



# How to Stay Updated with Marketing Trends in the Aging in Place Industry

A practical guide for contractors, occupational therapists, designers, home care agencies, senior tech providers, product companies, and realtors serving the aging-in-place market.

# Why This Matters Now

## **The Reality**

Marketing moves fast. The aging-in-place industry moves even faster. And seniors and caregivers? Their needs are changing weekly. Staying updated isn't just a nice idea—it's how you stay visible, relevant, and profitable.

You don't need to be a marketing expert. You don't need to spend hours scrolling LinkedIn or reading twenty marketing newsletters. You just need a simple system—a repeatable way to stay ahead of trends without getting overwhelmed.

## **Today's Promise**

We're building that system together. By the end of this presentation, you'll have a clear, actionable approach to tracking what matters in marketing for aging-in-place professionals.

No overwhelm. No confusion. Just practical steps you can implement immediately to ensure your ideal clients can find you when they need you most.



# Why Marketing Trends Hit Our Industry Differently

## Seniors Are Digital Now

They use Google, Facebook, YouTube, and Nextdoor daily. AI assistants are already helping seniors make decisions. Younger family caregivers rely heavily on search results and online reviews to find trusted providers.

## Innovation Accelerating

New products, devices, and services appear constantly: fall detection wearables, smart home tech, accessibility products, and remote caregiving solutions. You must show up where they're searching, using the language they're using right now.

## Local Visibility Wins

Google Business Profiles, local SEO, AI summaries, and trust signals determine who gets found. If you aren't updating your presence, competitors who are will outrank you within months.

# Trend #1: AI-Driven Search Is Changing Everything

Google is no longer the only decision-maker influencing your potential clients. AI assistants like ChatGPT, Perplexity, and voice search tools now shape buying decisions in powerful new ways.

1

## Create Clear, Simple Content

AI systems prioritize structured, easy-to-understand information that directly answers questions.

2

## Include Key Details

Local entities, services offered, certifications (like CAPS or C.D.S.), city names, and trust signals must be written clearly so AI can retrieve and recommend you.

3

## Answer Real Questions

Focus on the actual questions people ask, short, clear, and genuinely helpful responses perform best.



# How To Find Those REAL Questions

## Webinar #2 - How To Find Out What Your Target Audiences Are Looking For

### Step 1: Start With Real People, Not Computers

1. Think about **who** you help.
  - Example: “I help older adults stay safe at home.”
2. Write down:
  - Their **biggest problems**
  - Their **fears**
  - Their **goals**

Example questions to ask yourself:

- “What do they complain about?”
- “What do they ask me over and over?”
- “What are they afraid might happen?”

Write each problem as a short question.

Example:  
“How can I make my bathroom safer?”  
“How do I stop Mom from falling?”

These are your **starter keyword phrases**.

### Step 2: Type It Into Google Slowly

1. Go to **google.com**
2. In the search box, type one of your questions **slowly**.
3. Do **not** hit Enter yet.
4. Watch the **drop-down list** that appears.

Google will start to **finish your sentence** for you.

These are things real people are already searching for.

Example: Type: bathroom safety for seniors  
Google might show:

- bathroom safety for seniors checklist
- bathroom safety for seniors products
- bathroom safety for seniors ideas

Write these down. Each line is a good **keyword phrase**.

### Step 3: Look at “People Also Ask”

1. Now hit **Enter** on your search.
2. Scroll down until you see a box called **“People also ask.”**
3. You will see a list of questions other people type into Google.

Click on a few of the questions to open them.  
More related questions will appear.

Write down the questions that fit your audience.

Example:

- “What are the best bathroom safety products for seniors?”
- “How can I make my bathroom safe for elderly parents?”

Each question can become:

- A blog post
  - A video
  - A social media post
  - Step 4: Check “Related Searches” at the Bottom
1. Scroll all the way to the **bottom** of the Google results page.
  2. You will see a section called **“Related searches.”**

These are more phrases people type into Google.

