



MARKETING PLAYBOOK

More Than a Tour

How Technology Wins Senior Living Residents

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1.

Get to Know Your Prospect

The most successful sales and marketing teams don't just know their prospects, they understand what makes them tick. By tapping into their interests, priorities, and lifestyles, you can shape outreach, events, and follow-ups around what they truly care about, turning your calendar into a powerful tool for sparking curiosity, connection, and possibility.

HOW GO ICON HELPS

Go Icon makes it easy to showcase your life enrichment programming to prospects and track what interests them. This allows you to optimize your calendar around what they care about most and help them envision life in your community.

The dashboard displays three main sections:

- Top Activities:**
 - 1 Essence Program (4)
 - 2 Tai Chi (4)
 - 3 Computer Class (2)
 - 4 Resident Council (2)
 - 5 Friday BBQ (2)
- Popular Interests:**
 - 1 Spiritual & Mindfulness (1)
 - 2 Reading & Literature (1)
 - 3 Fitness & Exercise (1)
 - 4 Music & Dance (1)
 - 5 Wellness & Health (1)
 - 6 Photography (1)
- Interactions:**
 - 1 Perfect Week Generation (11)
Includes: Perfect Week, Perfect Week Model
 - 2 Activity Exploration (1)
Includes: Event Model
 - 3 Calendar Browsing (4)
Includes: Calendar Events Loaded, Calendar Rendered

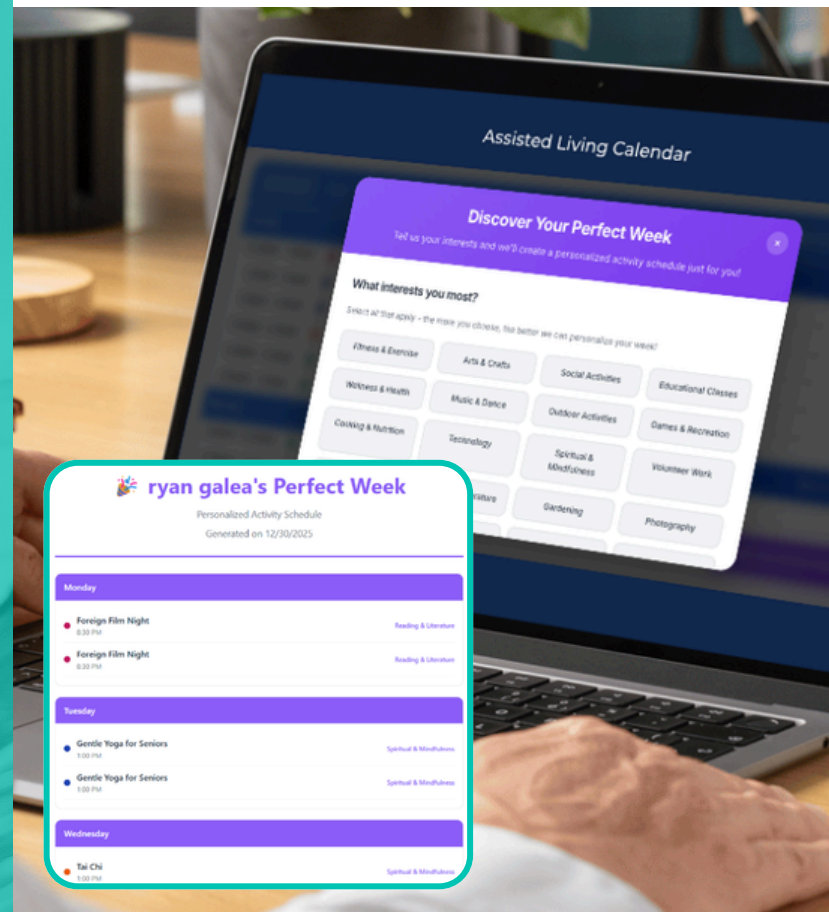
The screenshot shows a website interface for 'The Gardens at Marysville'. The navigation bar includes: HOME, ABOUT, ASSISTED LIVING, MEMORY CARE, APARTMENTS, DINING, ACTIVITIES, PHOTOS. A phone number (360) 548-6886 is displayed. The main content area features two calendar views: 'Assisted Living Calendar' and 'Memory Care Calendar'. The 'Assisted Living Calendar' shows events for March 8-14, 2026, including 'Coffee Chat', 'Morning Stretch (Resident Led)', 'Kickball (Resident Led)', 'Sunday Church Service W/Ray', 'Uno (Resident Led)', and 'Chinese Checkers (Resident Led)'. The 'Memory Care Calendar' shows events for the same period, including 'National Flapjack Day', 'National Daylight Savings', 'Connect and Chronicles', 'Power Snack and Hydrate', 'Church Service', 'Snack and Hydrate', 'Walking Group', 'Music of choice', and 'Lavendar Hand Massage'. A 'See Your Perfect Week' button is visible in the bottom right of the calendar area.

