLane paid media sources
- This period reported 73K+ sessions and 479 form submissions for a form submission rate of 0.66%
- Organic Search reported the most form submissions and a strong avg. session duration over 2 mins showing strong brand awareness
- Google Paid Search is the top paid tactic reporting 14K+ sessions, 110 form submissions and 262 call conversions

Website KPI	LevLane Avg. Senior Living Benchmark
Form Submission Rate	0.98%
Avg. Session Duration	00:1:37



What sources are driving sessions to the site?

Channel	Sessions	Avg. Session Duration	Form Submissions	Form Submission Rate	Call Conversions
Direct	20,772	00:01:05	111	0.52%	70
Organic	19,332	00:02:04	125	0.6%	46
Google Paid Search	14,209	00:00:59	110	0.77%	262
Facebook Prospecting	3,859	00:00:24	11	0.28%	7
Referral	3,774	00:02:18	57	1.51%	5
Sun Sentinel Email	2,884	00:02:49	0	0%	2
Bing Paid Search	2,677	00:00:47	28	1.05%	8
Email	2,265	00:02:30	1	0.04%	2
Display Remarketing	1,514	00:00:04	1	0.07%	3
Facebook Remarketing	1,044	00:00:43	5	0.48%	5
Sun Sentinel Display	324	00:00:20	0	0%	-
Sun Sentinel ROS	65	00:00:03	0	0%	0
Grand total	73,019	00:01:28	479	0.66%	410

OVERALL WEB METRICS

WESTLAKE WEBSITE

Reporting Period: 5/23/22 – 12/31/22

- 48% of sessions and 89% of form submissions are from LevLane paid media sources
- This period reported 20K+ sessions and 85 form submissions for a form submission rate of 0.42%
- Organic Search reported the most form submissions and a strong avg. session duration over 2 mins showing strong brand awareness
- Google Paid Search is the top paid tactic reporting 5K+ sessions and 57 form submissions

Sessions
20,001

Form Submissions
85

Form Submission Rate
0.42%

Avg. Session Duration
00:00:58

What sources are driving sessions to the site?

Traffic Sources	Sessions	Avg. Session Duration	Form Submissions	Form Submission Rate
Sun Sentinel Email	6,388	00:00:40	0	0%
Google Paid Search	5,167	00:00:22	57	1.1%
Direct	3,012	00:01:22	6	0.2%
Facebook Prospecting	1,877	00:00:13	8	0.4%
Display Remarketing	1,844	00:00:12	8	0.6%
Facebook Remarketing	748	00:00:27	2	0.27%
Referral	657	00:02:04	1	0.15%
Bing Paid Search	428	00:00:18	1	0.23%
Organic	286	00:00:38	2	0.68%
Email	2	00:00:00	-	0%
Grand total	20,001	00:00:58	85	0.42%

Website KPI	LevLane Avg. Senior Living Benchmark
Form Submission Rate	0.98%
Avg. Session Duration	00:1:37



What is Paid Search?

- Bidding on certain keywords we're willing to pay for, each time a user clicks on an ad
- Paid Search ads appear at or near the top of a the search page, alongside non-paid results (organic results)
- Google will rank a user's search results based on how closely you match someone's search terms

PAID SEARCH

MAIN WEBSITE

Reporting Period: 5/23/22 – 12/31/22

Paid Search Results

- CTR is well above both the LevLane & industry benchmark
 - JKV has one of the highest CTR's of SL Communities we manage
- CPC is lower than the LevLane benchmark (\$2.07)
- Total CPC on is strong at ~\$85
- August and November reported the highest number of form submissions
- Branded keywords have some of the strongest metrics overall, due to strong brand awareness
 - [john knox village], "john knox village pompano beach", "john knox village florida" – overall top driving keywords for conversions
- Unbranded keywords also have strong CTR and CPCs
 - "senior homes", "senior retirement homes", "senior living ft lauderdale" – over 30% CTR and cost per click is under what the LevLane benchmark is



