

TOP 7 MARKETING PROGRAMS

For Senior Living During These Challenging Times

LeadingResponse realizes that it's no longer business as usual and some may think this is the time to hunker down. While we understand the concern and rationale, it is even more important to keep your marketing initiatives going. Below are the Top 7 Marketing Programs that you can put to work for your community.

1. WEBINARS:

- Provide live education in the absence of face to face events
- Connect with your audience to build relationships
- Brand awareness
- Allow for Question & Answer
- Utilize a simple platform that doesn't require a download



2. VIDEO MESSAGING:

- Using your smartphone to record a short message to connect with your prospects
- Take those messages to social media
- Send the video via email or text
- Provide relevant content



3. SOCIAL MEDIA:

- Utilize Facebook Live: walk the community showing the great things happening to keep residents engaged*
- Use Facebook survey/polls... great opportunity to hear what people are thinking and a way to engage with them
- Post pics daily showing what your residents are doing while staying safe within the community
- Post relevant content with images and animation that help people stay aware and safe
- Ask questions to engage with your audience and start a dialogue
- Drive people to your website for downloadable content



4. PHONE:

- Remember people are home and more available to talk
- Be empathetic and authentic, asking how they are doing during this pandemic
- Do they or their senior loved one need anything?
- Set next time follow up contact
- Text or FaceTime prospects (if they are open to that)



5. EMAIL:

- Short consistent messages that keep prospects informed
- Tell them what your organization is doing to keep residents, staff, and families safe
- Give them tips on how they can engage with their loved ones during this time of social distancing
- Links to your website where they can download content such as virtual tours, care or financial assessment tools



6. CARE PACKAGES:

- Does your prospect or senior loved one need something that you could have delivered to their home?
- Local restaurant gift card that could be given in exchange for the prospect scheduling a phone appointment or attending a live webinar
- Share this on social to humanize your brand and show it's a compassionate culture



7. MEALS:

- One of the nicest things you can do is drop off a home cooked meal
- Showcase your dining program
- Post food pics of meals your residents are enjoying



*provided you have the resident's permission

Keep in mind that residents willing to share their positive experiences can be your community's most effective ambassadors. We would love to put LeadingResponse experts to work for you! **Please reach out at 866-477-2050 or visit us at [leadingresponse.com](https://www.leadingresponse.com).**



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