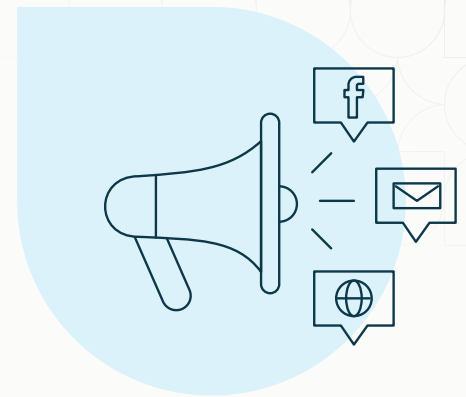




Streamlined, Targeted, and Insightful

The Ultimate Marketing Campaign Solution



Key Benefits

Save Time and Reduce Complexity

An all-in-one solution to save time and streamline workflows, enabling more efficient marketing operations for all your campaigns—email, drip, events, and more.

Optimize with Actionable Insights

Optimize strategies with real-time insights and CRM integration. Track performance, refine campaigns, and align sales and marketing for seamless lead nurturing, better communication, and higher conversions.

Increase Engagement and Drive Conversions

Deliver personalized campaigns with dynamic content and stage-specific ads, refining your approach in real time to boost engagement and conversions.

Simplify Webinar and Event Management

Automate promotions, RSVPs, reminders, and follow-ups for community events and waitlist campaigns across multiple locations. Trigger-based, cloneable campaigns streamline management, reduce workload, and ensure consistent engagement.

Are you struggling to manage and coordinate marketing campaigns across multiple communities efficiently?

Do you need a simpler way to automate promotions, reminders, and follow-ups for your community events and waitlist programs?

Are you able to track and optimize your campaigns in real-time to improve engagement and drive move-ins?

How It Works



All-in-One Platform for Scalable Marketing Campaign Management

Manage campaigns—newsletters, drip campaigns, event promotions, and more—from one place. Enhance outreach with buyer's journey management, automatically segmenting and targeting ads based on prospect journey stages. Deliver timely, relevant messages to potential residents and their families, increasing engagement and conversion rates.

Comprehensive Tracking and In-Depth Reporting

Gain actionable insights with tailored tracking and reporting tools. Utilize email drip campaign best practices to monitor drip marketing campaign performance in real-time, analyze email opens, clicks, and conversions, and measure marketing goals. Our Collective Buyers' Journey Attribution™ model tracks all touch-points of prospects and caregivers, helping you understand what drives move-ins.

Clone Across Multiple Communities

Easily clone elements from emails to landing pages to campaigns across multiple communities, or build templates that can be added to any community with our marketing solutions. This feature provides tons of flexibility, reducing the time needed to recreate materials, ensuring consistency, and allowing for efficient management and deployment of marketing assets across different communities.

Personalized Dynamic Content

Elevate your marketing with dynamic content tailored to the unique needs of senior living prospects and their families. Community First Marketing enables you to highlight what makes each community unique, using recipient data to deliver timely, relevant messages. Personalize emails, sequences, and images that adapt to preferences, behaviors, and demographics—ensuring your campaigns resonate with every audience.



Here to Simplify

Not sure how to streamline your Marketing Campaigns? Don't worry, your dedicated strategic account representative will guide you every step of the way.

Book A Demo

ActiveDEMAND.com