Impressions
107,316

Clicks
16,862

CTR
15.71%

CPC
\$2.07

Form Submissions
138

Call Conversions
270

Monthly Performance

Year Month	Impressions	Clicks	CTR	CPC	Form Submissions	Call Conversions
Dec 2022	16,255	2,551	15.69%	\$2.08	18	36
Nov 2022	13,542	2,606	19.24%	\$1.99	23	39
Oct 2022	15,931	2,338	14.68%	\$2.03	10	40
Sep 2022	15,255	1,984	13.01%	\$2.04	18	55
Aug 2022	13,303	2,000	15.03%	\$1.99	24	43
Jul 2022	12,875	2,013	15.63%	\$1.91	18	36
Jun 2022	12,544	1,854	14.78%	\$2.07	18	20
May 2022	7,611	1,536	19.92%	\$2.57	9	1
Grand total	107,316	16,862	15.71%	\$2.07	138	270

Top Keywords

Keyword	Impressions	Clicks	CTR	CPC
john knox village	13,324	3,395	25.48%	\$1.33
john knox village pompano beach	2,740	636	22.48%	\$3.55
john knox village florida	3,188	501	15.72%	\$3.65
senior homes	1,282	419	32.68%	\$2.47
senior living ft lauderdale	1,139	405	35.56%	\$2.53
senior retirement homes	861	365	42.39%	\$2.04
senior living apartments	930	354	38.06%	\$2.13
senior living residences	793	347	43.76%	\$2.00
senior community housing	781	300	38.41%	\$1.98
senior living apartment	693	291	41.99%	\$2.20
senior living homes	626	277	44.25%	\$1.91
john knox village retirement	1,318	264	20.03%	\$5.18
retirement home	1,189	252	21.19%	\$2.80
retirement communities & homes	928	221	23.81%	\$2.56
senior living community	751	221	30.23%	\$2.62
senior apartment	542	217	40.04%	\$1.97

Real Estate Industry CTR Benchmark	LevLane Avg. Senior Living CTR Benchmark
3.70%	10.80%

LevLane Avg. Senior Living CPC Benchmark
\$2.90



PAID SEARCH

WESTLAKE WEBSITE

Reporting Period: 5/23/22 – 12/31/22

Paid Search Results

- CTR is well above both the LevLane & industry benchmark
- CPC is lower than the LevLane benchmark (\$2.17)
- Total CPC on is ~\$198 – strong, given that the campaign is performing primarily utilizing unbranded keywords
- September had the highest number of form submissions
- [john knox village westlake] - top driving branded keyword for conversions (CTR: 40% and CPC: \$3.49)
- [retirement housing], "retirement home", "senior apartment homes" – overall top driving keywords for conversions
- Unbranded keywords have a strong CTR and CPCs
 - "retirement housing", "retirement home", "retirement community housing" – over 22% CTR and cost per click is under what the LevLane benchmark is



Impressions
25,451

Clicks
5,286

CTR
20.77%

CPC
\$2.17

Form Submissions
58

Monthly Performance

Year Month	Impressions	Clicks	CTR	CPC	Form Submissions
Dec 2022	2,672	663	24.81%	\$2.4	6
Nov 2022	2,475	820	33.13%	\$2.27	7
Oct 2022	2,359	755	32.00%	\$2.16	10
Sep 2022	2,017	631	31.28%	\$2.17	8
Aug 2022	1,840	540	29.35%	\$2.16	4
Jul 2022	2,018	575	28.48%	\$2.22	6
Jun 2022	8,261	180	0.44%	\$1.65	8
May 2022	1,809	522	13.7%	\$2.49	6
Grand total	25,451	5,286	20.77%	\$2.17	58

Top Keywords

Keywords	Impressions	Clicks	CTR	CPC
retirement housing	1,088	444	40.81%	\$2.10
retirement home	1,402	522	22.88%	\$2.81
senior community housing	632	292	35.1%	\$1.95
senior living ft lauderdale	824	245	29.85%	\$2.22
senior homes	706	238	33.71%	\$2.13
local Retirement home	439	197	44.92%	\$2.15
retirement home communities	568	152	15.7%	\$4.69
senior living	616	147	23.86%	\$2.48
senior apartment	406	141	34.73%	\$2.00
retirement housing communities	406	138	33.99%	\$2.14
retirement living	427	154	35.88%	\$2.02
senior apartments	322	118	36.65%	\$2.06
senior living hollywood fl	245	112	45.71%	\$1.36
senior citizen community	359	99	27.58%	\$2.43

Real Estate Industry CTR Benchmark	LevLane Avg Senior Living CTR Benchmark
3.70%	10.80%

LevLane Avg Senior Living CPC Benchmark
\$2.90



Why do we need to use Social Media as a marketing strategy?