2. Personalize The Journey

Once you understand what makes your prospects tick, the next step is bringing that insight to life. Personalizing the senior living journey with experiences, events, and content tailored to their interests helps them truly picture life in your community. And with the right technology, you can deliver that level of personalization at scale.

HOW GO ICON HELPS

The Smart Aging™ *Your Perfect Week* tool can be easily added to your marketing website. Prospects simply select their interests, and Go Icon's proprietary AI instantly builds a personalized “perfect week” at your community based on what they love and the programming you offer.



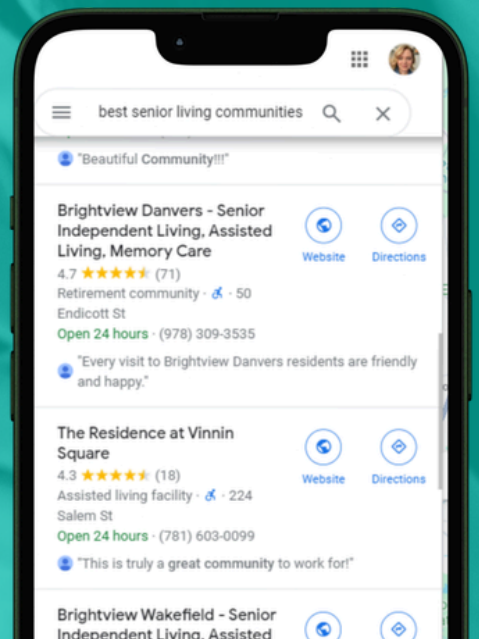
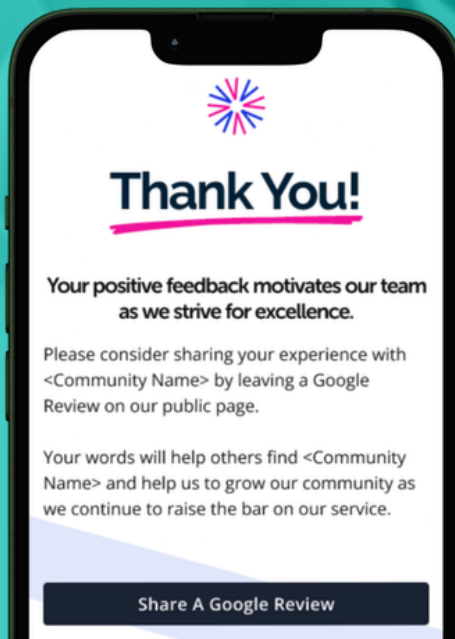
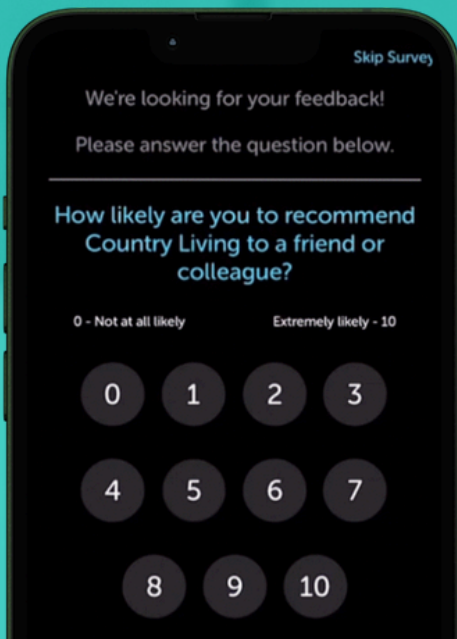
3.

