



LifeLoop customer resources

LifeLoop Marketing Guide

How to promote LifeLoop in your community

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 marketing materials are intentionally designed to help our customers market their organization's use of LifeLoop internally and externally.

What's inside this guide

Inside, you will find information about LifeLoop and descriptions of available marketing materials and templates, as well as use cases for each asset. The different materials are designed to provide relevant information to each audience: existing and prospective residents, family members, and staff. Co-branding is available for most marketing materials by request.

All customer marketing materials are available to you 24/7 through the online LifeLoop Learning Community. Staff can access the Learning Community when they're logged in to their LifeLoop account. New materials will be added as they're developed, so make sure to check the Learning Community whenever you're in need of marketing assets!

LifeLoop login page: <https://lifeloopapp.com/login>



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)



About LifeLoop

LifeLoop has so much to offer your community!

LifeLoop's comprehensive software platform delivers quality experiences for seniors from move-in day to every day—all while ensuring efficiency and organization for staff in all they do. LifeLoop technology engages residents, families, staff, operators, and owners to enhance the resident experience, improve staff efficiency, and optimize communications for all.

This video provides high-level talking points to share with prospective residents and their families. Easily explain how LifeLoop is a valuable solution that makes them feel empowered and connected!





How to get started

Introduce your team to LifeLoop

Set your team up for success by sharing the LifeLoop Overview and LifeLoop Value collateral while onboarding employees. These resources are a great way to introduce your team to LifeLoop, and many of them can be co-branded for your community.

These materials are intended to provide general knowledge about LifeLoop and our solutions. If you are looking for training, complimentary LifeLoop University Courses are provided each month to help train new employees and provide refreshers to existing employees.

Which materials are right for my community?

If your community uses [LifeLoop operations solutions](#), you will use the materials described on page 7 for your staff and on page 9 for residents.

If your community uses [LifeLoop operations solutions and iN2L content](#), you will include the materials described on page 13.

Additional marketing materials are being created and added to the Learning Community on an ongoing basis, so make sure to check there first whenever you're in need of marketing assets. If you have an idea or need a marketing asset not currently available, please contact your Customer Success Manager, and we'll do our best to address your request.



LifeLoop customer resources

Marketing Kit

Marketing materials to help you promote LifeLoop in your community

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For Staff

Whether you're talking to current staff or a new employee, these materials will help guide the conversation. These materials provide an overview of LifeLoop and highlight the value of using LifeLoop to facilitate and streamline daily community operations.

These materials also highlight the benefits of specific features that will improve staff efficiency, save time, and increase staff satisfaction.

We have one goal:
Helping senior living communities flourish

LifeLoop's comprehensive software platform delivers quality experiences for seniors from move-in day to every day—all while ensuring efficiency and organization for staff in all they do.

Enhance resident experience	Improve staff experience	Connect family members
Our platform delivers personalized engagement, activities, and opportunities that connect people with their passions, each other, and the world around them.	We make operations run more smoothly, facilitating preferences, requests, agendas, and all the things that make the senior and more building for staff and residents.	We make communicating easier and easier for residents, staff, and family to foster meaningful connections and keep everyone in the loop.
94% of staff reports LifeLoop reduces resident complaints	78% of staff report LifeLoop makes their job easier	62% increase in family member communication

We are the pioneers and leaders of resident engagement, serving the largest population of seniors, staff, and family members.

25 years Senior living industry leader	4,700 communities Partner with us to improve resident engagement	500K lives Residents and family members touched by our solution	85% recommend Customers recommend LifeLoop
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Efficiency
Operations & management

Establish a strong and consistent brand identity that families and residents can recognize and trust, using tools that make branding communications a breeze.

Motivate and inspire your community with unique digital signage
Avoid updates that get ignored and get rid of outdated paper clutter. LifeLoop's digital displays solution is a creative, low-cost, and easy-to-deploy way to boost engagement and keep your community informed, with minimal hardware and tech expertise required.

Quickly share what matters most
Create unique signage and embedded displays to make announcements, promote activities, celebrate birthdays, and share photos across your community.

Make unique impressions
Create and share an unlimited number of unique signs and other visuals. Customize by building, move, and bring space. Easily display on any television or embed on your website.

