

LifeLoop customer resources

Website marketing guide

Best practices and information to help you promote your use of LifeLoop on your community website

lifeloop.com



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Welcome to the LifeLoop community

Technology that helps engage residents, delight staff, and connect family members

We are so excited that your community has chosen LifeLoop's solutions to help you deliver quality and enhanced experiences for your residents, their family members, and staff. This guide and the referenced materials are intentionally designed to help our customers market their organization's use of LifeLoop on their websites, promoting the benefits to prospective residents and families and driving adoption among current residents and family members.

What's inside this guide

Inside, you will find best practices for promoting your organization's use of LifeLoop on your website. The information and recommendations are designed to help you provide relevant information and helpful links to existing and prospective residents and family members.

If you have any questions about promoting LifeLoop on your website, please contact your Customer Success Manager or lifeloop@lifeloop.com.



General information about LifeLoop

We have one goal: helping senior living communities flourish

LifeLoop is a trusted technology partner to over 4,700 senior living communities, offering a holistic operational and resident experience solution for every community. LifeLoop's features include a secure resident app for daily management, a connection portal to promote family involvement and provide updates on resident activities and well-being, and solutions to enhance resident engagement and wellness.

All the innovation you need in one place

We offer a full suite of software solutions to support senior living communities. Connecting people with their passions, each other, and the world is critical to our vision. Our platform delivers:

- Enriching and person-centered experiences for residents
- Tools that transform community operations and improve staff satisfaction
- Smarter communication capabilities to keep families, their loved ones, and staff connected

Learn more about LifeLoop's solutions at [LifeLoop.com](https://www.lifeloop.com)



How to get started

Adding LifeLoop to your website

Current and prospective families may visit your website seeking to learn more about your community and the amenities you offer, including LifeLoop. To help you get started, we've put together some best practices and information so you can drive interest and adoption of LifeLoop at your community.

Best practices for adding LifeLoop to your website

- When mentioning LifeLoop anywhere on your website, please make sure to capitalize both Ls in our name: LifeLoop
- Add our [logo](#) and a link to the [LifeLoop website](#) so they can learn even more about LifeLoop's features and benefits.
- Embed your [community calendars](#) and [displays](#) so visitors always know what's going on.
- Add a [registration form](#) so residents and families can easily sign up to access LifeLoop.
- Include a [button or link](#) on your homepage to make it easy for family members to log in.
- Include a link to download the LifeLoop app from the [Apple App Store](#) and [Google Play Store](#). You can also include instructions for downloading each!



LifeLoop customer resources

LifeLoop on your website

Recommendations and information to help you promote LifeLoop on your community website

lifeloop.com



LifeLoop description tab or page

LifeLoop page

Current and prospective families may visit your website seeking information after learning about LifeLoop at a tour, admission, word of mouth, or another source. Adding a webpage or section on your website dedicated to LifeLoop gives you space to explain the benefits of LifeLoop to potential and current residents and their family members.

Having a webpage showcasing your organization's dedication to connection and technology can be a great hiring tool as well! To help you get started, we've included some sample descriptions at the end of this guide.

[Home](#) [About Us ▾](#) [Services & Amenities ▾](#) [Living Options ▾](#) [Dining ▾](#) [Calendar ▾](#) [News ▾](#) [Contact ▾](#)

Life Loop


Here at Chateau Madeleine Assisted Living & Memory Care, we have a passion for connecting residents with their families and friends and love having visitors join us for dining and activities. To further connect our community, we have introduced LifeLoop, an interactive platform that provides you with an inside look at what's happening each day.

What is LifeLoop?

LifeLoop is a new technology which allows our residents and family members to stay connected. With easy access from cell phones or tablets, LifeLoop connects staff, residents and their loved ones on a daily basis.

This technology also offers our families added comfort by receiving weekly updates on their loved ones activity engagement and assisting with meeting their needs from anywhere at any time. This offers a great deal of peace of mind, and comfort knowing you can engage in an interactive platform and be more involved in your loved ones lives, although there may be distance between you.

