



5 Guerrilla Marketing Tactics for Aging in Place Professionals

A Practical Webinar for Home Modification Contractors, OTs, Senior Move Managers, Caregivers, and Other Senior Service Providers

About This Webinar

Most aging in place professionals do not have large marketing budgets, and honestly, they do not need one.

In this practical, no-fluff webinar, you will learn creative, low-cost guerrilla marketing tactics designed specifically for home modification contractors, occupational therapists, senior move managers, caregivers, certified aging in place specialists, and other senior service providers.

These strategies focus on building local visibility, earning trust, generating referrals, and becoming recognizable in your community, without spending thousands on advertising.

We will dig into the real reason most traditional marketing fails in this niche, and then walk through specific tactics you can begin implementing right away: community visibility strategies, educational marketing, relationship stacking, storytelling frameworks, and unexpected ways to keep your name in front of the right people at exactly the right moment.

Who This Is For

- Home modification contractors
- Occupational therapists
- Senior move managers
- Caregivers and care coordinators
- Certified Aging in Place Specialists (CAPS)
- Other senior service providers

What You Will Leave With

Clear next steps you can take **this week** – not theory, but realistic, actionable ideas.

- ✔ This session is designed for busy professionals who want realistic, actionable ideas. Whether you are just starting to build your client base or looking to grow a practice that already exists, you will leave with clear next steps. You already have knowledge that families desperately need. This webinar is about making sure they can actually find you.

Framing the Problem

- ❏ **Core Message:** Most aging in place professionals are excellent at what they do and invisible to the people who need them. That gap between expertise and visibility is the problem we are solving today.

Key Talking Points

- The aging in place niche has a unique marketing challenge: families are not searching for you until a crisis forces them to. Being found **before** the crisis is the entire game.
- Most professionals rely on one or two referral sources, hope for word of mouth, and wait. Waiting is a strategy that works only until it stops working.
- Guerrilla marketing is not about being pushy or loud. It is about being consistently visible, consistently helpful, and consistently memorable to the right small group of people in your area.
- In aging in place, **trust is the currency**. You cannot buy it with a bigger ad budget. You build it through education, consistency, and showing up where your referral partners and potential clients already are.



"Most families are not thinking about aging in place services on a typical Tuesday. They start searching after a fall, a hospitalization, a difficult holiday visit, or a moment when they realize Mom is not quite managing on her own anymore. Your job is not to interrupt their Tuesday. Your job is to already be the person they think of the moment that crisis arrives. Guerrilla marketing is how you plant that seed long before it is needed."

Why Traditional Marketing Often Fails in Aging in Place

📄 **Core Message:** This niche breaks the rules of most marketing playbooks. Understanding why is the first step to doing something different.

The Emotional Reality of Your Buyer

Fear-Driven Decisions

Families make decisions emotionally first, logically second. They are scared, often overwhelmed, frequently in denial, and usually operating in crisis mode when they finally pick up the phone.

Resistance Until Crisis

Older adults often resist help until a triggering event removes the resistance. You are frequently marketing to the adult children before you are ever marketing to the older adult.

Name Recognition Matters

The buyer is often making a fast, fear-driven decision, which means your name needs to already be familiar when that moment arrives.

The Language Gap: What Professionals Say vs. What Clients Hear

What Professionals Say	What Clients Actually Hear
<i>"We provide home modification services."</i>	<i>"We do construction."</i>
<i>"I'm a CAPS-certified specialist."</i>	Confusion. They don't know what CAPS means.
<i>"We care about your loved one."</i>	Every competitor says that too.
<i>"We serve adults 65 and older."</i>	<i>"They're for old people. Mom isn't old."</i>

What Works Instead, Language Centered on Outcomes

Not *"grab bars and ramp installation"* - but **"helping your mom stay in the house she loves, safely"**

Not *"fall prevention assessment"* - but **"finding the hidden risks before a fall finds them first"**

Not *"we have 15 years of experience"* - but **"we have helped hundreds of families just like yours figure out exactly what needs to change and what can stay the same"**

📄 "You are not bothering anyone by marketing. You are helping families discover solutions they may not even know are possible. The family who doesn't know you exist is not better off for your silence."

