

MARKETING BUILT FOR SENIOR LIVING

A marketing partnership built specifically for senior living operators who are done settling for generic agencies and one-off campaigns that don't move the needle.

CHALLENGES EVERY SENIOR LIVING OPERATOR KNOWS

The senior living market is more competitive, more digital, and more family-driven than it's ever been. Most communities are using the same playbook. Here's where we change that.

OCCUPANCY PRESSURE

Consistent move-in pipeline requires a full-funnel strategy not just a website refresh or a Facebook post. One-off tactics don't compound. We build the system that does.

WINNING THE ADULT CHILD

75% of decisions are led by the children*. Your marketing needs to reach them where they research and earn their trust before the first call ever happens.

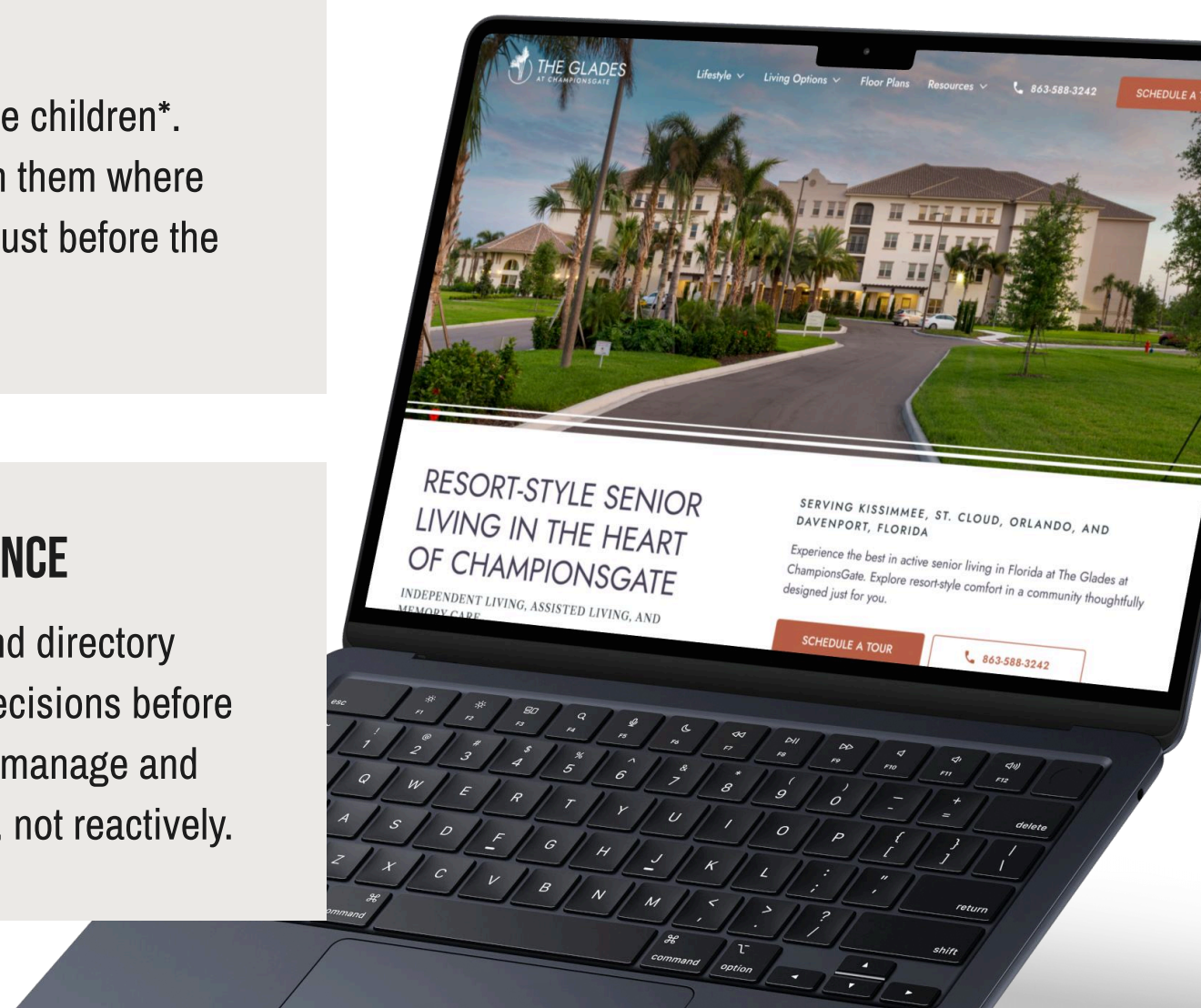
LOOKING DIFFERENT ONLINE

Every community promises great care. We make yours the one families remember through language, visuals, and storytelling that stands apart from a look-alike market.

REPUTATION & LOCAL PRESENCE

Google reviews, local SEO, and directory presence all shape move-in decisions before families ever contact you. We manage and strengthen all of it proactively, not reactively.

*mcknightsseniorliving.com/news/senior-living-digital-marketing-strategy-optimization/



“Working with Grit & Gravel has been truly eye-opening. It has shown us what is possible when our agency obsesses over the same details that we do, and lives or dies by the occupancy number.”

HONOR BARRAT, CHIEF EXECUTIVE,
BIRCHGROVE MANAGEMENT SERVICES

THE FULL PICTURE, STRATEGICALLY EXECUTED

Senior living marketing requires fluency in the full buyer journey. From the moment a family Googles 'memory care near me' to the day they walk in for a tour. If you piecemeal your marketing without a cohesive strategy, people will find others who do.