Example:

- senior bathroom safety tips
- make shower safer for elderly
- how to prevent falls in the bathroom

Write down the ones that match what you do.

### Step 5: Use YouTube the Same Way

YouTube is a search engine too.

1. Go to **youtube.com**
2. In the search bar, type your topic slowly.
3. Watch how YouTube tries to finish your sentence.
4. Write down the phrases it suggests.

Example:  
Type: helping elderly parent at home  
You might see:

- helping elderly parent at home alone
- helping elderly parent at home with dementia
- helping elderly parent at home after surgery

These are also keyword phrases your audience cares about.

# Trend #2: Video Is King

Short videos, helpful tips, quick demos, and before-and-after clips outperform every other content type in the aging-in-place space. Families want to see solutions in action before they commit.

## You Don't Need Fancy Production

All you need is a smartphone, good lighting, clear audio, and a 20-60 second helpful tip. Every video you create becomes a trust-building machine that works for you 24/7, answering questions and demonstrating your expertise even while you sleep.

Think of video as your most efficient sales team member—always available, always consistent, always showcasing your best work.

## AI Programs To Help You Create Videos

These make video creation stupidly easy, especially for non-tech folks.

### **InVideo AI**

- Turn blog posts, scripts, or bullet points into full videos.
- Has templates for “tips,” “explainer,” and “demo” videos.

### **Opus Clip**

- Perfect for video repurposing.
- Takes a long video and automatically creates short clips.
- Finds the best moments using AI (super good for aging-in-place demos).

### **CapCut (with AI tools)**

- Free, simple video editor for beginners.
- AI features include: auto captions, background removal, templates.
- Great for 20-60 second social media videos.

### **HeyGen**

- If they hate being on camera, this helps.
- They can make videos using avatars that speak their script naturally.
- Great for marketing tips, how-to explanations, or quick “myth vs. fact” style videos.

### **Canva + Magic Video**

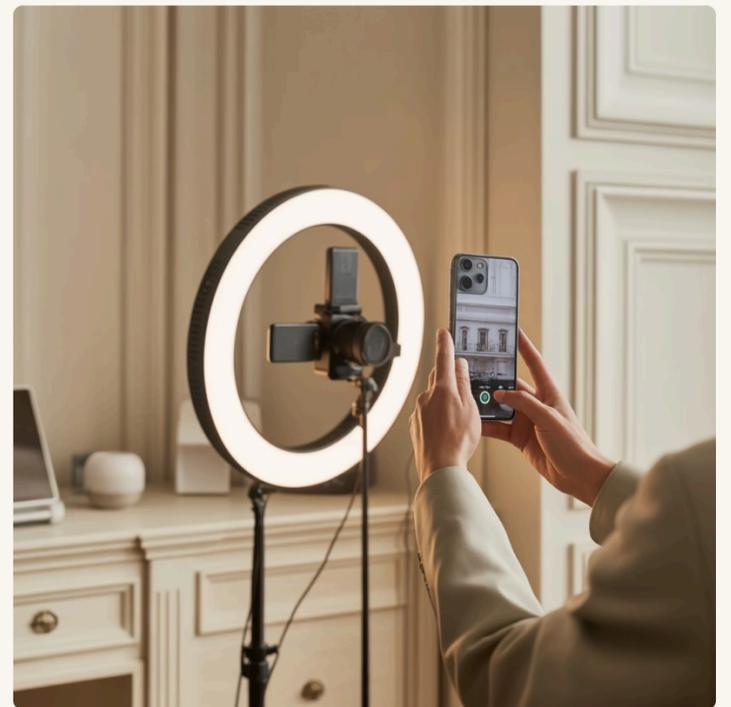
- Ultra beginner friendly.
- Makes short videos from photos, text, or b-roll.
- Perfect for tip videos: “One quick way to make your bathroom safer...”

### **Descript**

- Edit video by editing text.
- Cuts filler words, removes background noise, auto-captions.
- Beginner-friendly for people who hate traditional video editing.

