



Industry Insights

April 2023

In this month's edition of Industry Insights we offer a sneak peek into the findings of Village Guide's survey titled "Retirement Village Living: What Matters Most".

We surveyed Village Guide's audience to gather their views on the most important factors when selecting a retirement village. With 400+ submissions, the results are highly insightful.

We've also included 6 Top Tips for email marketing.

Why did we conduct the survey?

We conducted this survey with the objective of prioritising what matters most to New Zealanders during the process of researching and selecting a retirement village. The insights we have gathered will guide our content creation and website features, including search-based filters.

Survey questions

We asked a total of 22 questions, categorised into five areas.

1 Village location

E.g. How important is the proximity of the retirement village to local shops and amenities?

2 Village grounds & size

E.g. How important is it to you that the village operator is responsible for exterior home maintenance?

3 Village policies

E.g. How important is it to you that the retirement village is pet-friendly?

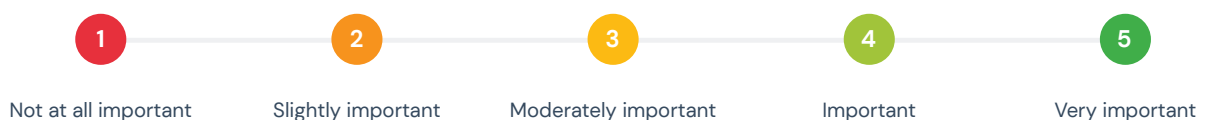
4 Village facilities

E.g. How important is the presence of a community centre or clubhouse?

5 Village care services

E.g. How important is it to you that the retirement village offers a continuum of care, from independent living to higher level aged care?

The questions were based on a 1 to 5 Likert scale approach, with 5 being "Very Important" and 1 being "Not at all important."



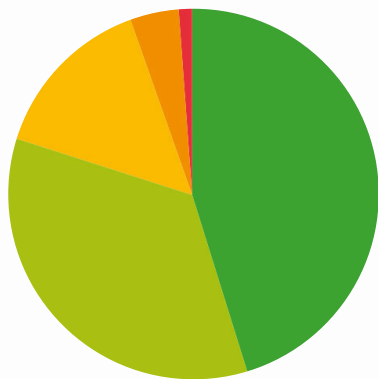
Survey results – sneak peak

Here’s a sneak peek of some preliminary key findings from the surveys completed so far.

Village grounds

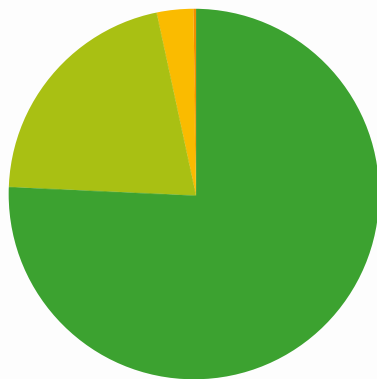
The survey findings in this category emphasise the significance of offering maintenance and flexibility in accommodation options for retirees to ensure a comfortable and stress-free retirement living experience.

How important is it to you that the retirement village has a variety of accommodation options that you can move between if required e.g. from larger villa to smaller apartment?



80% of respondents state that it is 'Very Important' or 'Important' that the retirement village has a variety of accommodation options that you can move between if required e.g. from larger villa to smaller apartment.

How important is it to you that the village operator is responsible for exterior home maintenance such as exterior painting/cleaning, roof maintenance etc?



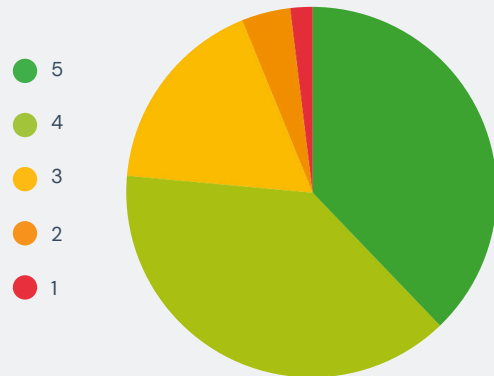
96% of respondents state that it is 'very important' or 'important' that the village operator is responsible for exterior home maintenance such as exterior painting/cleaning, roof maintenance.