- Audience reach
- Cost effective
- Promotes engagement with JKV
- Establishes our brand voice
- Invites people inside the hedges - slice of life at JKV
- Very specific opportunity to advertise around people's interests

Moving forward, with the addition of **Sprout Social** to be used for our Social Media management, we'll be able to measure the level of engagement our posts get, and what our competitors are doing.

PAID SOCIAL

MAIN WEBSITE

Reporting Period: 8/1/22 – 12/31/22

- Paid Facebook launched on 8/1/22
- Paid Facebook reported 301K+ impressions and 8.8K+ clicks for a strong 2.93% CTR (well above benchmark)
- Paid Facebook drove 16 form submissions and 12 call conversions to date
- Efficient CPC at \$1.00 - most communities at \$2.00+
- All creatives reported CTRs well above benchmarks
- 'Restaurant' was the top performer reporting the most form submissions and call conversions
- 'Staycation/Schedule a Visit' was rotated in mid-flight on 11/1 as new ad to replace rejected ad in platform

OPTIMIZATIONS:

- Continue to monitor 'Staycation/ Schedule a Visit', pause if underperforming
- Test more creatives with interior/exterior imagery like 'Restaurant'



Real Estate Industry CTR Benchmark	Levlane Avg. Senior Living CTR Benchmark
0.99%	1.18%



Creative Performance

Creatives	Impressions	Clicks	CTR	CPC	Form Submissions	Call Conversions
Restaurant	110,757	3,284	2.97%	\$0.89	6	5
Be Yourself	63,736	1,720	2.7%	\$0.87	1	1
Staycation/Schedule a Visit	55,864	1,846	3.3%	\$0.69	4	0
Location	52,048	1,370	2.63%	\$1.78	4	2
Wine Dine Time	17,103	548	3.2%	\$1.23	1	3
Beach Kite	2,405	82	3.41%	\$0.79	0	1
Grand total	301,913	8,850	2.93%	\$1.00	16	12



Wine Dine Time



Beach Kite



Location



Restaurant



Be Yourself



Staycation/
Schedule a Visit



PAID SOCIAL

WESTLAKE EXTENSION

Reporting Period: 8/1/22 – 12/31/22

- Paid Facebook launched on 8/1/22
- Paid Facebook reported 165K+ impressions and 5K+ clicks for a 3.35% CTR (well above benchmarks)
- Paid Facebook drove 10 form submissions
- Efficient CPC at under \$1.00 - most communities at \$2.00+
- All creatives reported CTRs well above benchmarks
- 'Coming Soon' was the top performer reporting 8/10 form submissions
- 'Amelia Floor Plan' drove a strong CTR over 4%

OPTIMIZATIONS:

- Pause underperforming creative 'Sandcastle'
- Add more video content when available as it drives strong engagement in Facebook and on the website



Real Estate Industry CTR Benchmark	Levlane Avg. Senior Living CTR Benchmark
0.99%	1.18%



Creative Performance

Creative	Impressions *	Clicks	CTR	CPC	Form Submissions
Coming Soon	92,600	3,002	3.24%	\$0.78	8
Amelia Floor Plan	32,328	1,316	4.07%	\$1.2	2
Coming 2024	29,925	984	3.29%	\$1	0
Sandcastle	10,337	231	2.23%	\$1.41	0
Grand total	165,190	5,533	3.35%	\$0.94	10



Coming Soon



Amelia Floor Plan



Coming 2024



Sandcastle



What is Display Remarketing?