Highlight updates that are relevant and timely
Engage residents with customized content that's easily downloaded to in-room channels. Tied with your LifeLoop activity calendar for automatic, real-time updates.

Set your community apart
Show off your community spirit to inspire visitors, let family easily see what's going on, and improve prospective residents by showcasing videos in common spaces.

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Efficiency
Scheduling & planning

Simplify scheduling and planning with solutions designed to streamline operations, so you can spend more quality time with your residents.

Calendar management
Save time with simpler, smarter calendar management. Quickly build calendars with streamlined scheduling and recurring activity options for easy future planning. Empower residents to manage their own schedule and build highly attended programs based on their interests.

Communication
Quickly and reliably connect residents, families, and staff. Boost staff efficiency, combat isolation, and keep everyone in the loop on critical issues with broadcast announcements, personal messaging, and image and information sharing.

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Connection
Engage, involve, communicate

Create and capture meaningful moments with solutions designed to promote connections and engagement amongst residents, family, and staff.

INCL content Enable residents to live with INCL industry-leading content, offering on-demand engagement anytime, anywhere. Tailor activities to individual interests and promote holistic wellness across all levels of care for fulfilling experiences.	Photo sharing Create stronger connections and prevent social isolation by securely exchanging photos with family, friends, and community members. Enjoy sharing images and creating conversations that spark meaningful interactions and bring connections for seniors.
Resident app Empower resident independence and encourage authentic connections. Residents can take charge of their day-to-day experiences, accessing activity registration, requests, and communication with ease. The senior-friendly app sends automated reminders for meals and events, encouraging community inclusion and event attendance.	Connection app Promote positive family engagement with easy messaging, personalized portraits, and transportation and work requests. Families get peace of mind with 24/7 access to resident and community feeds, receiving notifications exactly when something exciting is happening.

Find out why LifeLoop is the trusted technology partner to over 4,700 senior living communities.

Learn more lifeloop.com

Engagement
iN2L content

Cultivate a life of purpose, passion, and joy by delivering welcome-focused digital content that engages and delights residents. Lead your community into the future with industry-leading INCL content from LifeLoop.

Inspire residents with meaningful experiences
Personalized, relevant content has been proven to be a powerful tool in resident engagement. Build communities that flourish by offering purposeful ways to engage residents that support living a fulfilling life each and every day. Use our extensive library of strategically designed digital content to support the core dimensions of resident wellness.

INCL is an invaluable tool that truly enhances the lives of our residents throughout the day every day. It is used in so many groups for meaningful engagement in meaningful ways: cognitively, socially, spiritually, and physically throughout the day.

4,700 communities across the nation flourish with LifeLoop.

Tami Plummer
Life Development South Center
Coordinator of Affairs

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Check out the LifeLoop Learning Community for additional materials, staff training resources, and more! Co-branding is available for most marketing materials by request.



For Staff

These materials provide an overview of LifeLoop and highlight the value of LifeLoop's specific features that will improve staff efficiency, save time, and increase staff satisfaction.

For Staff: LifeLoop Overview

This flyer gives a high-level overview of LifeLoop the company, the value of using LifeLoop solutions, and a summary of features offered for senior living communities.

For Staff: LifeLoop Operations

This flyer gives a high-level overview of the value of LifeLoop's operational features, including creating efficiencies in community branding and communications inside and outside your community.

For Staff: LifeLoop Scheduling

This flyer highlights the value of LifeLoop's operational features, such as saving time with streamlined calendar management and easily managing the resident maintenance and transportation request process.

For Staff: LifeLoop Engage

This flyer provides a quick overview of LifeLoop's value in engaging residents, family members, and staff, including the resident and connection portals and iN2L content.



For Residents

Whether you're talking to an existing resident or a prospective resident, these materials will help guide the conversation. These materials speak directly to residents and prospective residents and provide an overview of the value of using LifeLoop as a resident.

These materials also highlight the benefits of specific features that will enhance their senior living experience, give them control over their day-to-day, and help them stay connected to their families and friends.

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Residents
Live life your way

Our community is proud to offer LifeLoop, a user-friendly platform that enhances your senior living experience and lets you take charge of your day. Easily view community calendars and register for upcoming activities, submit transportation or maintenance requests, and stay connected to your family, friends, and the world around you.

Manage your days your way
The easy-to-use LifeLoop app is available on your smartphone or tablet, so you can plan your daily activities, stay connected to family and friends, and access tools designed to enhance your senior living experience.