### **ScreenPal (formerly Screencast-O-Matic)**

- Super simple screen recorder for demos, walkthroughs, and how-to videos.
- Great for showing:
  - how to fill out a form
  - how to use a website or tool
  - before-and-after project photos
  - simple caregiver instructions
- You can record your screen, add your voice, and export a clean, polished video in minutes.
- Perfect for non-tech folks because it’s “push one button, talk, done.”





## Trend #3: Personal Branding Beats Business Branding

People hire people, not companies. For aging-in-place professionals, this truth is absolutely foundational.

### **Seniors Want to See Your Face**

They need to feel a personal connection before inviting someone into their home or trusting them with modifications that affect their daily safety and comfort.

### **Caregivers Want to Hear Your Voice**

Adult children making decisions for aging parents seek authenticity and expertise they can trust with their loved ones' wellbeing.

### **They Need to Trust You**

Show up consistently. Talk directly to your audience. Share stories about why you do this work. Share your personal connection to aging-in-place services.

So, you can certainly have a mix of videos and content that includes your face, your voice and AI as well.

My point is, you don't want EVERYTHING you do (videos I mean) to be without your person in them. That doesn't mean you can't create a clone avatar of yourself.

Here's a video on how to use the HeyGen program to create a clone avatar of yourself (or several of them) so that you don't always have to be in front of the camera. - <https://www.youtube.com/watch?v=xHZ3kfzP6YY>

# Trend #4: Local Social Platforms Are Gold

Nextdoor, Facebook Neighborhoods, community groups, and senior center pages, this is where the actual conversations happen. This is where trust is built and recommendations are made.

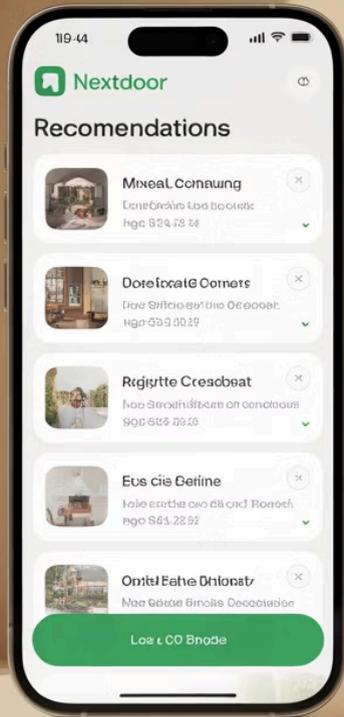
## The Questions Getting Asked

- *"Does anyone know a good aging-in-place contractor?"*
- *"Who can help my mom stay safer at home?"*
- *"Looking for someone to install grab bars, recommendations?"*
- *"Need an OT who understands home modifications"*

## Your Goal

When these questions get asked in your local community, you want people immediately tagging you or mentioning your business by name.

That level of top-of-mind awareness comes from consistent, helpful presence in these local platforms.



# Trend #5: Reviews Are Search Currency

50+

The Magic Number

Businesses with 50+ detailed, recent, specific reviews dramatically outrank competitors with fewer reviews in local search results.

24/7

Always Working

Reviews work around the clock, building trust with potential clients even when you're not actively marketing.

#1

Trust Factor

Reviews are the number one factor influencing decisions for aging-in-place services, even above price.

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Google reviews, video testimonials, social recommendations, and detailed case stories all contribute to your visibility and credibility. In 2025 and beyond, review quantity and quality directly correlate with search rankings. You don't need to beg for reviews, you just need a simple ask combined with a friction-free process.

# Trend #6: Partnerships & Referral Networks

This is becoming the fastest-growing marketing trend in the aging-in-place industry. Smart professionals are building collaborative ecosystems rather than competing in isolation.

**OTs + Contractors**  
Occupational therapists partnering with contractors for seamless home modification recommendations and implementation.

