

HOW TO PROMOTE  
**LIFELOOP**  
IN YOUR COMMUNITY

**A MARKETER'S GUIDE**

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# OUR STORY

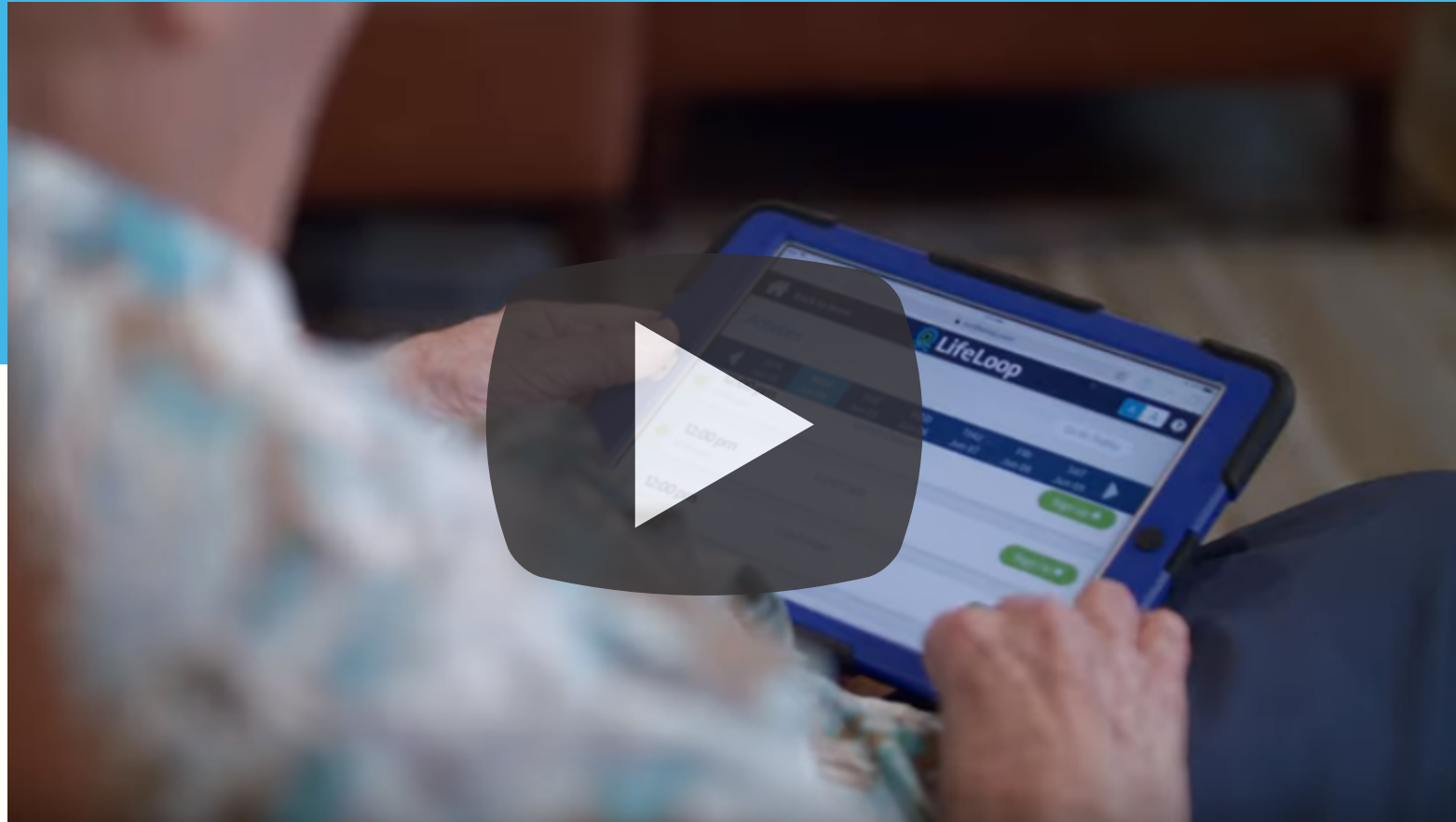
LifeLoop was founded based on the need to better communicate and engage family members of senior living communities. Today, we are a multi-faceted platform designed to streamline operations, work flow, and communication with your internal and external stakeholders.

