

COVID-19 Marketing Summit



Our Panel



Julie Podewitz, Chief Sales Officer Vitality Living; Dan Hutson, Speaker & Consultant;
Debbie Howard, CEO, Senior Living SMART; Amanda Arnouk, Marketing and Branding Manager

Agenda



REBUILD
BRAND



REFRAME
POSITIONING



SALES
APPROACH



A GREAT TIME
TO EXPERIMENT



POSITIONING
FOR THE
FUTURE



REBUILD
BRAND



- Subject-matter experts
- Trusted advisors



Rebuild Brand

- Facebook Live from company leaders
 - CEO
 - RVP of Wellness
 - Executive Directors (daily)
- Website - Vitality's COVID information website page example





REFRAME POSITIONING



- Reinforce benefits of community living
- Community asset - show support for the local community



Reframe Positioning

- Digital marketing – Change messaging to “schedule virtual tour,” provide a content piece other than your company brochure.
- [Retirement Living Brochure](#)





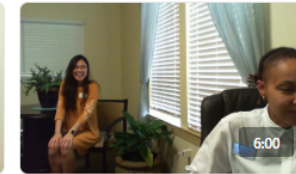
Reframe Positioning – Examples

- Build information page on website or send via email blast
- Post content on social media
 - Facebook ED Daily LIVE update
 - Feature Wellness, Engagement, Dining, Residents
 - Ask a family member to do a short message
 - What does it feel like to be part of your (community's) family – [Maybelle Carter resident example](#)
 - “A Word from our Chef” blurbs
- Website Content- [Blogs and Guides](#)

All Videos



Vitality Court Texas Star's Video
20 Views · 45 minutes ago



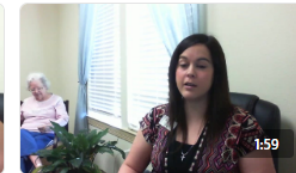
Vitality Court Texas Star's Video
82 Views · 3 days ago



Keeping Engagement Vibrant During Social Distancing
1.3K Views · 2 days ago



Daily Update - March 26, 2020
112 Views · 4 days ago



Daily Update - March 25, 2020
68 Views · 5 days ago



Q&A with President & CEO Chris Guay - March 25, 2020
1.8K Views · 4 days ago



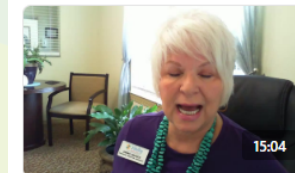
Daily Update - March 23, 2020
106 Views · a week ago



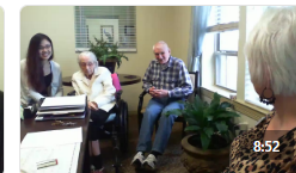
Q&A with Vitality Living's RVP of Wellness, Renee Powell, RN-BC, CDP...
2K Views · a week ago



Daily Update - March 20, 2020
86 Views · a week ago



Daily Update - March 19, 2020
89 Views · a week ago



Vitality Court Texas Star's Video
120 Views · a week ago



Vitality Court Texas Star's Video
148 Views · a week ago



Reframe Positioning

Traditions
of Athens

Join us for daily live updates 10AM
fb.com/traditionsofathens

**We remain 100% committed
to limiting exposure to
our residents, families and
team members.**

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SALES APPROACH



- Stop selling, start helping
- Communication, not “marketing” – don’t act like it’s business as usual
- Empathy/connection/caring over “moving prospects to the next sales stage”



Sales Approach: Focusing Your Sales Teams

- Practice Skill Sets
 - Take time to plan your call. What would you like to learn? What question or statement will open the call?
- Focus on personalization – get to know your prospects (can't fall back on come in for a tour)
- Learn something personal for creative follow up; personal touch
- Plan strong event schedule for fall
- Move colds to warm, strengthen pipeline so when the restrictions are lifted, the floodgates open – record move-in numbers
- Do what others won't or don't do during “hard” times. Communities who dug in deep during the recession hit record high occupancy.



Sales Approach

- Virtual Tours
- Virtual “Visits”
- Virtual Outreach meetings
- Start a virtual networking meeting
- Connect residents with prospects
- Virtual engagement





Creative ways to stay in touch





A GREAT TIME
TO EXPERIMENT



- How do we replace traditional “high touch” activities with virtual interactions?
- How do we leverage technology?



