



QUESTIONNAIRE FOR YOUR DIGITAL AGENCY

Experience and Expertise:

1. What is your experience in working with senior living communities or similar industries?
2. Can you provide examples of successful digital marketing campaigns you've executed for senior living communities in the past?

Understanding of Our Business:

3. How well do you understand the unique challenges and opportunities in the senior living industry?
4. What strategies do you propose for reaching our target audience, considering the specific needs and preferences of seniors and their families?

Services and Capabilities:

5. What digital marketing services do you offer, including website design, SEO, social media management, PPC advertising, email marketing, etc.?
6. Do you have in-house specialists for different aspects of digital marketing, or do you outsource certain tasks?

Strategy Development:

7. How do you develop a tailored digital marketing strategy for your clients?
8. Can you outline a basic strategy you might implement for our senior living community?

Data and Analytics:

9. How do you measure the success of digital marketing campaigns?
10. What tools and metrics do you use to track website traffic, conversions, and user engagement?





Content Creation and Social Media:

11. Do you offer content creation services, including writing blog posts, creating videos, and designing graphics?
12. How do you plan to manage our social media presence, considering the sensitive nature of senior living services?

Communication and Reporting:

13. What is your communication process like? How often will we receive updates on the progress of our campaigns?
14. Can you provide sample reports from past clients to demonstrate the type of insights we can expect?

Budget & ROI:

15. What is your pricing structure? Are there any additional costs we should be aware of?
16. How do you ensure a positive return on investment (ROI) for your clients, and what strategies do you employ to optimize campaigns within budget constraints?

Compliance and Ethical Considerations:

17. Are you familiar with the legal and ethical guidelines specific to the senior living industry, such as healthcare advertising regulations?
18. How do you ensure that our digital marketing efforts comply with these regulations?

Client References:

19. Can you provide contact information for a few of your current or past clients that we can speak to about their experience working with your agency?
20. Do you have any case studies or testimonials related to senior living communities you've worked with in the past?

Long-term Partnership:

21. What is your approach to building long-term relationships with clients?
22. How do you stay updated with the latest digital marketing trends and technologies, ensuring our strategies remain effective over time?

