

Analysis | Planning | Measurement | Results

# Planning for Success: Using Data-Driven Marketing Strategies to Build Occupancy

a LeadingAge Missouri & Kansas event with  
John Knox Village, for Senior Living Professionals

2 to 5 p.m., Wednesday, June 5  
The Meadows at John Knox Village

Social Hour with heavy hors d'oeuvres immediately after.

Administrative CEUs available for Nursing Home Administrators.

Whether you're working to build and maintain occupancy, generate qualified referrals, or launch a business, it's clear that today's sophisticated consumers along with the sheer number of messaging tools available require a well-thought-out and targeted approach to marketing.

Learn about new developments in senior living; digital solutions to enhance online users' experience; plus marketing planning, execution and measurement techniques to set you up for success. You'll leave with valuable information and resources you can use immediately.

## SPEAKERS:

- **Ziegler** – This privately held investment bank, capital markets and proprietary investments firm specializes in the healthcare, senior living, and education sectors. They will share findings from their research on national, regional, and local trends in senior living and long term care occupancy, staffing and growth; economic impacts; and new uses of technology in healthcare.
- **Digital Strategies To Enhance Qualified Lead Generation**  
[Presented by Steve Howell, Chief Revenue Officer and partner at ExperienceFresh | Digital Marketing & Creative](#)  
At what points in a prospect's journey can your marketing help create a better experience for your audience and more value for your community? Learn what to consider regarding search engine optimization and paid media; use of AI lead intelligence; and the importance of tracking and measuring results to gauge effectiveness.
- **Putting Data-Driven Strategies Into Action: Building, Executing & Measuring Successful Marketing Plans**  
[Presented by Marybeth Roberts, Director of Sales, Marketing & Communications at John Knox Village](#)  
Gone are the days of relying on gut feelings and hunches when working to attract new residents and new business. By taking a more methodical approach to building and executing a marketing plan, you can make better use of resources, know which strategies paid off, and identify where to modify your efforts.

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**CEU CREDITS:** 3 Administrative CEU credits available.

*(Pending approval by the Kansas and Missouri Boards of Nursing Home Administrators.)*

## SOCIAL HOUR IMMEDIATELY FOLLOWING

Gorgeous and delicious heavy hors d'oeuvres and beverages, compliments of U.S. Foods and Symbria.

**LOCATION:** The Meadows at John Knox Village – 1800 NW O'Brien Rd., Lee's Summit, MO 64081

**RSVP by Wednesday, May 29 to [gwarner@jkv.org](mailto:gwarner@jkv.org)**

*(If email is not an option, call 816-347-2031.)*

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