

EXECUTIVE SUMMARY

COMFORT LIFE AND YOUR MARKETING STRATEGY

A refresher on our product, vision, and goals—
and the unique ways we add value

1. ComfortLife.ca helps seniors and their families research retirement living and care options.

We offer in-depth reports on the leading active-living and retirement communities, as well as care providers. Our reports review their properties, amenities, services, and much more— through text, photos, and videos. This helps prospects understand each company's values, unique offerings, and position in the retirement-living landscape.

2. We address a deep need for seniors and their families, which explains our growing influence on their decision-making.

Your prospects [perceive a lot of risk](#) when choosing a retirement option, and they go to great lengths to [mitigate that risk](#). They digest loads of information and they seek out insight from reliable third parties. We give prospects both these things. And we do it through a platform—ComfortLife.ca—that families trust and rely on through each stage of the decision-making process, from discovery to final decision.

3. Many in the industry tell us we're savvy marketers—but we don't identify as marketers or even like the term.

Spend any time with our team and you'll see what drives us: We want to give seniors and families a credible, useful, and efficient method to research their retirement options online, so they can find the ideal fit. Our core marketing insight—validated by our experience—is simple: The more effectively we serve families, the more effectively we serve you and our other communities and providers. Our clients are our partners in pursuing this vision, and they share our values when it comes to marketing.

4. The Comfort Life model reflects emerging communication strategy trends—particularly relevant to retirement-living providers.

To gain traction in an increasingly cluttered information space, marketers must now deliver their message through mediums that consumers deliberately choose. And this is what we do for you: We promote you through content that families value and seek out.

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5. We help you reinforce your brand in the minds of families, which makes those families more likely to move to choose you.

Your brand is built from the thoughts, feelings, and beliefs prospects already have about you. In a sense, they don't choose companies—[they choose brands](#). Understanding the gravity of this choice, prospects invest significant effort into grasping a company's brand. So it behooves you to provide families with the necessary information in a way that aligns with your brand.

Generally, the more information families get from credible sources, the better. We provide both.

6. We help you reinforce your brand OUTSIDE of your website—an important benefit that's unique to Comfort Life.

Prospects gain insight into their options by corroborating information from multiple sources. So from the perspective of YOUR interests, there are diminishing returns to conveying more information on your own platform—and much to be gained from opening up new avenues for prospects to learn about you. This principle counters a popular digital marketing mindset, namely, that driving users to an advertiser's website is all that matters. We think this is particularly misguided [when marketing retirement living options](#)—and so do our clients.

7. We measurably outperform other types of digital marketing—even according to their more limited definition of performance.

For example, we're more cost-effective at driving *qualified and engaged* traffic to your websites. We love talking about data with clients. When given the chance, we happily dig into data comparing the results of Comfort Life with any other campaign they may run. We'd love to do that with you if you give us a chance!

8. We think the field of digital marketing is, in the words of economist Steve Taledis, “like seventeenth-century medicine.” Its methods of measurement are less scientific than they may appear. Advertisers pay the price for abandoning subjective discernment.

It's smart to use data to inform decision-making. The problem is that digital marketers sometimes overly rely on data and neglect the value of subjective judgment. For instance, when evaluating a marketing campaign, they merely tally up the outcomes, such as the number of leads or move-ins from a remarketing campaign, which can't conclusively gauge a campaign's effectiveness. To get a more accurate picture, we must ask whether the campaign truly influenced the outcomes or merely targeted an audience [already inclined to take the desired action](#). The problem isn't that digital marketers can't answer this question. The problem is that many don't even think to ask it.

Perhaps this confusion between correlation and causation persists because the largest sellers of digital advertising—Google and Facebook (and the entire ecosystem of agencies built on these platforms)—benefit from overstating their causal influence. What's more, advertisers naturally prefer tidy answers: counting is simple; judgment is hard. And science sells—whereas companies offering a nuanced view of data risk appear old-fashioned and naive. But we'll state it plainly: When crafting your marketing strategy, data is necessary but not sufficient. Marketers must [combine data with judgment](#). Our clients think so too.