LifeLoop also helps families stay up-to-date with calendars, check resident activity and communicate with their loved one. Photos can also be uploaded and shared through LifeLoop, another great tool to stay connected.





LifeLoop branding

LifeLoop logo

To add the LifeLoop logo to your website, please use the linked file that best suits your webpage. Click on the logo image below to download the appropriate logo file. If you need a different format of the LifeLoop logo, please contact us at lifeloop@lifeloop.com.

For webpages with a white background, use this transparent logo (RGB, 300 DPI .png file).



For webpages with a colored background, use this logo on a white circle (.png file).

**light gray background shown just for contrast*



If you need to resize the logo to fit your page, please make sure to lock the height (H) and width (W) ratio so that the logo is not stretched or distorted in any way.




Sign-up form

Make it easy for residents and families to sign up for LifeLoop

Include a form on your website for families to easily sign up to access LifeLoop. The form should be submitted directly to your community contact for LifeLoop so they can quickly get set up and start enjoying the value of LifeLoop.

Suggested description

At [COMMUNITY NAME], we have a passion for connecting residents with their families and friends, and we love having visitors join us for dining and activities. To further connect our community, we proudly offer LifeLoop, an interactive platform that provides you with an inside look at what's happening each day. For more information or to register for LifeLoop, please fill out this form and we'll follow up with you!



Interested in learning more about LifeLoop? Be sure to fill out the form below and a team member will reach out to you to set up some time to help you learn more about how you or your loved one can experience the benefits of a connected senior living center.

Name*
Email*
Phone

Submit

Sign up for LifeLoop now
Already registered? [Log in here!](#)

Fill out this form to receive an invitation from LifeLoop to connect to your resident as well as the community. You will receive the invitation within 48 hours.

First Name

Last Name

Email

Phone

Relationship to Resident

☐ Self
☐ Child
☐ Sibling
☐ Other Relative

Resident's Name

☐ I'm not a robot

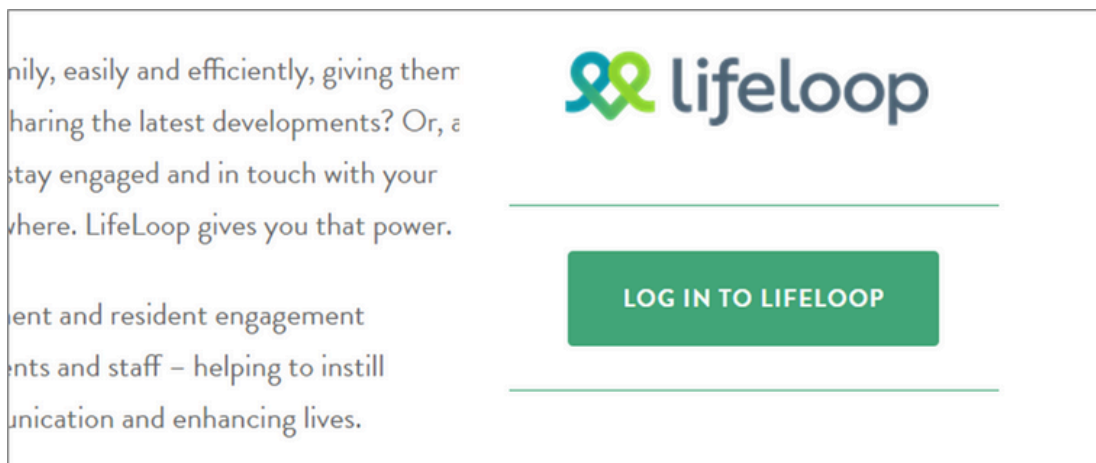
Submit



Login button and links

Make it simple for family members to log in to LifeLoop

Include a button or link on your community's homepage so family members can easily log in to their account. Link the button to <https://lifeloopapp.com/login>



Include links to download the LifeLoop app

Include a link to download the LifeLoop app from the [Apple App Store](#) and the [Google Play Store](#). You can also include instructions for downloading each!