**Senior Centers + All**  
Senior centers partnering with the entire aging-in-place ecosystem to serve their communities better.



**Contractors + Home Care**  
Construction professionals partnering with home care agencies to provide comprehensive aging-in-place solutions.

**Agencies + Suppliers**  
Home care agencies partnering with product suppliers to offer complete safety and accessibility solutions.

Referral ecosystems are the new marketing. When you build strong partnerships, everyone wins, especially the seniors and families you serve.

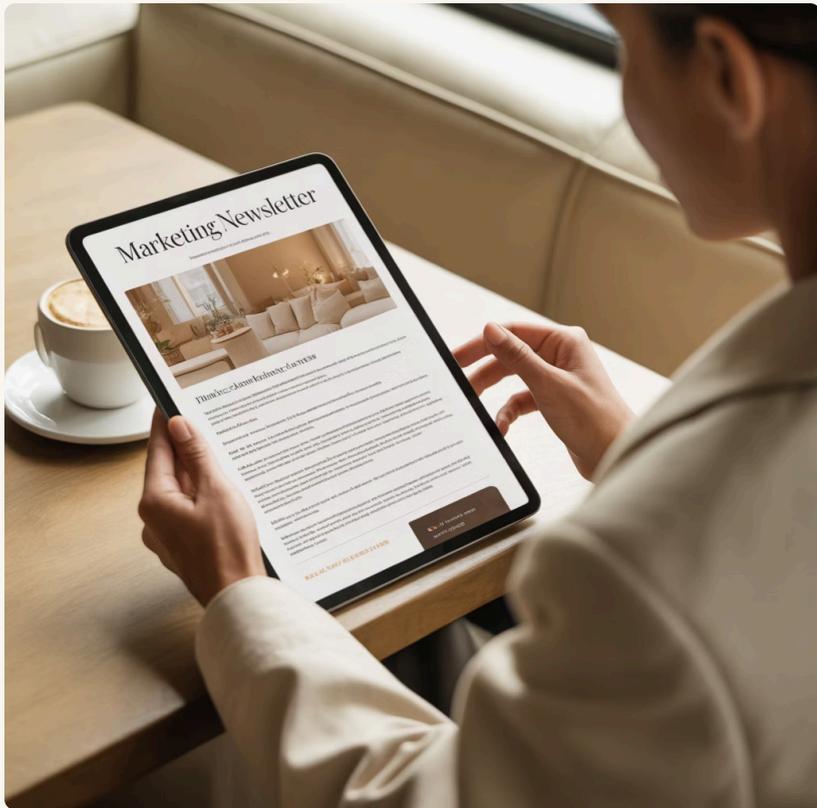
# The Simple "Stay Updated" System

Here's the part everyone loves. You don't need to track one hundred trends or spend hours each week staying current. You only need a simple 15-minute-per-week routine that keeps you informed without overwhelming you.

The following six steps create a sustainable system that works with your schedule, not against it. These aren't theoretical ideas—they're practical actions you can implement immediately and maintain long-term.



# Step 1: Follow 5 Reliable Marketing Sources



You don't need to follow dozens of marketing experts or subscribe to endless newsletters. Just five reliable sources will keep you informed about the trends that matter most.

## Recommended Sources

- **[Changing Aging Blog](#)** – It's more mindset- and behavior-focused, which helps pros understand *why* clients behave the way they do.
- **The Changing Aging Podcast with Dr. Bill Thomas** – It gives your pros insight into the *mindset* of today's older adults – and that's the key to communicating well.
- **[Agetch News](#)** – It's not about tech tutorials – it's about consumer demand (e.g., "seniors prefer voice tech over apps," "social isolation is shaping buying habits," etc.)
- **AARP - The Perfect Scam Podcast** – The podcast explores how older adults' online behaviors, trust issues, and decision-making affect scams, products, and service choices
- **The Gerontologist Podcast** – A podcast by Oxford Academic that discusses current research and population trends in aging.
- **[Senior Housing News](#)** - Many trends in senior living eventually spill into aging-in-place expectations (and vice versa).
- **[Trendhunter.com](#)** - this is a general website with lots of topics on products so use the magnifying glass search option to search for "seniors", "smart home", etc.