Build Trust Early

Adult children make 90% of assisted living and memory care decisions, and with 99% of Millennials reading reviews before making purchases, your digital reputation has never mattered more. Empowering residents and families to share their positive experiences makes it easier for your biggest advocates to help tell your community's story.

HOW GO ICON HELPS

With Go Icon, capturing positive reviews is a breeze. The platform regularly asks residents and families for feedback, and positive responses can easily turn into Google reviews with streamlined automation, boosting your brand through organic search.



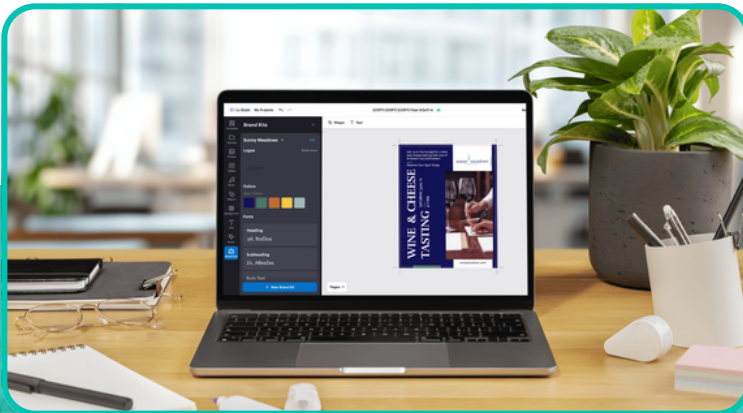
4.

Bring Your Brand to Life

High-quality, consistent, and professional collateral and signage help build confidence and make a strong first impression. When every touchpoint reflects the quality of life your community offers, it reinforces your brand and sparks deeper interest from prospects exploring their senior living options.

HOW GO ICON HELPS

Go Icon's Design Studio and Digital Signage solutions put the power of professional, on-brand creativity at your fingertips. Effortlessly craft eye-catching collateral, digital signage, event materials, and more—while brand kits and controls make sure every touchpoint showcases your community's unique personality with consistency and impact, leaving a lasting impression on prospects.

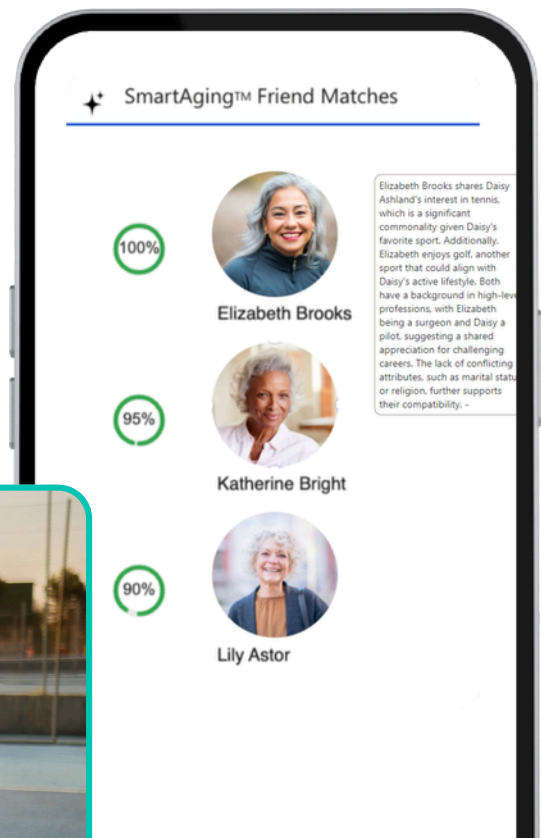


5. Create Belonging Before Move-In

Moving to a senior living community is a big step, and it can feel overwhelming, but helping prospects connect with like-minded future neighbors makes it exciting instead of stressful. Building friendships before day one turns the unknown into a warm, welcoming community they can't wait to join.