In 2014, Amy Johnson the Co-Founder and CEO of LifeLoop was selling group health insurance policies when her and her husband came to the intersection of family and senior living. A place many people eventually arrive at but never find easy. This personal situation sparked Amy to think, “Can we make this better?” Fast-forward through the process of working closely with owners/operators to develop a software product that helps them provide better care and service to their customers while also enhancing family and resident engagement.

Today helping families stay in the loop is our passion. Being "in the loop" means always having the latest information at your fingertips. LifeLoop ensures a flow of communication between residents, family and staff.







## SET YOUR COMMUNITY APART

Watch the video above to learn high level talking points on how LifeLoop is a valuable solution for your community and the residents and families within your community.



## CONNECTING RESIDENTS & FAMILY

Watch the video above for talking points on how LifeLoop can help families stay up-to-date with calendars, check resident activity and communicate with their loved one.

You can also view the "Family Portal Tutorial" for an overview of the family portal by **clicking here**

# LifeLoop Operational Tools



CALENDAR  
MANAGEMENT



PHOTO & VIDEO  
SHARING



RESIDENT  
TRACKING



FAMILY  
PORTAL



RESIDENT  
PORTAL



MESSAGING



ANNOUNCEMENTS



DIGITAL SIGNAGE



MAINTENANCE



TRANSPORTATION

# YOUR SALES & MARKETING STRATEGY

WITH LIFELOOP



INTERNAL & EXTERNAL TACTICS TO  
HELP PROMOTE YOUR COMMUNITY'S  
USE OF LIFELOOP



# INTERNAL TACTICS

## PROSPECT PACKETS

Include LifeLoop literature in your packets or folders given to prospects during tours. Utilize the documents outlined in the "Marketing Toolkit" section of this document. We recommend the "Marketing Flyer", "Family Connection Card," and the example of the "Weekly Family Email."

## ADMISSION PACKETS

Include LifeLoop literature in your admission packets for both family and residents. All of the items in the "Marketing Toolkit" section are great to include. We recommend the "Executive Director Family Letter," "Resident Connection Authorization Form," & "New Resident Move-in Form."

## DISPLAYS

Utilizing the LifeLoop Display feature throughout the televisions in your community is another great way to show the breadth of activities your community offers. It can also be an easy way to market LifeLoop to guests and family as they visit their loved one.

# INTERNAL TACTICS

## COMMUNITY TOURS

Showcase the "Family Portal" on your mobile device during tours.

Preload the LifeLoop mobile app and email [info@ourlifeloop.com](mailto:info@ourlifeloop.com) to receive a family view login. You must use an email that is not a staff member in LifeLoop.

## NEWSLETTER

Your community newsletter is the perfect place to include your monthly LifeLoop designed calendar and information on how LifeLoop can keep family and residents connected.

Trying to get more families to connect? Let them know about LifeLoop & include a community contact for them to reach out to. You can also use photos from LifeLoop in your newsletter, just download from your photo library.

## EVENTS AT YOUR COMMUNITY

When having events or visitors at your community, make sure you have the "Family Sign-up Form" and "Family Connection Card" at the front desk. This will make it easy for families to be aware of and register for the LifeLoop family platform.



# EXTERNAL TACTICS

## YOUR WEBSITE

- 1 Add a tab or LifeLoop section on your website dedicated to explaining the benefits of LifeLoop to potential residents and family members.
- 2 Feature your LifeLoop community calendar on your website. LifeLoop provides code that can be linked to your marketing website to show the updated calendar, free of charge! To learn more, connect your LifeLoop representative with your website marketing manager.
- 3 Include a button or link on your website for family members to easily login to their LifeLoop account.
- 4 Include a form on your website for families to easily sign up for access to LifeLoop. The form should be submitted directly to your community contact for LifeLoop.
- 5 Include your LifeLoop display on your marketing website for families to see as well. Visit the "Features" page on our website to see an example of this.

## SUGGESTED LIFELOOP DESCRIPTION:

At [COMMUNITY NAME], 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.