Pick one day each week. Read and listen. That's all it takes to stay current.

## Step 2: Follow 3 Aging-in-Place Innovators

1

### **Industry Organizations**

Follow NCOA (National Council on Aging) and NAHB CAPS updates for certification news, best practices, and industry standards.

2

### **Technology & Safety News**

Subscribe to senior tech, fall-prevention, and remote-care news sites to stay ahead of product innovations your clients will ask about.

3

### **Collaborate!!**

Talk with other professionals in your niche, come to the monthly AIPD Zoom call, go to networking groups and see what others are doing.

Following sources specific to your industry ensures you're learning trends that directly apply to your work, not just general marketing advice that may not translate to the aging-in-place market.

# Step 3: Set Google Alerts

Let Google do the heavy lifting for you. Setting up three simple alerts delivers relevant trend information directly to your inbox—no searching required.



## "Aging in place trend"

Captures broad industry shifts, new research, and emerging best practices.



## "Home modification trend"

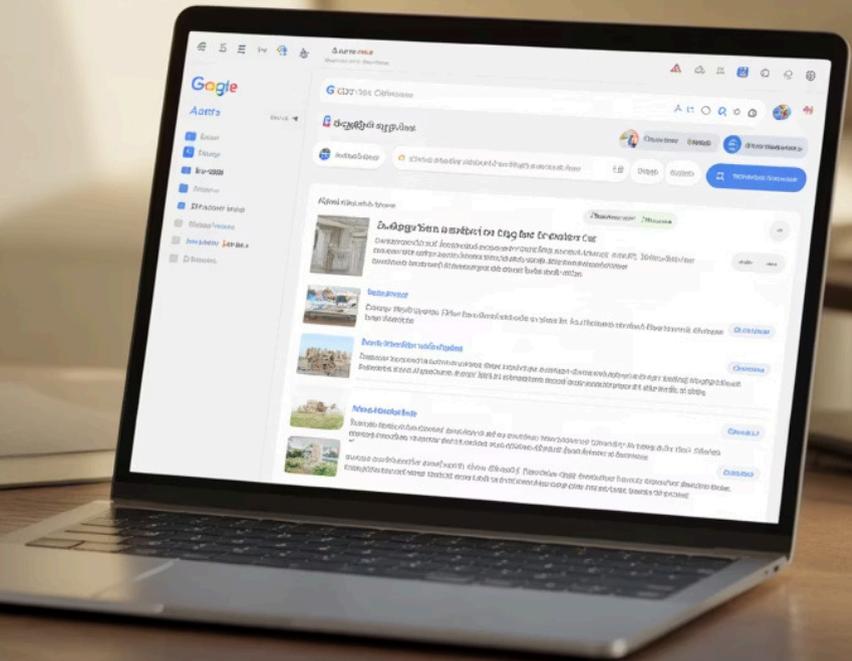
Alerts you to new techniques, products, and approaches in home adaptation.



## "Senior safety technology"

Keeps you informed about devices and innovations your clients will want to know about.

Choose your delivery frequency—one email per day or one digest per week. Spend two minutes scanning headlines. That's it. You're now automatically tracking what matters most in your industry.



# Step 4: Turn AI Into Your Personal Trend Scanner

## The Easiest Method

Artificial intelligence is genuinely the easiest, fastest way to stay updated on marketing trends. You don't need to search multiple websites or read lengthy articles. Just ask AI to summarize what you need to know.

### Sample Prompt

"Summarize the 5 most important marketing trends for aging in place professionals this month. Keep it simple and actionable."

Boom. You're updated in 15 seconds.

I went ahead and used this prompt and the following is what I got! Kinda cool, right?