HOW GO ICON HELPS

Go Icon's Smart Aging™ *AI Friend Matching* helps future residents feel at home before they arrive by connecting them with like-minded peers who share similar interests and hobbies. Early connections help move-in day feel like the start of new friendships.

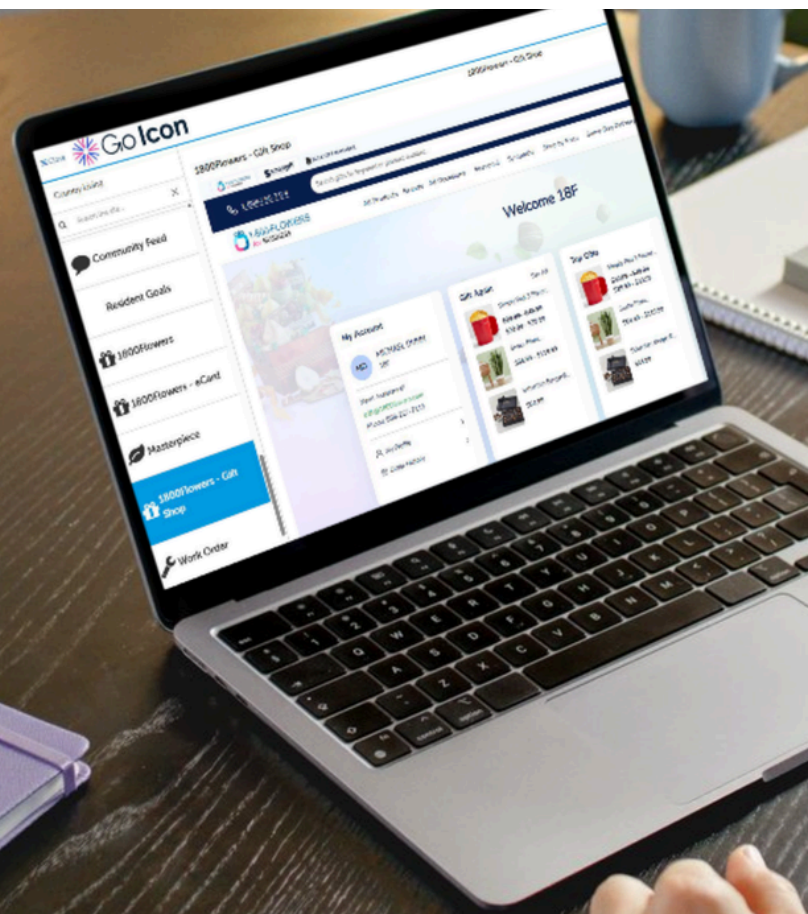


6. Delight Them With A Personal Touch

Sending a personalized gift to a prospective resident demonstrates a deeper level of understanding and attention to detail. When sales and marketing teams use insights about a prospect's interests and preferences, it creates a memorable moment of hospitality that can positively influence their perception of your community.

HOW GO ICON HELPS

Go Icon's exclusive partnership with 1-800-Flowers.com brings seamless gifting directly into your senior living experience platform. With special pricing and an extensive collections of gift options, teams can easily send personalized gifts that create memorable moments for prospects and families.