Embedded community calendars

Showcase your community's variety of activities and events

Feature your LifeLoop community calendar on your website to easily share community activities and events with residents, families, and prospective residents—calendar changes update in real time! Reach out to your Customer Success Manager with any questions on adding this feature.

CARE AMENITIES WELLBEING DESIGN PHOTOS & VIDEO PRICING

ASSISTED LIVING MEMORY SUPPORT

June 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1 <ul style="list-style-type: none"> Saturday Start-up to Help Mobility All About Nature: Nature Documentary Walk and Talk +3 more
2 <ul style="list-style-type: none"> Simple Sunday Stretches Catholic Mass Anchor Bay Choir: Sunday Hymns +4 more	3 <ul style="list-style-type: none"> Monday Movement: Improving Flexibility Eye On Activities Ice Cream Social +5 more	4 <ul style="list-style-type: none"> Tuesday Morning Stretch & Flex Wellness Day-Vitals (Blood Pressure and Weight) for All Residents Make a Word +4 more	5 <ul style="list-style-type: none"> Fitness Fun for Flexibility Audrey's Monthly Corner Gastronaut: BBQ Lunch +4 more	6 <ul style="list-style-type: none"> Hairdresser Chair Exercise for Stronger Muscles Lunch Out Trip to Twin Oaks +5 more	7 <ul style="list-style-type: none"> Happy National Donut Day! Dollar Tree Shopping Trip Friday Morning Stretch Out +5 more	8 <ul style="list-style-type: none"> Saturday Start-up to Help Mobility Cultural Committee: Armchair Travels to Ecuador Saturday Strolls +3 more
9 <ul style="list-style-type: none"> Sunday Stretches for Toned Muscles Catholic Mass Anchor Bay Choir: Sunday Hymns +4 more	10 <ul style="list-style-type: none"> Monday Movement: Improving Flexibility Cultural Committee: Trivia & Facts Ice Cream Social +4 more	11 <ul style="list-style-type: none"> Morning Movement for Better Balance Menu Review Cascading Words +5 more	12 <ul style="list-style-type: none"> Salon Fitness Fun for Flexibility Anchor Bay Book Club +5 more	13 <ul style="list-style-type: none"> Hairdresser Chair Exercise for Stronger Muscles Father's Day Out Trip to Newport Car Museum +5 more	14 <ul style="list-style-type: none"> Flag Day Friday Morning Stretch Out Friday Morning Stretch Out +6 more	15 <ul style="list-style-type: none"> Saturday Start-up to Help Mobility All About Nature: Nature Documentary Walk and Talk +3 more
16 <ul style="list-style-type: none"> HAPPY FATHER'S DAY Simple Sunday Stretches Catholic Mass Anchor Bay Choir: Sunday Hymns +5 more	17 <ul style="list-style-type: none"> Monday Movement: Improving Flexibility All About Nature: Nature Documentary Ice Cream Social +4 more	18 <ul style="list-style-type: none"> Tuesday Morning Stretch & Flex Make a Word Balloon Volley for Upper Body Strength +4 more	19 <ul style="list-style-type: none"> Salon Happy Juneteenth Fitness Fun for Flexibility +5 more	20 <ul style="list-style-type: none"> Hairdresser Summer Solstice Chair Exercise for Stronger Muscles +5 more	21 <ul style="list-style-type: none"> Friday Morning Stretch Out Hobbit's Shopping Trip Friday Fitness for Toned Muscles +4 more	22 <ul style="list-style-type: none"> Saturday Start-up to Help Mobility Cultural Committee: Peru Saturday Strolls +3 more
23 <ul style="list-style-type: none"> Sunday Stretches for Toned Muscles Catholic Mass Anchor Bay Choir: Sunday Hymns +4 more	24 <ul style="list-style-type: none"> Monday Movement: Improving Flexibility Understanding Vision Loss Chair Yoga for Toned Muscles +4 more	25 <ul style="list-style-type: none"> Morning Movement for Better Balance Cascading Words Take Out Tuesday +5 more	26 Today <ul style="list-style-type: none"> Salon Fitness Fun for Flexibility Council of Residents +5 more	27 <ul style="list-style-type: none"> Hairdresser Chair Exercise for Stronger Muscles Out Trip to Cogshall Farm Museum +5 more	28 <ul style="list-style-type: none"> Friday Morning Stretch Out Card Club: Bridge Friday Fitness for Toned Muscles +3 more	29 <ul style="list-style-type: none"> Saturday Start-up to Help Mobility All About Nature: Nature Documentary Walk and Talk +3 more