Guerrilla Marketing Strategy #1: Become Hyper-Local

- ❏ **Core Message:** Forget trying to reach everyone. Your goal is to become the obvious, trusted choice within a clearly defined geographic area, and that requires presence, not advertising.

Large ad budgets compete on scale. You compete on **familiarity**. A family that has heard your name three or four times in their community, at their church, from their realtor, in the handout at the pharmacy, trusts you before you have ever met them.

Speaking Opportunities

Prioritize these, nothing builds credibility faster

- Church senior ministries and caregiver support groups
- Rotary, Kiwanis, and Lions clubs
- Public library programs and community education series
- Senior centers and adult day programs
- Hospital discharge planning staff meetings, a 20-minute lunch-and-learn can generate more referrals than months of cold outreach
- Caregiver support groups, both in-person and on Facebook and Zoom

Strategic Leave-Behind Locations

- Independent and assisted living community resource tables
- Physical therapy and occupational therapy outpatient clinics
- Geriatric care manager offices
- Home health agency waiting areas
- Pharmacies near senior residential clusters
- Senior-focused fitness centers and swim programs

Referral Partnerships Worth Building First

Realtors

Specialists in downsizing, estate sales, or aging in place renovations, their clients are your clients

Discharge Planners

Hospital and SNF discharge planners and social workers

Home Health Agencies

They enter the home, you modify it

Elder Law Attorneys

Estate planning attorneys with aging client bases

Geriatric Care Managers

Aging life care professionals who coordinate complex cases

Primary Care Physicians

High volumes of Medicare patients

Local Events Worth Sponsoring

- Caregiver support group meetings, bring coffee and a handout
- Senior center activity programs
- Faith community health fairs
- Local AARP chapter meetings

"You do not need 10,000 people to know your name. You need the right 30 people in your community to think of you first. A discharge planner who sends you two referrals a month is more valuable than a Facebook ad that reaches 5,000 strangers."

Guerrilla Marketing Strategy #2: Educational Marketing That Builds Trust

- 📄 **Core Message:** The professional who teaches becomes the professional people trust. In a niche driven by fear, anxiety, and confusion, education is the most powerful marketing tool available.

Families searching for aging in place information are not in a casual browsing mindset. They are looking for answers to real, urgent questions. The person who provides those answers in a clear, calm, credible way earns trust before any sales conversation ever begins.

In-Person Workshops (High Trust, High Conversion)

- Fall prevention basics, what families can do today, what requires a professional
- How to evaluate whether a parent's home is still safe, a room-by-room walkthrough
- Dementia-proofing the home, practical changes that reduce confusion and risk
- The bathroom conversation, why it's the most dangerous room and what to do about it
- Caregiver burnout, recognizing it and finding local support

Low-Cost Print Resources That Circulate

- A one-page "Top 10 Hidden Fall Risks" checklist, leave it everywhere; it has a long shelf life
- Room-specific guides, "Is Your Bathroom Safe?" or "Kitchen Safety for Older Adults"
- A caregiver resource guide listing local services, your name on it while featuring others builds goodwill
- Seasonal tip sheets: holiday visit red flags, summer heat safety, winter fall prevention

Digital Educational Content

- Short YouTube videos answering one specific question per video, "What is a grab bar and does my mom need one?" beats "Home Safety Overview"
- A simple email newsletter with one tip per issue, weekly or biweekly, sent to referral partners and past clients
- An FAQ page on your website written in plain language, not professional jargon
- A basic home safety quiz or checklist embedded on your site that visitors can complete

✓ **The Key Principle:** Every piece of educational content you produce should be genuinely useful to someone whether or not they ever hire you. That generosity is what makes people remember you and recommend you.

📄 **Real-World Example:** A contractor who gives a free "Hidden Fall Risks" presentation at a local library becomes the person the librarian mentions to every family who asks about senior resources. That presentation, repeated twice a year, becomes a referral engine that costs nothing but preparation time.

"The person who educates becomes the person people trust. The person people trust becomes the person people hire. In aging in place, education is not a marketing tactic, it is the marketing strategy."

Guerrilla Marketing Strategy #3: Relationship Stacking

- ❏ **Core Message:** One strong referral relationship feels secure until it disappears. Relationship stacking, building a network of small, mutually beneficial professional connections, creates resilience and compounds over time.

