

# Scaling your Marketing Strategy for Medical Alerts in 2021

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## Scaling your Marketing Strategy for Medical Alerts in 2021

The 65-and-older population continues to grow each year, with more than 55 million people in the United States over retirement age. Baby boomers are reaching their "golden years" and making the transition to a new lifestyle of enjoying their retirement.

With age, people want to enjoy a thriving lifestyle while maintaining independence for as long as possible. Retirees live longer than ever before and desire the opportunity to age-in-place at home instead of moving into retirement communities.

With the growing need in the industry, there are undeniable opportunities for businesses that support this independent lifestyle: medical alert companies, in-home care providers, home renovation contractors, and more.

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## Growing Demand for Aging in Place

The COVID-19 pandemic is driving a greater desire for the aging population to stay at home because of the concerns about exposure to the virus in care facilities. This shift in the industry is opening up more opportunities than ever before – which is why scaling your marketing strategy is more important than ever this year.

How are you connecting with your target demographic to get more medical alert devices in their homes? As retirement plans shift to focus more on in-home solutions, you can tap into the demand by providing the services needed to support the needs of this demographic.

Retired homeowners search for solutions and services that allow them to stay at home as long as possible. With the right tools and resources, such as medical alert devices, people of all ages can enjoy an independent lifestyle for many years. Provide these solutions, and your business will grow organically as the retiree population continues to expand.

## Marketing Strategies for Medical Alert Companies

You know that a medical alert device is a critical piece for helping the aging population maintain safety at home. The trick is scaling your marketing so you can connect with the people who need your services. Quality leads are out there; you just need to tap into the right marketing channels to share the benefits of your medical alert services with the people who need them the most.

Common marketing strategies work, such as:

- Establishing an online presence
- Using social media
- Optimizing your offer
- Leveraging a referral program

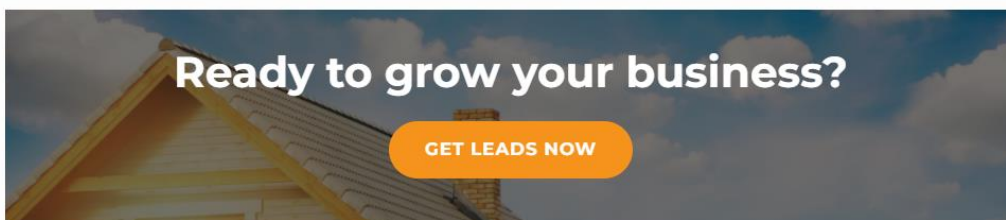
But don't overlook the most effective way to scale your marketing: through a lead generation service. Instead of building your marketing system from the ground-up, it's more effective to let the marketing experts take the lead. Then, you can focus on what you do best: serving the needs of your customers.

## Lead Generation Services that Work

Lead generation will keep the sales coming in, but only if you receive qualified leads that quickly turn into vetted customers. With marketing evolving every single day, it's important that you're positioning your business to connect with as many potential customers as possible. That's where a reputable third-party lead generation service comes into the picture, giving you the essential resources and tools that connect your business with customers who are ready to buy.

At Modernize, we're dialed in to the market and supporting homeowners, or care givers, in their aging-in-place goals. As aging homeowners begin their search for the right medical alert devices, we are already touching every medium that a homeowner would be searching for these services, we provide medical alert companies with a direct connection to their ideal customers.

We're here to help you connect with more homeowners and care givers by optimizing your marketing efforts and simplifying the solutions to help you reach the right group of customers. Reach out to us to learn more about the streamlined systems that assist service providers, like medical alert companies, connect with homeowners who need support.



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