Click image to be directed to actual customer site



Embedded community displays

Promote your community's vibrant culture

Showcase your community displays, giving families and prospective residents a "real-time" look at what residents in your community are seeing. Making the display accessible in this way provides a sense of inclusion for those unable to physically be in your community. Reach out to your Customer Success Manager with any questions on adding this feature.



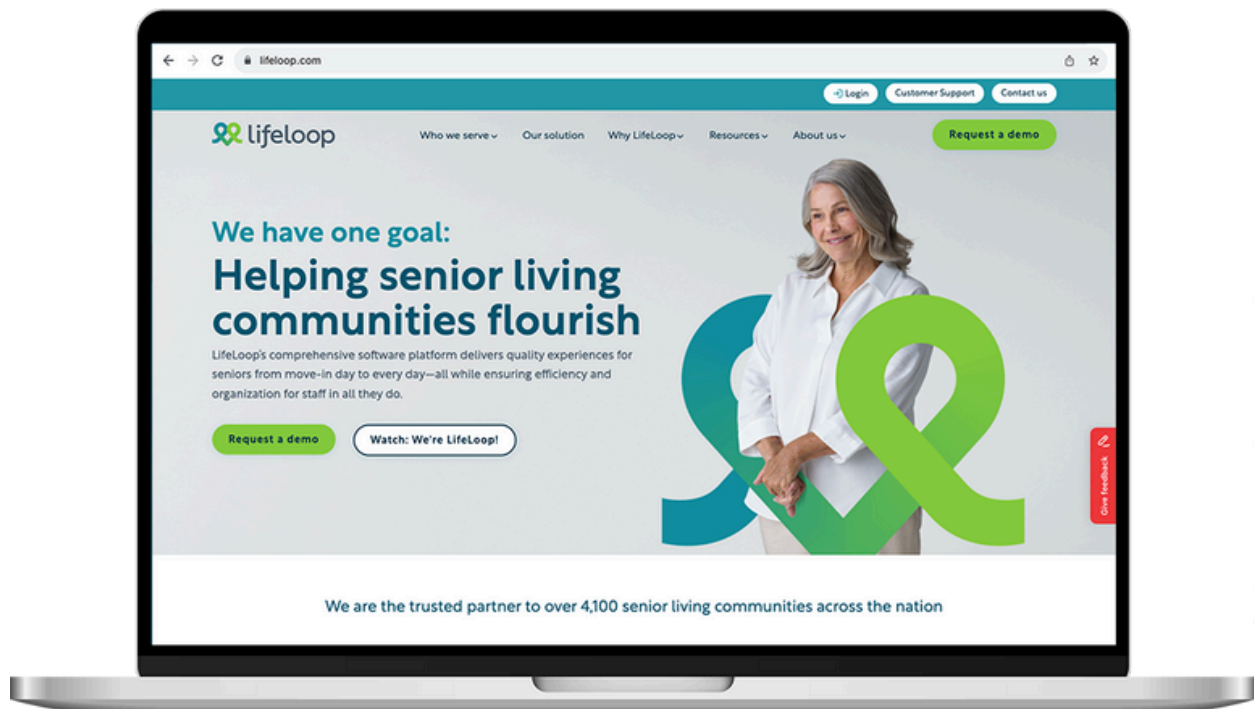
Click image to be directed to actual customer site



LifeLoop descriptions

Easily add information about LifeLoop to your website

Describing LifeLoop's benefits to current and prospective residents and family members is one of the quickest ways to drive interest in and adoption of LifeLoop technology in your community. By including any of the following options on your website, you'll be able to easily share valuable information about the benefits of LifeLoop for residents and family members.





