

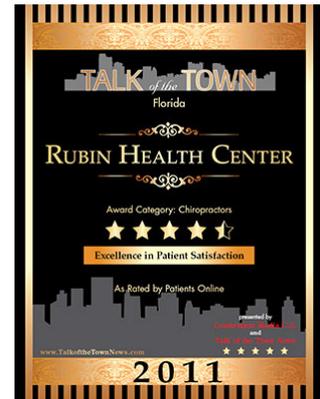
## 10 Ways to Enhance Sales and Marketing with Your Survey Results

Customer and employee surveys are often viewed as a means for determining what is wrong and how it should be fixed, and for that they are an effective tool. However, focusing solely on needed improvements in your survey results is like posing for a picture with your bad side. It ignores the good stuff! Surveys can also be used to identify your community's strengths to showcase in your sales and marketing. Stealing a line from the show *The Producers*, "When you got it, flaunt it." Here are 10 ways you can use surveys to put your best foot forward with prospective customers and employees.

### 1. At Your Front Door

First impressions are important. Make a great first impression for visitors by showcasing your strengths right at the front door of your community.

Hang a plaque next to the front desk or prop it on a small table in the entryway announcing your high customer satisfaction ratings.



### 2. In Your Brochure

Consumers often look to the recommendations of others when making buying decisions. Add testimonials to your brochure to get the message out that your community is the right choice.

**BEFORE:** "Our friendly staff provides compassionate care."

**AFTER:** "I love my caregiver, Christine. I'm not sure what I would do without her. I highly recommend this community!" -Myrtle Geller



### 3. On Tours



Customer ratings and accolades can be incorporated into tours. Not only does it help showcase your strengths, it also shows that you know your residents on a personal level.

*For example, as you stroll past the dining room...*

**BEFORE:** “Our restaurant style dining is exceptional.”

**AFTER:** “Our restaurant style dining is rated over 4 stars by our residents. Mrs. Lancaster says she feels the like the Queen of England every time she walks into the dining room. I can introduce you to her after the tour.”

### 4. On Your Website

Some residents self-identify on their survey, especially delighted residents. Ask these residents for permission to put their photo on your website along with their testimonial from the survey.



### 5. On Social Media



Enhance the effectiveness of your social media by posting a resident quote of the week on your Facebook and other social media pages. Make sure the quote showcases benefits to viewers and isn't just a sales pitch.

#### **RESIDENT QUOTE OF THE WEEK - Friendship Is Good Medicine**

“I have made so many good friends here.” “My only regret is not meeting these ladies sooner.” “Dance tonight!” - *Esther, Jan, and Judy*

## 6. At Senior Fairs and Events

At senior fairs and other events, bring a resident ambassador along and ask her to share what she loves about your community with prospective residents. Talking with a current resident can provide assurance that your community is the right choice.



## 7. In Your Advertising

Connect at a deeper level in your newspaper and yellow page ads with resident testimonials.



*"No more housekeeping or cooking, fabulous meals, and fun activities every day. We feel like we won the lottery!"*

*-Jan and Frank Ferrero*

## 8. In Your Promo Video



Invite residents, family members, and team members who self-identify as advocates for your community to participate in a promotional video. Let them share what they love about your community while having some fun showing off their theatrical side. Publish the video on your website and YouTube.

**VIDEO OPENER:** *"Hi, my name is Kathleen, and I am delighted to be a resident at ABC Senior Living. Come for a visit and discover all our community has to offer."*

## 9. On Review Sites

"I've had a very good experience with ..."

★★★★★ *Posted about 14 hours ago*

When you share your survey results with customers and employees, celebrate your high scores first. This is a perfect time to ask residents, family members, and team members

to go online and write a positive review for your community to help attract qualified residents and team members.

## 10. In Employee Recruitment Materials

Hiring good employees can make a difference in reducing employee turnover and increasing customer satisfaction. Adding team member testimonials to recruitment materials can enhance the power of your recruitment efforts.

**BEFORE:** "ABC Senior Living is an employer of choice."

**AFTER:** "The director here really cares about his employees. I've made many friends working here, and I love helping my residents. The growth opportunities are great too." *-Jess, lead resident care assistant*