A Great Time to Experiment

- Unconventional virtual/video tours
- Test marketing automation
- Interactive surveys and chats
- Change-outs of website CTAs to make them relevant to current reality
- [Heart Legacy SalesMail](#)
- [Email blast with video and imagery](#)





Keeping Residents & Team Members Engaged



SPIRIT WEEK  **March 23-27th**
At YourLife of Pensacola
A BLAST WEEK FOR EVERYONE!

23 March MONDAY PAJAMA DAY
Don't Sleep on Hand Hygiene
Wear Your Favorite PJs

24 March TUESDAY HAT DAY
Hats Off to Our Awesome Staff
Wear Your Hats!!

25 March WEDNESDAY WACKY CLOTHES/ HAIR DAY
COVID-19 is Whack!!
We are Grilling Lunch!!
Dress Wacky!!!

26 March THURSDAY TEAM SPIRIT DAY
We Couldn't FIGHT COVID-19 without YOU!!!
Dress for YOUR Team!!

27 March FRIDAY SUPERHERO DAY
You're Our Heroes!!!!
Dress as a Hero!!

Lets Fight Together!!
Staying Happy & Healthy!!!
Fun & Prizes Throughout the Week!!
25th Grilled Lunch for Employees
26th Employee Inservice with Fun & Food! See Separate Flyer!





Senior Living SMART Resources





How Senior Living SMART Can Help

Help Set Up Marketing Channels

- Facebook Live
- Virtual Tours
- Live Chat
- Interactive Surveys
- Paid Campaigns
- Marketing Automation

Content Development

- Blogs
- Guides/ E-Books
- Infographics

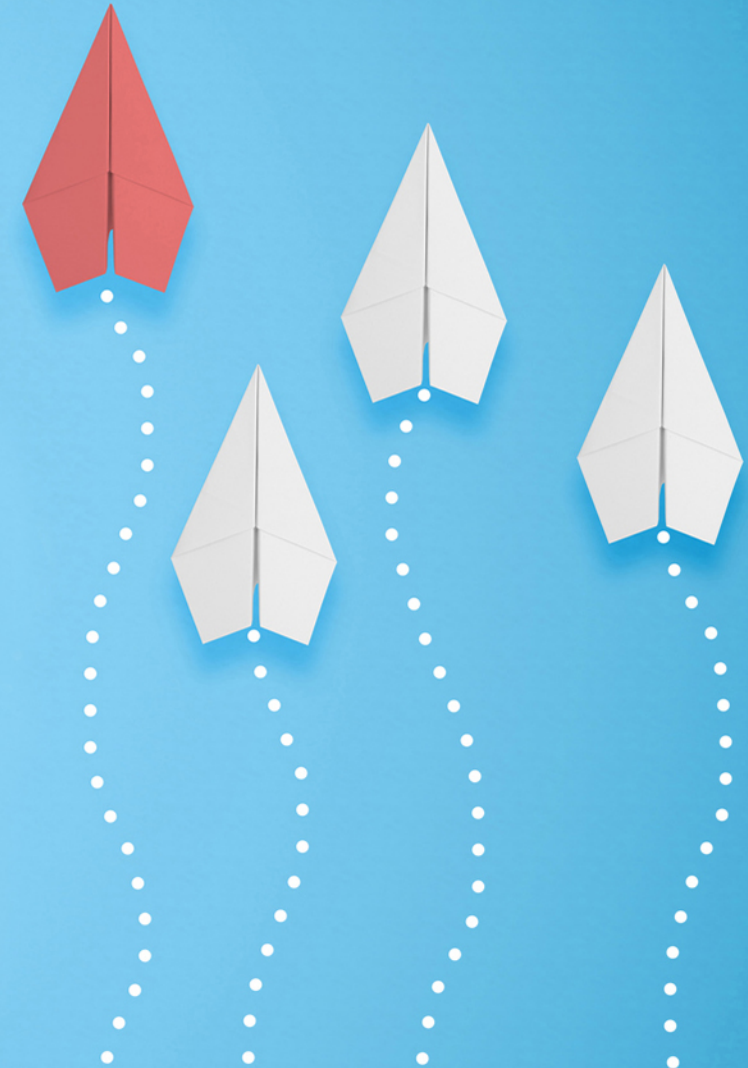
Favorite Technology Resources





POSITIONING FOR THE FUTURE

- This won't last forever
- What can we learn from this - this will force some overdue and welcome changes in how we operate
- It's a great time to try new things
- Think about how you can come out of this stronger - new tools, better relationships, catch up on what's overdue



Questions



Thank You!

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