LifeLoop descriptions

Providing connection and peace of mind for you and your family

<Insert community/organization name> is proud to partner with LifeLoop, the leading resident and staff experience solution for senior living, to deliver enhanced experiences for our residents and their family members. LifeLoop's easy-to-use platform makes staying connected and 'in the loop' seamless and simple for residents, family, and staff. And with LifeLoop's convenient app, everyone can stay connected 24/7, no matter where they are.

LifeLoop's personalized resident portal makes staying engaged and connected with who and what residents love simple. With easy and secure messaging, community calendars, activity and meal reminders, and photo sharing, residents have convenient access to everything they need.

LifeLoop also makes it easy for families to stay connected to their loved ones, no matter where they are. The convenient Connection Portal gives families updates on their loved one's day-to-day activities and well-being, allowing them to remain actively engaged in their life. Families can also share photos and send messages, so loved ones don't miss any of those special moments.

Interested in learning more about how we provide a connected and enhanced senior living experience with LifeLoop? Contact us today to learn how we use LifeLoop in our community and find out how to get started.



LifeLoop descriptions

Keeping you connected to the ones you love

<Insert community/organization name> is proud to offer LifeLoop, the leading resident experience solution and platform for keeping families and their loved ones connected. LifeLoop's platform makes communicating seamless and easy for residents, family, and staff, keeping everyone in the loop and delivering enhanced experiences for our residents and their family members.

LifeLoop's easy-to-navigate app puts everything you need right at your fingertips:

- Community and activities calendars
- Program registration, activity attendance, and preferences
- Photo sharing and secure messaging
- Maintenance and transportation requests*
- Upcoming meals and events*
- iN2L engagement content*

Interested in learning more about how we provide a connected and enhanced senior living experience with LifeLoop? Contact us today to learn how we use LifeLoop in our community and find out how to get started.

**Only include in description if your community offers these features*



Benefits of LifeLoop

Simple communication

LifeLoop provides a simple and user-friendly interface that enables residents and their families to stay connected. Easily exchange messages, photos, or videos with loved ones and community staff so they don't miss any of those special moments. With just a few clicks, families can also send unique, personalized postcards to their loved one.

Peace of mind

With LifeLoop, families can stay updated on their loved one's day-to-day activities and well-being, allowing them to remain actively engaged in their life. 24/7 access through the app provides a sense of comfort and reassurance, knowing that their loved ones are safe and well taken care of.

Better engagement, better experience

LifeLoop encourages residents to engage in activities and events within our community. By staying informed about upcoming events and activities, residents can participate in social events and life enrichment programming that can assist in improving their overall well-being and resident experience.

Resident participation insights

Tracking and reporting on community activities and programming is an important feature of LifeLoop that helps staff ensure that residents are engaged and participating in activities. By tracking and reporting on resident participation, staff members can identify areas for improvement and make more informed decisions about program content and scheduling.



About LifeLoop

LifeLoop was founded with a singular goal: to help senior living communities flourish. Our passion for harnessing technology to improve people's lives has made us the leading senior living software provider for the largest and most diverse population of senior living communities today. Our comprehensive platform provides solutions that help residents thrive by delivering a more holistic approach to enriching the resident experience, not just through engaging content, but also through empowering the staff who support them and facilitating connections with their families—making senior care exceptional for everyone. To learn how LifeLoop helps communities flourish, please visit LifeLoop.com.