- ⚠️ **The Problem:** Most people in this niche have one or two referral sources they depend on heavily, and they only reach out to those people when they need something. That is a fragile model, and it strains the relationship.

Give Before You Ask — Specific Ways to Do This

1 Feature a Partner in Your Newsletter

"This month I want to introduce you to [Name], a geriatric care manager in [City] who has been incredibly helpful to the families I work with." This costs nothing and means a great deal.

2 Interview a Local Professional

For a short video, podcast episode, or blog post. The act of giving them a platform creates goodwill that outlasts any transaction.

3 Create a Local Resource List

A "Aging in Place Resource List" that includes your partners, useful to families and keeps your name in circulation.

4 Send Handwritten Thank-You Notes

When someone sends you a referral. In an era of automated emails, a handwritten note is memorable.

Who to Prioritize

- Discharge planners and social workers at local hospitals and skilled nursing facilities
- Geriatric care managers, they coordinate care for complex cases and need trusted vendors
- Realtors who work with older adults or estates
- Elder law attorneys
- Home health agency coordinators
- Physical and occupational therapists in outpatient settings
- Primary care office managers or care coordinators

The Relationship Inventory Approach

Map your current network honestly. For each contact, ask: *When did I last give something of value to this person, not a sales pitch, but something actually useful to them?* If the answer is "I can't remember," that relationship is probably not as strong as you think.

"The best networking in this niche looks a lot more like generosity than strategy. And the strange thing is that the generosity approach tends to produce better results, because people refer to people they like, trust, and feel good about. Be the person they feel good about."

Today's Exercise

List 1

3 referral partners you already have some relationship with

List 2

3 professional categories where you have no real relationship yet

Your Action

One specific action you could take this week for one person in List 1 that asks for nothing in return



Guerrilla Marketing Strategy #4: Storytelling Instead of Advertising

📄 **Core Message:** Nobody remembers a features list. Everybody remembers a story. In a niche where fear, love, and family tension drive decisions, stories are the most powerful marketing tool you have, and most professionals never use them.

Why Stories Work Better Than Stats

Statistics tell people what is true. **Stories make people feel what is true.**

A family considering aging in place services is motivated by **love, guilt, worry, and the desire to do right** by someone they care about, not data about fall rates.

Stories let prospective clients **see themselves in the situation**, and recognize that other families have been exactly where they are and found a way through.

Where to Use Stories

- Speaking presentations – open with one; close with one
- Social media posts – a short story beats a tip list almost every time for engagement
- Email newsletters
- Your "About" page – most About pages describe credentials; the best ones tell stories
- Conversations with potential referral partners

Story Frameworks That Work

1

Before/After Pattern

"The bathroom looked completely normal to the family. They had no idea it was the most dangerous room in the house. After a quick assessment, we found three things that needed to change, and now [client] has been living safely at home for two more years."

2

Holiday Visit Pattern

"The family only saw Mom a few times a year. During a holiday visit, they noticed things they hadn't seen before, small things, but they added up. That's when they called."

3

Small Change, Big Outcome

"One grab bar. One rubber mat. One minor threshold adjustment. It sounds simple because it is simple, and it is the difference between staying home safely and a fall that changes everything."

4

"I Didn't Know This Was Possible"

"Most families assume that once a parent needs more help, the house has to be sold. What they don't realize is that most homes can be modified, affordably, to support aging in place for years longer than the family expected."

"You have stories. You have seen real families navigate real fear, make real changes, and find real relief. Those stories belong in your marketing, because they are the truest, most useful thing you can offer to a family trying to decide whether to make the call."

Guerrilla Marketing Strategy #5: Unexpected Visibility Tactics

📌 **Core Message:** Some of the highest-ROI marketing in this niche costs almost nothing and happens in places most professionals never think to look.



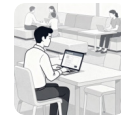
QR Codes Attached to Useful Resources

A QR code on a handout, business card, or table tent that links to a genuinely useful checklist or short video demonstrates you are current and tech-comfortable, and gets people to your website or email list. Link to your home safety checklist, a "what to do after a fall" guide, or a short FAQ video, not your homepage.



