

Senior Communities.Guide

SCG Media Kit



About Senior Communities.Guide

Senior Communities.Guide (SCG) is a search website for Minnesotans to connect directly with senior communities. It provides a free, safe, accurate solution by efficiently finding senior housing and care for older adults and their loved ones. This service is completely free to those searching, and is specifically designed to make one of the most challenging decisions in the life of seniors much easier and ultimately more successful.

Becoming a partner with SCG has many advantages including getting hundreds of potential leads to your communities' profile page every month. Seniors and their families can watch videos, look at photos, and see themselves moving into your community.

Mission

Senior Communities.Guide is committed to helping seniors and families find an ideal senior community. We guide seniors and families to easily make decisions based on their needs. We are the premier hub for age-friendly living. We partner with senior communities to swiftly bring them new residents.



Demographics



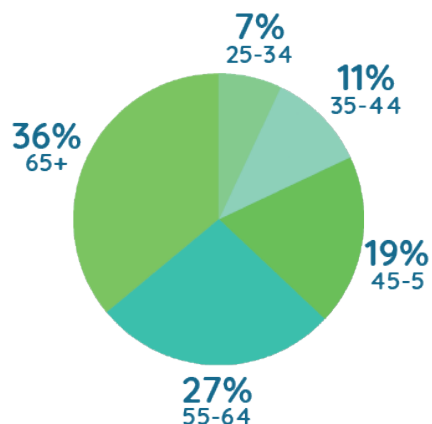
Views

Launched in mid 2020 we have reached 204,000+ Minnesotans on our website and Facebook page that has over 1K follows



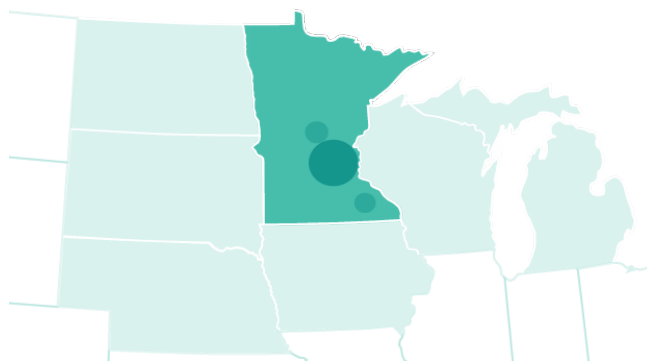
Gender

- A majority of views are from women who tend to be the caretakers and social workers
- Men still account for almost 1/3 of searches



Ages

- A majority of those who find us are seniors
- The others are families, caretakers and social workers




Location

- The overwhelming majority of website visitors are located in Minnesota
- The highest population areas having the most visitors

Senior Communities Guide's vast majority of views are seniors looking for housing options. We are expanding reach everyday with a high rate of engagement with Facebook Ads. Your community will save on lead money by being a paid partner on our website. We currently serve the whole state of Minnesota with plans to expand to the Midwest in the near future.




Market Overview



26% of MN
are seniors

The Senior Market

- SCG helps Minnesota seniors find a senior community quickly and easily
- There are about 850,000 seniors over the age of 65 in Minnesota right now
- There are 550,000 adults in the ages of 50-64 in Minnesota right now. Both add up to 26%
- Nationally the numbers are even larger as many seniors leave MN for warmer weather



2,000+
communities
listed

The Senior Community Market

- There are currently over 2,000 senior housing communities in Minnesota on our website
- Communities who become partners are promoted with larger profiles which help to differentiate them from all the others
- Senior Communities Guide are marketing experts and can help communities individually with websites, social media and other marketing



Competitive Advantage

- Senior Communities Guide has a higher user experience rating
- Directly contact communities - secure and do not sell information
- Also has resources available to seniors for free



Why SCG is Different

- Low monthly cost for quality leads coming directly from seniors and their families
- Social media promotion and Google Ad buys included
- Award winning user experience and easy to use website



Profile Comparison

With a paid profile, receive up to 500% more page views than the complimentary pages due to advertising on Google, our Facebook page, and other platforms. Take a look at the benefits of a premium profile page. Senior Communities Guide offers 3D virtual tours, photography and video services to communities.

Complimentary Profile

Complimentary Profile

Premium Profile

[illegible]

Complimentary vs Premium Comparison

Paid profiles receive up to **600** leads per month *and growing.*

Complimentary Profile Leads

Premium Profile Leads

Key Benefits of Paid Profile

- Google Ads purchased to promote your community profile page
- Facebook marketing of your events
- Videos & 3D tours
- Floor plans & amenities
- Community links
- Direct email & phone contacts

Testimonial:

"Our Senior Communities Guide video helps us connect with people every day. For those that would like to see the Augustana Regent community from their homes or work, we're just a click away."

- Beth Woodward, Director of Marketing



Profile Page Prices

Sign up today to have an expansive profile on Senior Communities.Guide to get more potential leads and page views on your profile. Once you're signed up, an email will be sent out to collect your information and content.

Basic profile is now \$40 a month with the code: **Basic9** and premium now \$99 a month with the code: **Premium50**. Promo is good for one year.

Claim Your Profile	Basic	Standard	Premium
\$ 0 /mo	\$ 49 NOW \$40/mo	\$ 99 /mo	\$ 149 NOW \$99/mo
Profile Features: <ul style="list-style-type: none"> ✓ Profile Example Link ✓ Number + address ✓ Approximate price ✓ Possible care options ✓ Thumbnail 	Basic Profile Features: <ul style="list-style-type: none"> ✓ Profile Example Link ✓ Community contact info ✓ Trackable profile visits/leads ✓ Website link ✓ Google map location ✓ Display price range ✓ Community description ✓ List of amenities ✓ Care services offered ✓ Monthly analytics reports ✓ Pets allowed & policies ✓ Up to 3 Photos* ✓ Up to 3 floor plans w/ pricing ✓ Welcome blog & Facebook post 	Standard Profile Features: <ul style="list-style-type: none"> ✓ Profile Example Link ✓ Community contact info ✓ Trackable profile visits/leads ✓ Website link ✓ Google map location ✓ Display price range ✓ Community description ✓ List of amenities ✓ Care services offered ✓ Monthly profile updates ✓ Monthly analytics reports ✓ Pets allowed & policies ✓ Up to 20 Photos* ✓ Up to 10 floor plans w/ pricing ✓ Ability to add showcase video* ✓ Ability to add 3D virtual tours** ✓ Welcome blog & Facebook post 	Premium Profile Features: <ul style="list-style-type: none"> ✓ Profile Example Link ✓ Community contact info ✓ Trackable profile visits/leads ✓ Website Link ✓ Google map location ✓ Display price range ✓ Community description ✓ List of amenities ✓ Care services offered ✓ Monthly profile updates ✓ Monthly analytics reports ✓ Pets allowed & policies ✓ Up to 50 Photos* ✓ Unlimited floor plans w/ pricing ✓ Ability to add lifestyle video* ✓ Ability to add 3D virtual tours** ✓ Community resources section to upload PDFs ✓ Placed at the top of appropriate community list ✓ Welcome blog & Facebook post ✓ PLUS additional monthly blog & Facebook posts
CLAIM	SIGN UP	SIGN UP	SIGN UP

*Communities can either provide their own photos or videos, or Senior Communities Guide can provide photography and videography services for an additional fee.
 ** Communities may pay an additional one-time fee to have Senior Communities Guide create a 3D virtual tour.