# EXTERNAL TACTICS

## SOCIAL BRANDING

Posting on your social media about LifeLoop is a great way to promote your community. Letting prospects and even current family members know about LifeLoop and what it has to offer is a great marketing tool for you.

On our training site, we have a set of social media graphics that you can download to use on your social channels. You are also welcome to create your own graphics. If you would like the LifeLoop logo, please email [marketing@ourlifeloop.com](mailto:marketing@ourlifeloop.com).

Visit our website & click on the "Training" tab  
URL: [www.ourlifeloop.com](http://www.ourlifeloop.com)  
Password: [intheloop](#)

# IMPORTANT REMINDERS

FOR POSTING TO SOCIAL MEDIA

Post consistently

Whenever possible: use  
pictures, videos and graphics

Interact with your followers  
by responding to their  
comments

Tag @ourlifeloop in your posts  
when sharing about the  
platform

LIFELOOP

# YOUR MARKETING TOOLKIT

VISUAL ELEMENTS & MATERIALS TO PROMOTE  
LIFELOOP IN YOUR COMMUNITY





# FAMILY CONNECTION CARD

Distribute the connection card shown to families to provide information on LifeLoop and to sign up.

[Download PDF Here](#)

## Get updates about your loved one.

Fill out the form below to receive an invitation from LifeLoop to connect to your resident.



### SIGN-UP TO CONNECT

(ALL FIELDS ARE REQUIRED)

Name

Email

Resident

Relationship

LifeLoop provides the best tools for enhancing the experience for you & your family.

Friends and family can also connect at [ourlifeloop.com/contact](http://ourlifeloop.com/contact)