Great question, Esther — here are five key marketing trends this month that aging-in-place professionals should keep an eye on. I've kept them simple, actionable, and relevant to your niche.

## 1. AI-powered personalization

**Trend:** More healthcare and home-care marketers are using AI tools to personalize messages, content, and digital experiences.

**(Healthcare Success) Actionable takeaway:**

- Use simple segmentation: e.g., build separate email/messages for "adult children caring for a parent" vs. "seniors living on their own."
- Consider a chatbot or FAQ widget on your website to handle basic queries and capture leads.
- Track user behaviour (what pages they view) and tailor follow-up content (e.g., "You looked at fall-prevention → here's our guide").

## 2. Hyper-local SEO & mobile-first visibility

**Trend:** Local search and mobile usage are especially important in home-services and in-home care markets. **(Invoca) Actionable takeaway:**

- Ensure your business shows up for keywords like "aging in place services near me", "home modifications Sugar Hill GA" (since you're based near Sugar Hill).
- Make sure your site is fast and mobile-friendly — many adult children and caregivers look up services on their phones.
- Encourage clients/families to leave Google / Yelp reviews — strong local social proof matters a lot.

## 3. Video + storytelling content

**Trend:** Video marketing, interactive content, and building community are gaining traction in healthcare/home care. **(Big Sea) Actionable takeaway:**

- Create short 1-2 minute videos showing a real story: e.g., a caregiver helping with a bathroom modification, a senior speaking about staying home safely.
- Share these on LinkedIn, Facebook, your website — and use them in your newsletter to aging-in-place professionals.
- Use captions and keep them friendly & simple (remember: many caregivers may be tired, multi-tasking, or older themselves).

## 4. Trust building via reviews & proof

**Trend:** In home-service and senior-care markets, consumers heavily rely on reviews, testimonials and social proof. **(Invoca) Actionable takeaway:**

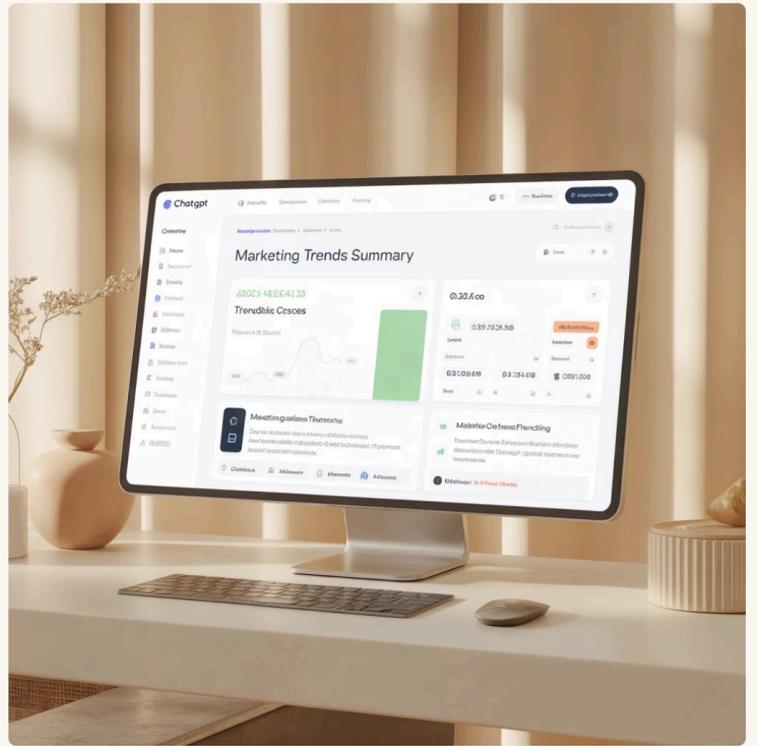
- Ask families you serve to provide a short testimonial (video or written) about how you helped their loved one stay safe at home.
- Display those testimonials prominently on your website and social channels.
- Monitor your review ratings (aim for 4-stars or higher) and respond promptly to feedback — positive or negative.