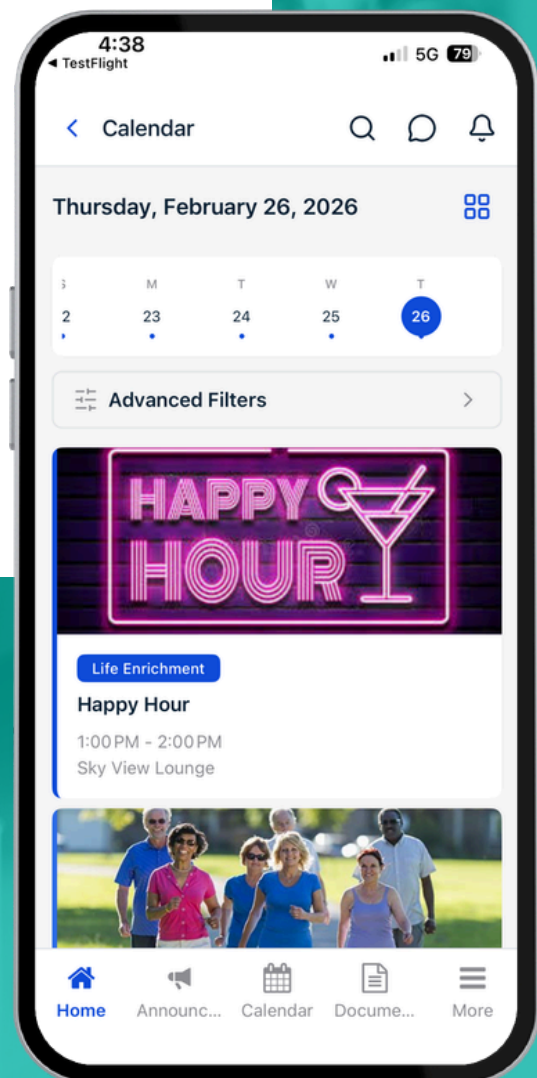
7.

Make Move-In Effortless

Moving into a senior living community should feel exciting, not overwhelming. The move-in process marks the start of an important new chapter, and when it feels disorganized, what should be a joyful milestone can quickly become stressful for residents and families. A more thoughtful, transparent experience ensure new residents feel informed, welcomed, and confident as they begin life in their new home.

HOW GO ICON HELPS

Go Icon simplifies every step of the move-in process with easy document sharing, secure eSignature, intuitive onboarding tools, and a robust Family App. It helps new residents and their families feel welcomed, informed, and ready to begin their new chapter with confidence.



