Top 5 D.I.Y. Marketing Tips for 2019

Build Goals | Plan | Promotions | Execute | Measure



Your Hosts



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Career long commitment to advancing sales and marketing best practices in senior living operations.

Overview

What's Your Situation?

Number based Goals

Select Targets Choose Promotions

Choose Media

Measure

#1. Perform a quick SWOT analysis.

#2. Set numbers based, measurable goals. #3. Set your lanes and targets.

#4. What's your hook?

#5. How will you distribute your hook?

#6.
Measure
your
success.
Refine for
Q2/Q3.



Tip #1: Assess Your Situation

Strengths

- Great sales execution (high conversion rate)
- Product is safe, clean, friendly and fun
- Well known, good reputation

Weaknesses

- Professional referral leads
- Resident referral leads
- No onebedroom availability (at this time)

Opportunities

- New CVS opening five blocks away.
- Home values have grown 10% YOY.
- City is cutting budget at local senior center

Threats

- Flu season
- New community opening 1 mi away
- Overwhelmed by lead inquiries/time.



Tip #2: Start with Numbers

Budgeted MIs = Lead Volume (Y) / Conversion Rate

4 Move ins = $Y \times 12\%$ or $4/12\% = Y \mid So, Y = 33 \mid eads$

	January	February	March
Budgeted MIs	4	5	4
Conversion Rate	12%	12%	12%
Leads	33+	42+	33+
Cost Per Lead	\$200	\$200	\$200
Promo Budget	\$6,600	\$6,600	\$6,600

Like your budgeted Move-ins, these are all starting points to help you plan. Ideally, you'll produce more leads, have a higher conversion rate and produce more move-ins with less money? How?



Tip #3: Select Your Lanes & Targets

Lead Generation

Demographics

Socio-economic

Psychographic

Senior

Adult Children

Lead Nurture

Psychographic

Timeframe

Need

Professional Referral Sources

Medical

Religious

Financial

Government

Social

Personal Referral Sources

Residents

Resident's Families

Employees

Neighbors

Volunteers





Tip #4: Select & Customize Promotions

Product/Brand

- Lifestyle
- Product/Services
- Differentiators
- Drive awareness
- Drive leads

Event

- Lifestyle
- Experiential
- Drive leads
- Drive conversion

Price

- Discounts
- Savings
- Drive sales
- Personalization



Whole home approach.

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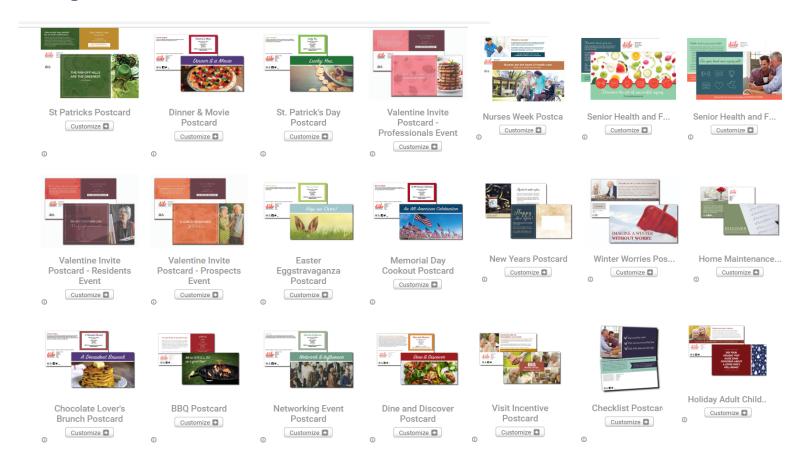
Personalized lead nurturing.



Manage time wisely.



Tip #4: Select & Customize Promotions



Brand on demand systems like The Studio offer dozens of templates from where you can customize copy, colors, calls to actions, photos and community information.

Senior Living SMART

Inspired Marketing, Savvy Sales, Better Operations

Tip #5: Distribute Effectively





Brand on demand systems like The Studio make a variety of pre-designed media available with 100+ themes available to customize and promote your brand and events.



Tip #6: Measure Your Success



Post Cards Mailed

Inquiries (Phone/Web)

Leads

Tours

Move-ins

Call tracking for direct mail or each promotion.

Dedicated URLs and/or web landing pages for direct mail and/or this post card. Monitor in Google Analytics. Feed your CRM correct sourcing data for leads.



Putting it all together.

Lead Generation	January 4 MI 33 Leads @ 12%	Projected Leads	Actual Leads
Advertising	Direct mail drop Jan 2. Newspaper ads Jan 4, 10. Promo: Event – Jan 16: Supper Club. (New Leads, Existing Newspaper ads Jan 16,24 Promo: Product – Ease Winter Weather Burdens Leads, Current Residents); Budget: \$5450	8	
Online	Ongoing paid search campaign by corporate. Budget: \$500	11	
Paid Referral Services	Invitation and phone follow-up: Drop Jan 4 Promo: Event - Chef Display Lunch. (Local referral service contacts); Budget: \$250.	8	
Professional Referral Sources	Direct mail drop Jan 8. Promo: Event – Jan 21: Realtors Wine Tasting w/Tinto Wines Budget: \$550. Invite CVS GM/Pharmacists.	5	
Personal Referral Sources	Flyer drop and mailer to residents/families. Promo: Q1 Referral Bonus \$1000 off rent.	5	
Other		2	



Resources



www.seniorlivingsmart.com (click SMART HQ Resources)

Marketing Budget Spreadsheet Bundle



Quarterly	Marketing	Plan	Temp	ate
Qualitoriy	Mainteaning	1 10111	CITIE	400

Quarter/Year:		
	EVENTS (Prospects, Profession	als or Networking)
Event Name	Date/Time	Target Audience
Purpose		Estimated Cost
MOTES:		
Evert Name	Date/Time	Target Audience
Purpose		Estimated Cost
NOTES:		
Evert Name	Date/Time	Target Audience
Purpose		Estimated Cost
NOTES:		
Evert Name	Date/Time	Target Audience
Purpose		Estimated Cost
NOTES:		
Evert Name	Date/Time	Target Audience
Purpose		Estimated Cost

Competitive Analysis Form

CORPETITIVE ANALISIS					
DATE COMPLETED:	YOUR COMMUNITY	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3	COMPETITOR 4
General Info					
Opening Date					
Unit Mix					
Total # Units					
Total Units Occupied					
Occupancy % - Total					
Rates					
Community Fee					
Monthly Rates — Ind					
Studio					
One Bedroom					
Two Bedroom					
Companion					
Studio					
One Bedroom					
Two Bedroom					
Level I					
Level II					

Event Planning Template





The Studio is an online brand on demand technology where users click, customize and print a wide variety of pre-designed marketing materials featuring a large selection of event, product and price promotions.

www.seniorlivingsmart.com/thestudio



About The Studio

The Studio	SMARTHub SMART Store		Digital Marketing Solutions	
Low cost, entry level brand on demand solution to customize and print a variety of media and marketing collateral.	Entry level brand communications and document management system. Perfect for when you already have a brand communications portfolio.	Premium brand communications and document management system customized to your branding and needs.	Strategy, development, execution and management of web sites, search engine marketing, marketing automation and web analytics.	
Shared customization platform	Shared platform with secure brand partitions.	Dedicated platform.	Dedicated platforms using popular MarTech options.	
No Cost Basic Access; \$100/mo/community Pro Access.	Fees?	Fees?	Fees based on contract.	



Questions



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