Village facilities

When it comes to village facilities, people have different opinions on what matters the most.

Some facilities are seen as very important, like having a variety of social activities to do, a community centre or clubhouse, or a nice outdoor area. But there are also some facilities that people don't consider important, like a chapel or religious centre, a hair salon or barber shop, or even a swimming pool.

How important is it to you that the retirement village offers transportation services to nearby locations?



76% of respondents state that it is 'very important' or 'important' that the retirement village offers transportation services to nearby locations.

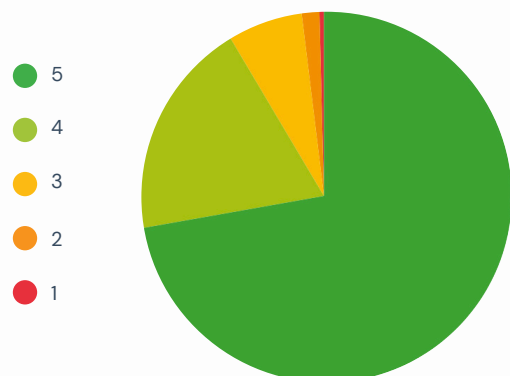
Village care services

Health and care options that prove incredibly important when a resident is considering a retirement village are:

- A 24/7 emergency call system
- Continuum of care

Availability of on-site healthcare options ie. registered nurse, visiting GPs, physios etc

How important is it to you that the retirement village has a 24/7 emergency call system?



91% of respondents state that it is 'very important' or 'important' that the retirement village has a 24/7 emergency call system.

The survey is currently open and will be closed on 26 April 2023. Once the survey is concluded, we will publish a report of the findings, which will be shared with all Village Guide clients.

Top tips for email marketing

Email marketing is a powerful way to connect with your target audience anytime, anywhere, thanks to their constant access to their devices. But in a crowded digital landscape, competition is fierce. To stand out and boost engagement and conversion rates, it's essential to employ best practices that grab your audience's attention.

Tip 1

Subject header

Keep subject headers short (under 50 characters) to avoid getting cut off in recipients' inboxes.

Offer value to the recipient and allude to it in the subject line.

Use action-oriented language and convey a sense of urgency to encourage action.

Avoid using spam trigger words such as "free," "discount," and "limited time offer."

Tip 2

CTA

Have a clear call-to-action (CTA) in your email.

Clearly state what you want the recipient to do, such as clicking a link or making a purchase.

Tip 3

Responsiveness

Use a responsive email template that can adjust to different screen sizes for a consistent look across all devices.

Reduce file size to prevent Gmail from clipping your emails and disable mobile responsiveness.

- Shorten the campaign message by removing repetitive content and using "read more" hyperlinks for additional information.
- Avoid unnecessary line breaks and use padding options instead.
- Paste content as plain text to avoid hidden elements and ensure consistency.

Tip 4

Content

Keep content concise and use short paragraphs and bullet points.

Use a simple design with a clear call-to-action to improve user experience on all devices.

Avoid cluttered layouts, too many images or animations as they increase load times and decrease responsiveness.

Use a mobile-friendly font, such as sans-serif fonts like Arial or Verdana, which are easier to read on small screens than serif fonts.

Tip 5

Images

Use visuals sparingly and make sure they are relevant to the content of your email.

Large images can cause slow load times, especially on mobile devices, optimise them for the web and compress to reduce file size.

Tip 6

Deliverability

Use a tool like [Mail Tester](#) to test your email deliverability. You can identify any potential issues that might be preventing your emails from reaching your recipients' inboxes. This can help you improve your email sending practices and increase the chances that your emails will be successfully delivered and read by your intended audience.