Stay in the loop
Never miss your favorite activities, meals, or the latest news. View community calendars, register for upcoming activities, and get automated reminders. Everything you need to know, all at your fingertips.

Share the moments that matter
Easily exchange messages, photos, or videos with your family, friends, and connections so you can share all the special moments from anywhere.

Take control of your day-to-day
Get where you need to go with simple transportation requests via the mobile app. You can also quickly submit maintenance requests and get progress updates.*

*These features are available at select communities.

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Residents
Live each day with purpose, passion, and joy

Our community is proud to offer industry-leading RCS content from LifeLoop, a user-friendly platform that enhances your senior living experience. Access an extensive variety of digital content that engages and delights—available right at your fingertips, no matter where you are.

Easy-to-use technology
The user-friendly app is easy to navigate on your phone, tablet, or computer and gives you control of your daily engagement.

On-demand engagement anytime, anywhere
Engage with content that's tailored to your unique individual interests with access whenever you are, whether in your room, outside, or during group activities.

Get inspired with meaningful experiences
RCS is a uniquely curated content engine that engages your mind, body, and spirit, providing a multitude of ways to relax and be entertained.

My favorite part of the RCS is the news. We can stay up to date on all the news. There are many examples of how to use it all of these places.
Mary, Resident

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LifeLoop Letter Template

Greetings, family and friends!

We are so excited to announce that LifeLoop is now available in our community! With this senior-friendly technology, your loved one will be able to get to know other residents better as they navigate and pursue their own interests.

What is LifeLoop?
LifeLoop is an industry-leading, senior-friendly system that delivers engaging, fun, and personalized content focused on enriching your residents' experience at every level, from independent living to memory care. An innovative touchscreen technology system designed to create fun and meaningful experiences for your loved one in our care, the RCS is programmed for activities, games, therapy, entertainment, music, virtual tours, 5.1 interaction, staff education, and so much more.

There's even an area on RCS to create a personal profile, or My Page, for your loved one to save their favorite activities, personal photos, contacts, and videos under one easy-to-use button. We can't wait to get started!

LifeLoop helps your loved one stay in touch
Using LifeLoop's senior-friendly video calling options, your loved one can simply press a button to visit with family and friends, whether they're across the country or even just down the hall. Plus, family and friends can send digital photos and text messages, which your loved one can view whenever they want in the Resident Portal.

Great things are coming
With your continued support, we know this addition to our community is going to be a great success! Make sure to stop by and experience RCS firsthand during your next visit. We truly believe that it's never too late to have fun with technology!

Sincerely,

YOUR NAME
Community Name

To learn more about LifeLoop, visit their website at lifeloop.com.

Resident login card

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- Keep up-to-date with community announcements and newsletters.
- Share special moments with families and friends through photos and messages.
- Access community calendars and sign up for activities or events.
- Easily create work and transportation requests.*

*Not available at all communities.

Customer Logo

Log in to the Resident Portal at: LifeLoopApp.com/login

Username: _____
Password: _____

Your community contact: _____

Download the LifeLoop app:

[Google Play](#) [App Store](#)

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Residents
Enhance your senior living experience

Our community is proud to offer LifeLoop, a user-friendly platform that enhances the senior living experience for our residents, their families, and our staff.

LifeLoop makes it easy for you to stay connected to your family, friends, other residents, and community staff. The user-friendly app is easy to navigate on any device with internet access and gives you control of your day-to-day activities and well-being, allowing you to remain independent and actively engaged with your connections.

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Check out the LifeLoop Learning Community for additional materials, training resources, and more! Co-branding is available for most marketing materials by request.



For Residents

These materials provide residents with an overview of LifeLoop and highlight the value of LifeLoop's specific features that will enhance their senior living experience.

For Residents: LifeLoop Summary

This rack card briefly describes the benefits of using LifeLoop to enhance their senior living experience and how it helps residents stay connected to their loved ones. Use these in your lobby area.

For Residents: LifeLoop Overview

This flyer highlights features that will enhance their senior living experience, give them control over their day-to-day, and keep them connected to their families and friends. Use this during tours and in welcome packets.

For Residents: Intro to LifeLoop Letter

This letter template is intended for residents who would like to utilize the LifeLoop app and resident portal at your community. Use this to help residents get started.

