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Running on Empty

Sales & Marketing When There's No Budget Left

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Today's Presentations

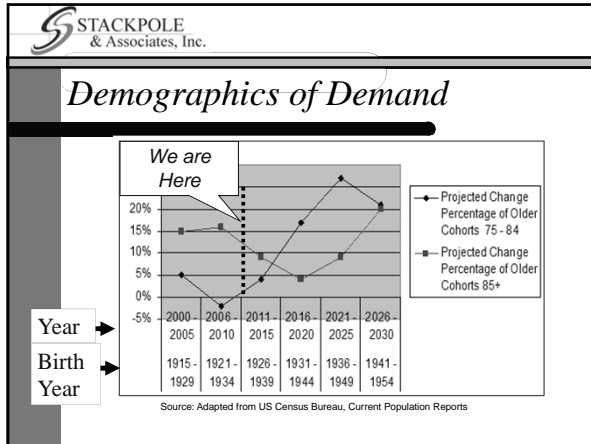
- **Marketing What No One Wants to Buy**
- **Marketing Channels: Reaching Your Best Prospects**
- **Running on Empty – Sales & Marketing on No Budget**

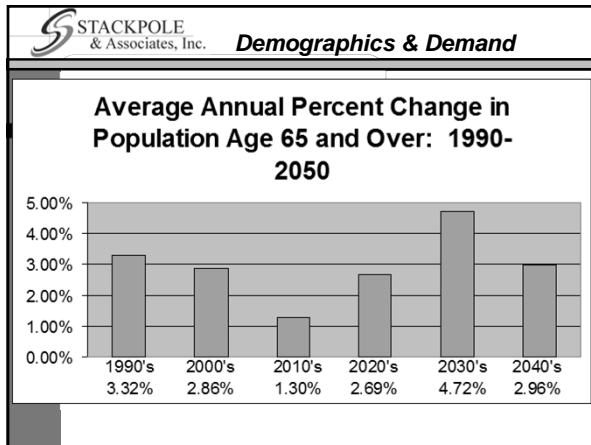
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How bad is it??







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- ### Market Conclusions
- The market size is static
 - Disability rates are ↓
 - The general malaise is real
 - There are more options
 - Acuity (ADLs & IADLs) for consumers ↑
- And on the **Supply** side...
- Inventory of product is mixed
 - Somewhat old

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Market Spotlight: Assisted living occupancy slides
Email Print Single Page Text size + By Jennifer Malloy AP Business Writer / May 12, 2008

NEW YORK—As the housing slump continues and the U.S. economy weakens, many retirees are choosing to remain in their own homes or move in with their children, hurting occupancy rates in assisted living communities.

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NATIONAL REAL ESTATE Investor OLD REPUBLIC TITLE

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Home -> Seniors Housing -> Assisted Living Avoids Big Slide in Occupancy Amid Housing Downturn

Assisted Living Avoids Big Slide in Occupancy Amid Housing Downturn

Jul 27, 2009 2:07 PM, By Jane Adler

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LATEST NEWS
 Slavy Retailers Capitalize on Troubled Consumers


 Brighton Concord Park, Billerica, Mass.


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How bad is it??

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Choices

- Externalize specifically
 - Externalize globally
- Internalize specifically
 - Internalize globally




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The question of the moment!

What are we doing to market and sell our way out of this??

Can we handle the truth?




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Today's Presentation

Marketing & Sales

Low / No Budget

- Leverage employees
- Educate the community
- Testimonials
- What would Google do?