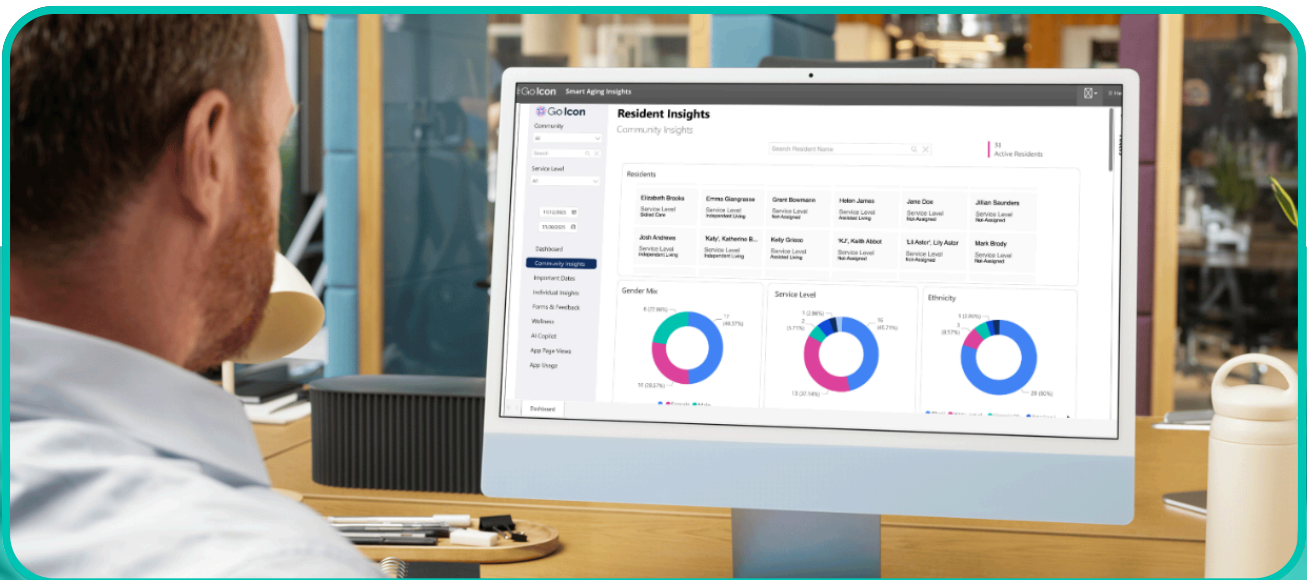
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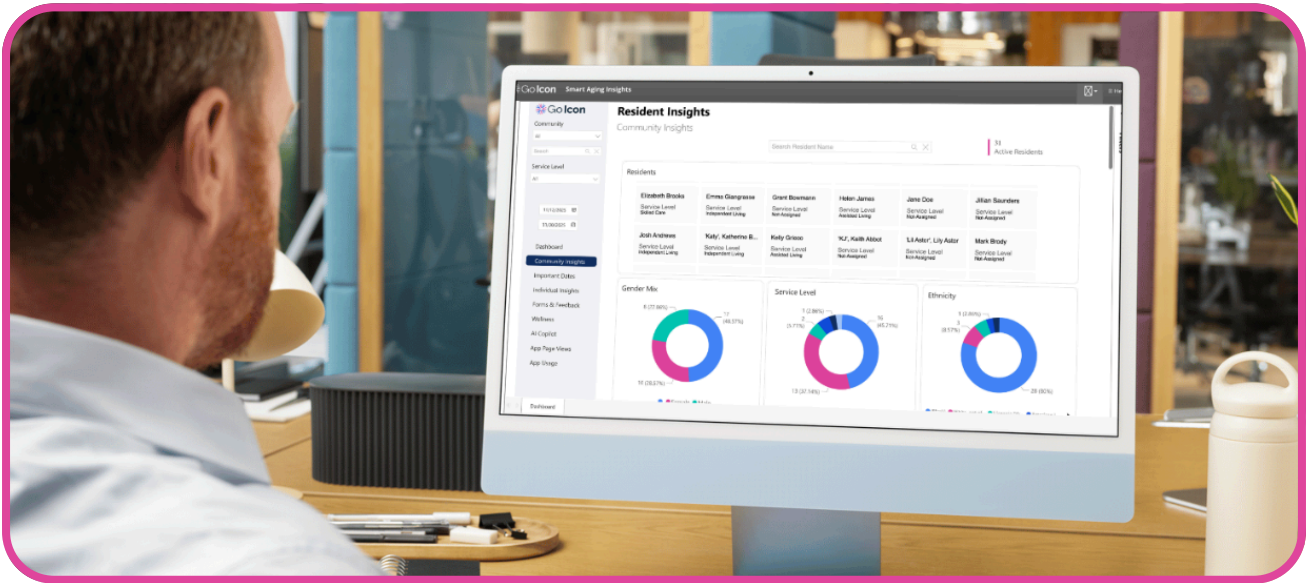
Listen, Learn & Improve

The most effective senior living sales and marketing strategies are built on insight and facts, not guesswork. By listening to feedback and learning from your data, you can continuously refine your prospect journeys and campaigns to create more meaningful, engaging experiences that drive results.

HOW GO ICON HELPS

Go Icon helps you turn data into action with Smart Aging™ insights, Feedback 360, and enterprise-level reporting. These tools give you a complete view of prospect and resident engagement, helping you refine campaigns, personalize journeys, and make smarter, more impactful decisions.







Like What You Saw?

Explore More Ways Go Icon
Can Help You Attract and
Retain New Residents.
Schedule a Consultation!



The ideas explored in this eBook were also brought to life in a
Varsity Branding round table featuring Go Icon CEO Ryan
Galea and Varsity's Derek Dunham.

[Check out the recap blog here.](#)