Seasonal Safety Campaigns With Consistent Timing

Pick one or two each year and run them consistently. Holiday visit season (November), what to look for when you see aging parents after a gap. Summer – heat safety for older adults living alone. Winter, fall prevention when icy. Being the person who shows up with useful information at predictable times is a form of trust-building.



Local Facebook Group Participation (Done Correctly)

Do not post ads in local groups. Participate genuinely. Answer questions. When someone posts "Does anyone know a contractor who can add a ramp for my dad?", that is your moment. A few minutes a day monitoring 3–4 local groups can generate meaningful leads.



"Home Safety Tip of the Week" at Community Locations

A small framed tip on a community bulletin board at a senior center, faith community, or library, changed monthly, keeps your name visible without requiring any active selling. People read bulletin boards. They remember names they have seen repeatedly.



Before-and-After Visual Content

With appropriate client permission, a simple smartphone photo of a bathroom before and after grab bar installation communicates your work more clearly than any description. These work especially well on Pinterest, Facebook, and Houzz.



Your Listing on Professional Directories

Many professionals in this space have incomplete or nonexistent directory listings. A complete, well-written profile on a directory like AgingInPlaceDirectory.com means being found by families actively searching for local help, which is high-intent traffic that most advertising cannot match.

✅ **Real-World Example:** A certified aging in place specialist who posts a simple "Is Your Parent's Bathroom Safe?" checklist in three local Facebook groups and leaves printed copies at two physical therapy offices will, over 90 days, receive more inquiries than most paid campaigns produce, because the checklist solves a real, immediate problem for people who are actively worried about exactly that question.

"The common thread in all of these tactics is that they give something useful before they ask for anything. That is the entire philosophy of guerrilla marketing in aging in place, lead with value, be consistently visible, and trust that the relationship follows."

Common Guerrilla Marketing Mistakes to Avoid

Trying to Do Everything at Once

Pick one or two strategies, implement them consistently for 90 days, and measure results before adding more. A professional who does two things well will outperform one who dabbles in ten.

Posting Without Consistency and Then Disappearing

Inconsistency is worse than inactivity because it creates an impression of unreliability. If you start a monthly email or a social post series, maintain it. If you cannot, do not start it.

Focusing Only on Digital and Neglecting Local Presence

This niche is fundamentally local. The families you want to reach are in specific zip codes, and the professionals who refer to you are in those same zip codes. Digital visibility supports local relationships, it does not replace them.

Marketing Your Credentials Instead of Your Outcomes

CAPS certification, OT licensure, NAHB membership, these matter to your professional peers and mean almost nothing to a worried adult daughter trying to figure out whether her father can keep living alone. Translate your credentials into the outcomes they produce.

Ignoring Follow-Up

Most inquiries in this niche do not convert immediately. A family that contacts you in March might not be ready to move forward until July. A simple system for staying in touch, a monthly email, a brief check-in call, a relevant article, keeps you top of mind during that gap.

Making It Too Complicated

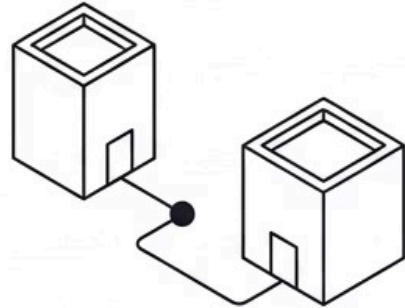
The best guerrilla marketing is usually embarrassingly simple. A handwritten note. A checklist at the pharmacy. A 20-minute presentation at a caregiver support group. Simplicity is a feature, not a limitation.

"Consistency beats intensity. A professional who shows up in small, helpful ways every week for a year will build a more durable practice than one who runs a big campaign every six months and then goes quiet."

The C.A.R.E. Framework

☐ **Core Message:** Everything we have covered today fits inside a four-part framework you can return to whenever you feel stuck or scattered.

C



CONNECT LOCALLY

Build real community relationships.

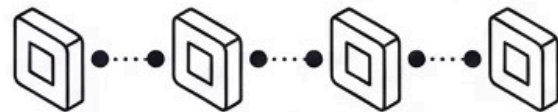
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ANSWER QUESTIONS

Create educational content.