- Using Google's analytics to tell us when someone has interacted with our website or one of our ads
- Then delivering ads to people who have engaged with our website, or clicked on one of our digital ads
- Also uses Google's analytics to inform us who has engaged, what action they took, and which ads got better response
- JKV's CTR for Westlake ads are above the industry benchmark

DISPLAY

MAIN WEBSITE

Reporting Period: 7/26/22 – 12/31/22

- Display Remarketing launched for the main website on 7/26/22
- Remarketing reported 591K+ Impressions and 571 clicks for a 0.10% CTR
- 'Location' has a slightly more cost-efficient CPC than 'Tour'
- 'Location' drove 1 form submission and call conversion while 'Tour' received 2 call conversions

OPTIMIZATION

- Continue to update creative regularly
- Consider creating display versions like 'Restaurant' or 'Beach Kite' which were top ads on Facebook



Creative Performance

Creatives *	Impressions	Clicks	CTR	CPC	Form Submissions	Call Conversions
Tour	215,716	190	0.09%	\$3.47	0	2
Location	376,150	381	0.1%	\$3.32	1	1
Grand total	591,866	571	0.1%	\$3.37	1	3



Tour



Location

Real Estate Industry CTR Benchmark	Levlane Avg. Senior Living CTR Benchmark
0.12%	0.30%



DISPLAY

WESTLAKE EXTENSION

Reporting Period: 7/26/22 – 12/31/22

- Display Remarketing launched for the Westlake Extension site on 7/26/22
- Reported 394K+ Impressions and 742 clicks for a 0.19% CTR (above industry benchmark)
- 'Amelia Floor Plan' is the top performing display creative and received 8 form submissions

OPTIMIZATION:

- Continue to add more creatives for Display like 'Coming 2024' from Facebook

Creative Performance

Creative	Impressions	Clicks	CTR	CPC	Form Submissions
Amelia Floor Plan	320,824	681	0.21%	\$1.57	8
Sandcastle	73,739	61	0.08%	\$3.37	0
Grand total	394,563	742	0.19%	\$1.72	8



Amelia Floor Plan



Sandcastle

Real Estate Industry CTR Benchmark	Levlane Avg. Senior Living CTR Benchmark
0.12%	0.30%



Overall reporting from Levlane for Paid Search, Paid Facebook, & Display Remarketing:

PAID MEDIA

Media Performance Check-In

Reporting Period: 5/23/22 – 12/31/22

Cost Per Conversion:

- Overall cost per Conversion is \$123
 - About 70% more efficient vs. benchmark
- Paid Search is driving the most conversions at the strongest CPCoN of \$99
- Social & Display are brand awareness tactics but are reporting very efficient CPCoN under \$500... similar communities at \$1,000+ for these tactics

Media Tactic	Form Submissions	Call Conversions	Total	Cost Per Conversion (Calendar)
Paid Search	196	270	466	\$99
Paid Facebook	26	12	38	\$318
Display Remarketing	9	3	12	\$427
Totals	231	285	516	\$123

Media KPI	Levlane Avg. Senior Living Benchmark
Cost Per Conversion	\$400



How can we make our johnknoxvillage.com and jkvgrows.com websites appealing to Google?

And why is it important?

Traffic to our website, and keeping people on the website, helps boost our SEO, or “findability” when people search the web.

What's SEO (Search Engine Optimization)?

An overview

Search Engine Optimization, or SEO, is a collection of activities you can do to make your website pleasing to a Google web crawler.

- In a search, Google wants to serve results with the closest match
- They send out “spiders”, or “web crawlers” to continually scour the internet
- Spiders crawl across website to record info to “take back to the nest”, so Google can store it in their filing cabinet
- Websites must make sense to a web crawler so they can “report back” on what a business does
- “Optimizing” your website means making sure it's organized, simple to understand, and delivers a great user experience to a customer

Search Engine Optimization tactics:

- **Keywords** – using relevant words or phrases on your website that people are using in an online query
- **Page speed** - how long it takes for a page to load for a user
- **Tabs and pages** that clearly state what they're about
- **Internal links** - pages on your site that are linked to each other, and that all work
- **“Alt-text”** - Photos and videos contain code explaining what they are to a crawler (also another opportunity to use keywords!)

Levlane got us started...handing off to us

- New website build + continual content updates to current site
- Making sure our website is SEO optimized (making us “findable” in a consumer’s Google search)
- Website technical maintenance and support
- Paid Social (placing paid Facebook ads)
- Paid Search (purchasing our spot near the top of a search page)

Transitioning to take over all Levlane’s services with the exception of website technical maintenance and support

Open Discussion



Thank You