View Activity  
Calendars



Access Resident  
Activity Summaries  
Real Time



Receive Weekly  
Updates



Share & View  
Photos



Message Your  
Community



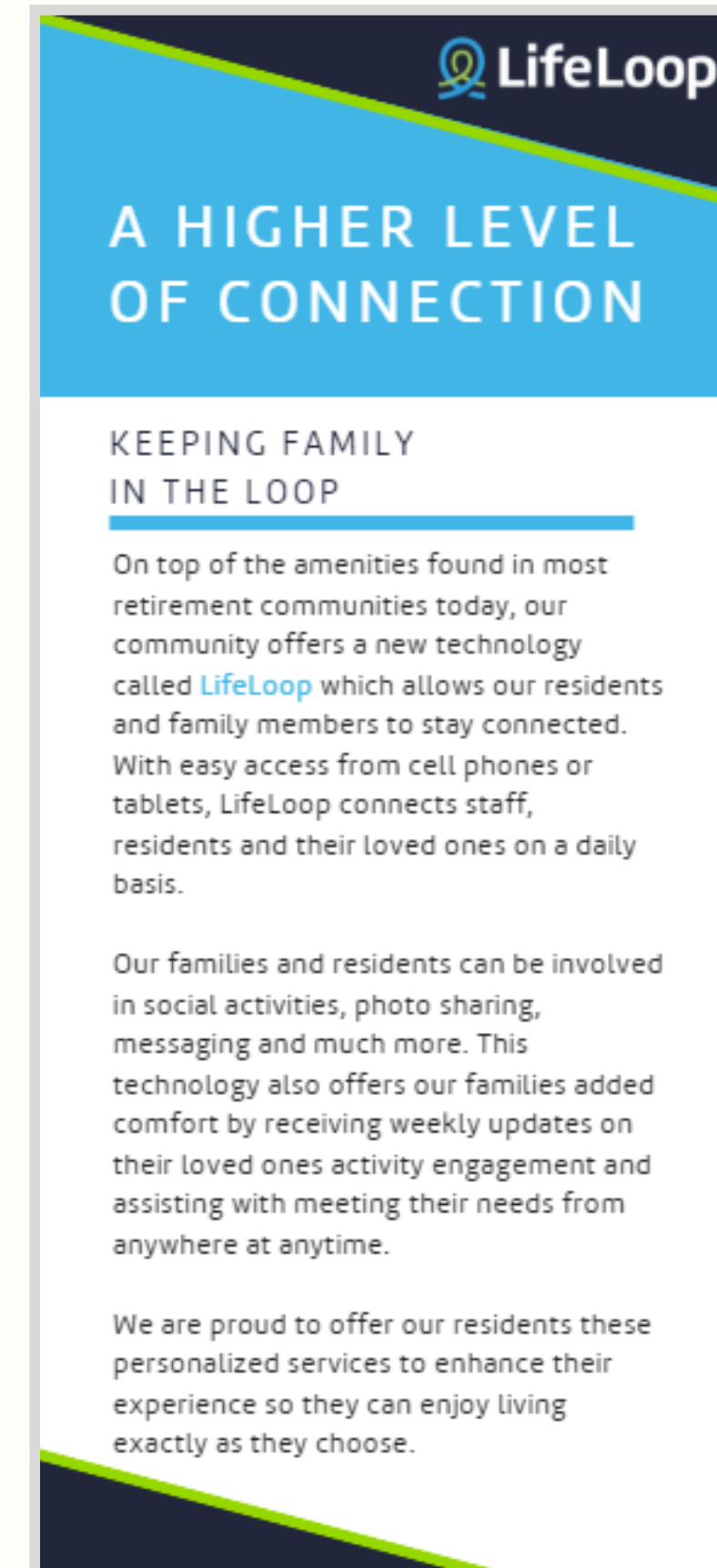
Request Services

# MARKETING FLYER

Utilize the marketing flyer to give to prospective families and residents on tours. This can also be given to families when they register at your community. There are two different versions. One for communities with families connected, and one for communities with families that are not connected.

Download Marketing Flyer:  
Connecting Families

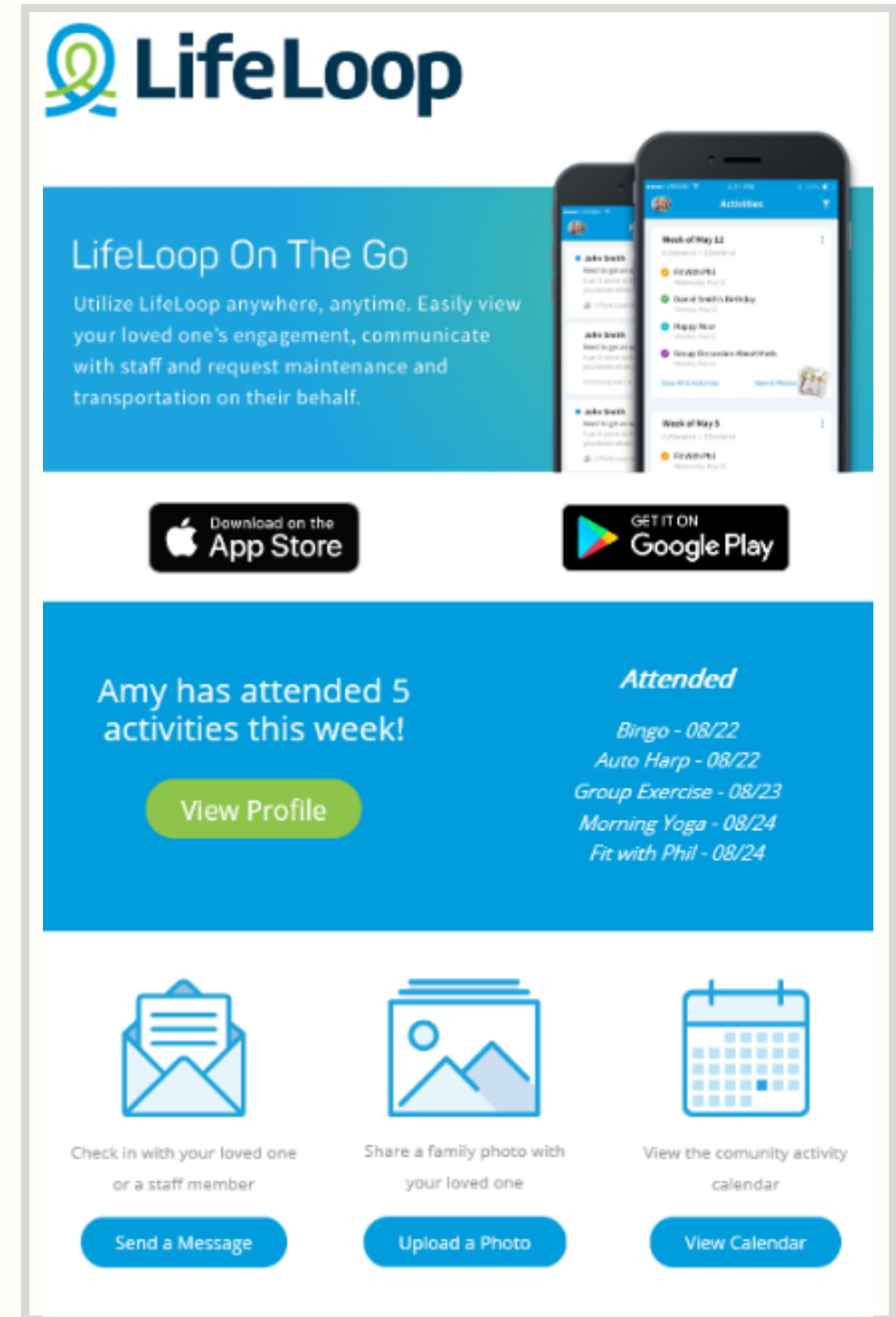
Download Marketing Flyer:  
Not Connecting Families