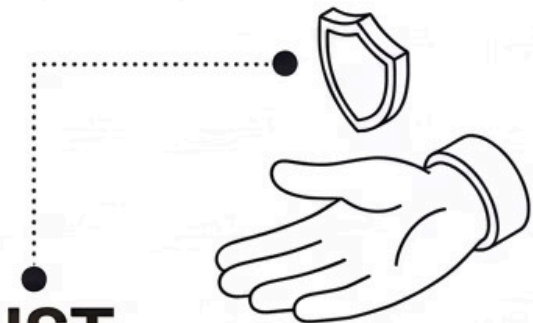
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REPEAT CONSISTENTLY

Show up reliably over time.

E



EARN TRUST

Be reliable and honest.

Use this framework as your compass. When marketing feels overwhelming or scattered, return to these four letters and ask yourself which one needs the most attention right now.



Connect Locally

Build Real Relationships in Your Community

Build real relationships in your specific geographic community. Referral partners, community organizations, faith communities, healthcare facilities. You are not trying to reach the world. You are trying to become genuinely known within a radius that your business can actually serve.

Referral partners and healthcare facilities

Community organizations and faith communities

A defined geographic radius you can actually serve

- 📄 **The question to ask yourself regularly:** *Who in my community would mention my name if someone asked about aging in place services, and am I doing enough to deserve that mention?*

A

Answer Questions

Position Yourself as a Resource, Not a Salesperson

Create content, handouts, presentations, videos, articles, conversations, that answers the real questions families are asking. Do it whether or not there is an immediate transaction attached.

Handouts and printed checklists families can use immediately

Presentations and workshops at community locations

Videos, articles, and FAQ pages in plain language

- ❏ **The question to ask yourself regularly:** *What is the most common question a worried family caregiver asks, and have I answered it anywhere someone could actually find it?*

R

Repeat Consistently

Visibility Is a Practice, Not a Campaign

The professionals who become known in their communities are the ones who show up in small ways, reliably, over time. Not dramatically. Not expensively. Just consistently.

Small, regular actions, not big, infrequent campaigns

Reliable presence that people come to expect and recognize

Consistency over time builds the trust that advertising cannot buy

📄 **The question to ask yourself regularly:** *What did I do this week to stay visible to the people who matter most to my business?*

E

Earn Trust

Trust Is Earned, Not Claimed

Trust is not claimed in a tagline. It is earned through education, reliability, honest communication, and the slow accumulation of being the person people are glad they called. In aging in place, trust is the competitive advantage that no budget can manufacture.

Education that genuinely helps, whether or not someone hires you

Reliability, showing up when you say you will, doing what you say you will do

Honest communication, even when the answer is not what someone wants to hear

- ☐ **The question to ask yourself regularly:** *Am I doing anything right now that a family or referral partner would point to as a reason to trust me, or am I just telling people I am trustworthy?*

Key Takeaways From This Webinar



No Large Budget Required

You do not need a large budget to market effectively in aging in place. You need consistency, visibility in the right places, and a genuine willingness to give value before asking for anything.



Trust-Based Marketing IS Real Marketing

In this niche, it *is* real marketing, because families choose professionals they already feel they know and trust.



Education Is Your Most Underleveraged Asset

If you teach, you will be trusted. If you are trusted, you will be hired.



Relationships Compound

The referral partner you invest in today may send clients for the next five years.



Stories Move People

In ways that statistics never will. Use yours.



The One-Action Challenge: Do not leave today trying to implement twenty ideas. Pick one tactic from everything we covered, just one, and commit to trying it within the next two weeks. Come back and tell someone in your network what you tried and what happened. Small consistent action is how practices get built.

Final Close

"You already have something families urgently need."

The knowledge, the skills, and the professional judgment to help an older adult stay safely in the home they love.

"Guerrilla marketing is simply the work of making sure the right families can actually find you. That work is worth doing. And it does not have to cost a fortune to do it well."

Be Consistent

Show up in small, helpful ways every week, not in big campaigns every six months.

Be Generous

Lead with value. Give before you ask.
Educate before you sell.

Be Visible

Plant seeds in your community long before a family is in crisis, so you are already the name they know.