DIGITAL MARKETING & SEO

Local SEO, paid search, and retargeting built for the "near me" search moment when families are researching and ready to reach out.

REPUTATION MANAGEMENT

Your Google rating is the first thing families see before they ever visit your site. We build the internal process to keep it strong.

EMAIL & LEAD NURTURE

Senior living inquiries take months to convert. We build nurture systems that keep you top of mind through their whole process.

BRAND STRATEGY & IDENTITY

Positioning your community to stand apart in a market where most brands look, sound, and feel identical.

CONTENT & COPYWRITING

Copy that speaks to adult children and future residents alike. It's emotionally resonant, clear, and built to convert.

PHOTOGRAPHY & VIDEO

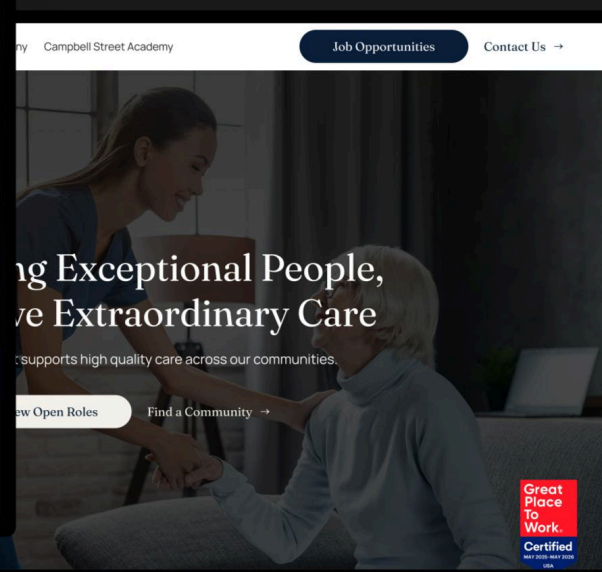
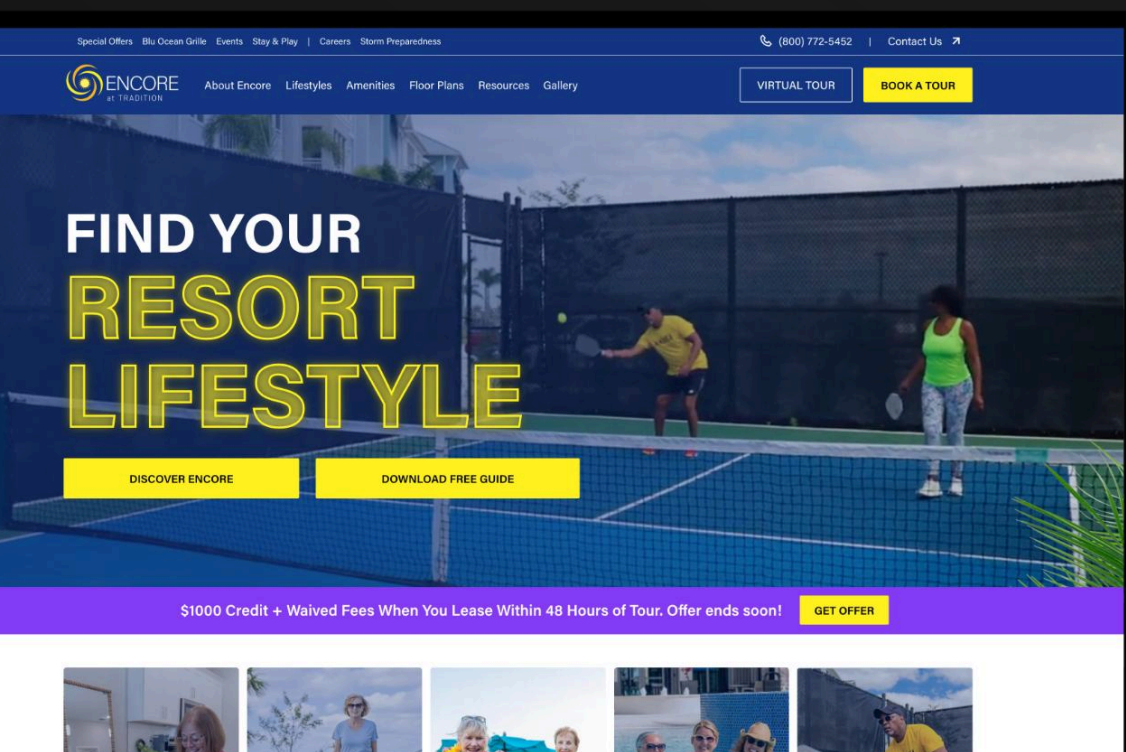
Real moments. Real people. Creative that reflects the actual life your community delivers not a catalog shoot from 2014.

WEB DESIGN & DEVELOPMENT

Community websites designed to turn curious visitors into qualified inquiry leads built around the family decision journey.

FRACTIONAL CMO & STRATEGY

For operators who need senior-level marketing leadership without the full-time overhead. We align your team, your budget, and your goals.



WE'RE NOT A VENDOR WE'RE A PARTNER

Senior living operators don't need another agency handing off deliverables and sending invoices. They need someone invested in the occupancy number who shows up like a team member, challenges your thinking, and builds systems that compound over time.

**We measure success the way you do:
move-ins, census, and community growth.**

READY TO HAND OVER YOUR MARKETING TO THE EXPERTS?

GRITANDGRAVEL.COM