# WEEKLY FAMILY EMAIL

Utilize the weekly email example to give to prospective families on tours and families when they register at your community. These emails will go to family members every Friday allowing them to see a snapshot of their loved ones activity that week, view photos, send messages, view the monthly calendar, and more.


[Download PDF Here](#)



# RESIDENT LOGIN CARD

Utilize the resident login card to promote the resident portal (if applicable to your community), explain the benefits and functionality, and provide residents with their login information.

Download Login  
Card



## LifeLoop

### Resident Benefits

- 1 Stay in touch with family & friends
- 2 Request maintenance & transportation
- 3 Sign up for community activities
- 4 Share special moments with photos & messages
- 5 Be independent & up-to-date

### Logging In To LifeLoop

Community URL:  
[www.ourlifeloop.com/](http://www.ourlifeloop.com/)

Username:  
\_\_\_\_\_

Password:  
\_\_\_\_\_

Community Contact:  
\_\_\_\_\_



Visit our website & click on the "Training" tab  
URL: [www.ourlifeloop.com](http://www.ourlifeloop.com)  
Password: intheloop



## WELCOME TO OUR LEARNING COMMUNITY.

Welcome to the LifeLoop Learning Community, built especially for staff members! LifeLoop makes it easy for staff to manage a community. However, we understand that with the many features, it is a learning process to properly utilize LifeLoop. This page is dedicated to easing your learning experience and getting you comfortable with using LifeLoop.

# OTHER IMPORTANT DOCUMENTS

For additional documents listed below, visit our learning community

### UNDER CONNECTIONS:

- Executive Director Family Letter
- Resident Connection Authorizaton Form
- Family Sign-up Form

### UNDER RESIDENTS:

- New Resident Move-in Form

# LIFELoop RESOURCE GUIDE

|                   | Family Connection Card | Marketing Flyer | Weekly Family Email | Resident Login Card | Executive Director Letter | Resident Authorization Form | Family Sign-up Form | New Res. Move-in Form | Mobile App (Family View) |
|-------------------|------------------------|-----------------|---------------------|---------------------|---------------------------|-----------------------------|---------------------|-----------------------|--------------------------|
| Prospect Packets  | X                      | X               | X                   |                     |                           |                             |                     |                       |                          |
| Admission Packets | X                      | X               | X                   |                     | X                         | X                           |                     | X                     |                          |
| Tours             | X                      | X               | X                   |                     |                           |                             |                     |                       | X                        |
| Community Events  | X                      | X               |                     |                     |                           |                             | X                   |                       | X                        |
| Resident Rollout  |                        |                 |                     | X                   |                           | X                           |                     |                       |                          |
| Family Rollout    | X                      | X               | X                   |                     |                           |                             | X                   |                       | X                        |