For Residents: Resident Login Card

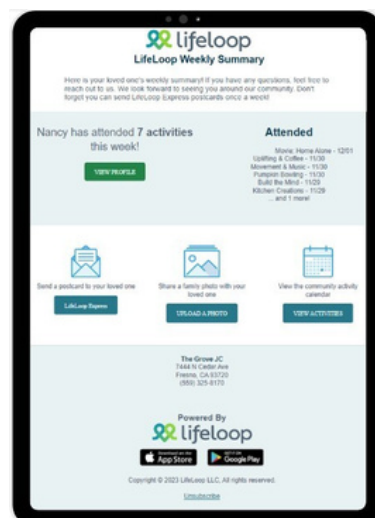
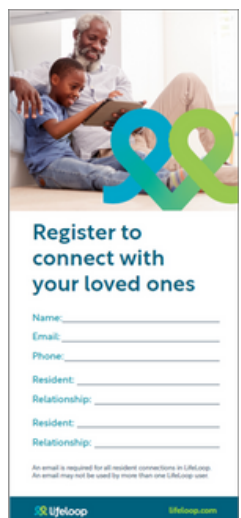
This is a half-page flyer that provides an easy place for residents to save their LifeLoop username, password, and staff contact. Use when residents sign up for access to LifeLoop's Resident Portal.



For Families and Connections

Whether you're talking to an existing resident's family or a prospective resident's family, these materials will help guide the conversation. These materials speak directly to family members and connections, providing an overview of the LifeLoop platform and the value of their loved one's community using LifeLoop.

These materials also highlight LifeLoop's specific features that provide ongoing insight into their daily life, facilitate communication, and allow them to stay connected.



Check out the LifeLoop Learning Community for additional materials, training resources, and more! Co-branding is available for most marketing materials by request.



For Families and Connections

These materials provide an overview of LifeLoop and highlight the value of LifeLoop's specific features that will allow family members and friends to stay connected to their loved ones and the community.

For Families: LifeLoop Summary

This rack card provides a brief description of how LifeLoop helps family members stay connected to their loved ones and includes simple icons highlighting benefits to family members. Use these in your lobby area.

For Families: LifeLoop Overview

This flyer highlights specific features that will provide ongoing insight into their loved one's daily life, facilitate communication, and allow them to stay connected. Use this during tours and in welcome packets.

For Families: Intro to LifeLoop Letter

This letter template is intended for family members and connections who would like to utilize the LifeLoop connection portal to stay connected to their loved one. Use this to help them get started.

For Families: New Connection Sign-Up Form

Use this form to get families and connections registered for the LifeLoop Connection Portal so they can stay in the loop with their loved ones and the community.

For Families: Weekly Email Example

Registered connections receive a customized weekly email that highlights their loved one's activity and attendance. Use this to show them an example of what that email looks like.



iN2L Content on LifeLoop

If you have LifeLoop with iN2L content, these materials are for you! Whether you're talking to staff or residents family, these materials will help guide the conversation. These materials provide an overview of iN2L content on LifeLoop and the value of your community using LifeLoop and having iN2L content available on any smart device.

These materials also highlight iN2L content's specific benefits that save staff time with program planning and the vast library of engaging content available to staff and residents.

Engagement
iN2L content

Cultivate a life of purpose, passion, and joy by delivering wellness-focused digital content that engages and delights residents. Lead your community into the future with industry-leading iN2L content from LifeLoop.

Inspire residents with meaningful experiences
Personalized, relevant content has been proven to be a powerful tool in resident engagement. Build communities that flourish by offering purposeful ways to engage residents that support living a fulfilling life each and every day. Use our extensive library of strategically designed digital content to support the core dimensions of resident wellness.

“iN2L is an invaluable tool that truly enhances the lives of our residents throughout the day, every day. It is used in so many groups for meaningful engagement in meaningful ways cognitively, socially, spiritually, and physically throughout the day.”

4,700
communities across the nation flourish with LifeLoop.

Tami Pfeiffer
Life Enhancement Coach
Coordinator of Activities

lifeloop.com

Residents
Live each day with purpose, passion, and joy

Our community is proud to offer industry-leading iN2L content from LifeLoop, a user-friendly platform that enhances your senior living experience. Access an extensive variety of digital content that engages and delights—available right at your fingertips, no matter where you are.