## 5. Content that answers real questions

**Trend:** Seniors and caregivers are actively searching foundational care/aging-in-place questions. Having quality content helps. **(Cardinal Digital Marketing) Actionable takeaway:**

- Write blog posts (or refresh old ones) around actual questions: e.g., "What home modifications are essential for aging in place?", "How do I pick a safe bathroom for my parent with limited mobility?"
- Use first-person, compassionate tone (which fits your voice) and keep language simple (you already aim 7th-grade level — smart).
- Share these posts in your newsletter and on LinkedIn to position you as the go-to expert for aging-in-place professionals.

If you like, I can pull together **10** marketing trends (with a clickable mini-guide for each) and specific tactics tailored for your blog/webinar work. Would you like that?



## Advanced Tips

You can also ask AI to:

- Compare your website to competitors
- Generate content ideas based on current trends
- Suggest local SEO improvements
- Draft social media posts about trending topics

Think of AI as your always-available marketing assistant who never gets tired and stays current on everything.

# Step 5: Keep a "Living Ideas List"

Open a Google Doc right now. Title it "**Aging in Place Trend Tracker.**" This simple document will become your most valuable marketing asset over time.

01

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## Capture Everything

Every time you see a new device, a new question caregivers ask, a new local issue, or a new marketing shift, add it to your list.

02

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## No Judgment

Don't worry about organizing or perfecting entries. Just capture ideas as you encounter them. Raw notes are fine.

03

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## Mine for Gold

When you need content ideas, social media posts, or blog topics, open this document. You'll have dozens of real, relevant ideas ready to develop.

This document becomes pure gold for content creation. You'll never stare at a blank screen wondering what to post or write about again. Your trend tracker gives you an endless supply of timely, relevant topics your audience actually cares about.

# Step 6: Review Your Marketing Every 60 Days

You don't need a complete marketing overhaul every month. A simple bi-monthly review keeps you on track without overwhelming your schedule. This quick audit takes less than 30 minutes but yields significant results.



Is your Google Business Profile updated?

Check that hours, services, photos, and business description accurately reflect your current offerings.



Are you posting weekly?

Consistency matters more than perfection. Even simple tips or project photos maintain visibility.



Do you have new reviews?

Fresh reviews signal active business and improve search rankings dramatically.



Are you showing your face on video?

Personal connection drives trust. Even one video per month makes a measurable difference.



Are you answering real questions?

Create content addressing the actual questions your clients ask during consultations.

**Small steps lead to big growth.** You're not aiming for perfection, you're building consistent momentum that compounds over time.



# Common Mistakes to Avoid

## Don't Let These Hold You Back

- Waiting too long to "get good at marketing" before starting
- Trying to learn everything at once instead of taking small steps
- Not showing your face online because you're uncomfortable on camera
- Being afraid to talk openly about what you do and who you help

## Avoid These Business Killers

- Letting your website sit untouched for months or years
- Depending only on word-of-mouth referrals in a digital age
- Posting on social media only when business is slow
- Ignoring online reviews or feedback from clients

## Remember This Truth

You don't need to be perfect, you just need to be present. Consistent, imperfect action beats perfect planning every single time.

# Quick Wins: Implement This Week



## Today (5 minutes)

- Set up three Google Alerts for aging-in-place trends
- Ask one satisfied client for a review
- Record one 20-second tip video on your phone



## This Week (30 minutes)

- Update your Google Business Profile with recent photos
- Add one FAQ to your website answering a common question
- Post once on Facebook or Nextdoor with a helpful tip



## This Month (2 hours total)

- Create your "Trend Tracker" Google Doc and add initial ideas
- Reach out to two potential referral partners for coffee
- Record one "who I help" video explaining your services

These aren't overwhelming tasks. They're small, manageable actions that create momentum. Pick one from each timeframe and commit to completing it. Results compound quickly when you take consistent action.