Easy-to-use technology
The user-friendly app is easy to navigate on your phone, tablet, or computer and gives you control of your daily engagement.

On-demand engagement anytime, anywhere
Engage with content that's tailored to your unique individual interests with access whenever you are, whether in your room, outside, or during group activities.

Get inspired with meaningful experiences
iN2L's expertly curated content engages your mind, body, and spirit, providing a multitude of ways to relax and be entertained.

“My favorite part of the iN2L is the travel. We can visit any part of the world. I have so many memories of traveling to all of these places.”
Randy, Resident

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Residents
Live life your way

Our community is proud to offer LifeLoop, a user-friendly platform that enhances your senior living experience and lets you take charge of your day. Easily view community calendars and register for upcoming activities, submit transportation or maintenance requests, and stay connected to your family, friends, and the world around you.

Manage your days your way
The easy-to-use LifeLoop app is available on your smartphone or tablet, so you can plan your daily activities, stay connected to family and friends, and access tools designed to enhance your senior living experience.

Stay in the loop
Never miss your favorite activities, meals, or the latest news. View community calendars, register for upcoming activities, and get automated reminders. Everything you need to know, all at your fingertips.

Share the moments that matter
Easily exchange messages, photos, or videos with your family members and connections so you can share all the special moments from anywhere.

Take control of your day-to-day
Get where you need to go with simple transportation requests via the mobile app. You can also quickly submit maintenance requests and get progress updates.

Fill your days with what you love
Enjoy something new every day with iN2L by LifeLoop's vast collection of activities and content. Quickly access music, games, travel, learning, fitness, and spiritual content, all tailored to your personal interests.

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Check out the LifeLoop Learning Community for additional materials, training resources, and more! Co-branding is available for most marketing materials by request.



iN2L Content on LifeLoop

These materials provide staff and residents with an overview of LifeLoop and highlight the value of iN2L content that will enhance their senior living experience.

For Staff: LifeLoop with iN2L Content Overview

This flyer gives a high-level overview of iN2L content on LifeLoop, its value for residents, and how residents and staff benefit from having such a vast library of engagement content at their fingertips.

For Residents: LifeLoop with iN2L Content Overview

This flyer highlights features that will support independence, keep them connected to their loved ones, and help them find joy and purpose in their daily lives with iN2L content. Use this during tours and in welcome packets.

For Residents: iN2L Content Overview

This flyer gives an overview of iN2L by LifeLoop, highlighting the variety of content, the convenience of accessing it on their personal smart device, and how iN2L content can bring joy and purpose to their daily life.



External promotional materials

Whether you want to celebrate your community's use of LifeLoop within your facility or externally with your local community, these materials and templates allow you to provide valuable information about LifeLoop, its solutions, and the value delivered to your community's residents, families, and staff through the implementation of LifeLoop.



Check out the LifeLoop Learning Community for additional materials, training resources, and more! Co-branding is available for most marketing materials by request.



External promotional materials

These materials can be used to publicly share the news of your community implementing LifeLoop. Some of these templates are intended to be a guide, so you will need to edit them for your specific community.

LifeLoop press release template

Your PR or marketing team can use this template to create a press release about partnering with LifeLoop that you can share with your local media.

LifeLoop social media graphics

You can use these graphics to share on your social media channels to let your followers know that your community has LifeLoop!

LifeLoop digital display graphic

You can use this graphic to share on your digital displays to let residents and visitors know that your community has LifeLoop!

Website marketing guide

This guide will help you provide information and promote LifeLoop as a valuable resident offering on your community's website.

LifeLoop rack cards and informational flyers

These materials are designed to be printed and shared in your lobby, informational packets, and resident move-in packets.



Additional resources and learning

Visit the Learning Community

Access LifeLoop marketing collateral and training resources at your convenience. Find the Learning Community by clicking the "?" on the top right-hand side of your screen or by going to <https://training.lifeloop.com/training/staff>

Attend a LifeLoop University course

Don't forget about our complimentary LifeLoop University available to you and your team. Courses are provided weekly and cover all LifeLoop features. Emails with the topics and schedules are sent out monthly with links for you to register to attend.

Further questions?

Reach out to support@LifeLoop.com or your Customer Success Manager.



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.