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1- Leverage Employees

- **Employees As Competitive Advantage**
 - Loyal Employees → Loyal Customers
 - Word of Mouth Marketing → ↑ Referrals
 - Loyal Employees → Recruitment Magnet
- **Employees As Operational Advantage**
 - ↑ Loyalty → ↓ Recruitment Costs
 - ↑ Loyalty → ↓ Agency Costs
 - ↑ Loyalty → ↓ Management Costs

Linking Resident Satisfaction to Staff Perceptions of the Work Environment in Assisted Living: A Multilevel Analysis

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Abstract

Purpose: This study examines the relationship between resident satisfaction and staff perceptions of the work environment in assisted living. Staff perceptions were assessed at the facility level, using aggregate measures of staff job satisfaction, organizational commitment, and views of organizational culture. **Design and Methods:** The sample included 335 residents and 298 staff members in 43 assisted living facilities. Data were collected by means of self-administered questionnaires. Two-level hierarchical linear models were used to test the hypotheses. With resident age, gender, and education controlled for, the relationships between resident satisfaction (Level 1 variable) and staff perceptions of the work environment (Level 2 variables) were assessed. **Results:** Greater resident satisfaction in the facility was associated with higher staff job satisfaction and more positive staff views of organizational culture (e.g., greater teamwork and participation in the decision making). From resident characteristics, only education was significantly related to satisfaction. More educated residents were less satisfied with assisted living. **Implications:** These findings suggest that a good quality of work environment for the staff contributes to a better quality of care for the residents. More research is needed to examine the causal nature of this relationship.

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Results: Greater resident satisfaction in the facility [sic] was associated with higher staff job satisfaction and more positive staff views of organizational culture.

And this is still how we handle team members




Tactic #1 - About our employees

- **Generation Me**
 - **Entitled**
 - Self Esteem is unrelated to actual performance
 - **Committed**
 - Want to do well while doing good
 - **Cynical**
 - Cannot make ends meet - no "American Dream"
 - Don't believe in Social Security - and more

Tactic #1 - Leverage employees


1. **Create a Referral Work Group**
 - Not a committee
 - #5 cross functional members
 - Measurable goals
 - #4 referrals / month by ___/___/___
 - Don't meddle

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Tactic #1 - Leverage employees

1. *Create a Referral Work Group*


- *Groups pass through:*
 - *Forming*
 - *Norming*
 - *Storming*
 - *Performing*
- *Set goals but don't meddle*
- *Altruism & reward*
 - *Mix / alter the rewards*

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Tactic #1 - Leverage employees

2. *Ask employees for help!*

- *Referrals*
- *Connect via social media*
 - *Groups on LinkedIn*
 - *Friends on Facebook*
 - *Monitor results*
- *Altruism & reward*
 - *Mix / alter the rewards*

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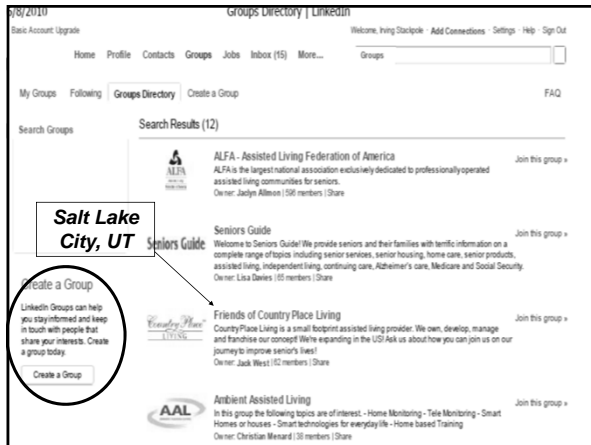
Tactic #2 - Educate the Community

- *Find your audiences*
 - *Where are they*
 - *What do they need / want to know?*
- *Develop the message*
 - *Positive messages "stick"*
- *Deliver the content*
 - *Find the channels*
 - *Develop the relationships & make commitments*
 - *"Scrapbook" activity & success on your web site*
 - *Use Web 2.0 channels*

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2 - Educate the Community cont'd

- **Social media marketing**
- **Select your channel**
 - *Helpful information – content is critical*
- **Deliver the content**
 - *Make the commitment*
 - *LinkedIn v. Facebook*




The screenshot shows the LinkedIn Groups Directory page. A search for "Salt Lake City, UT" has been performed, resulting in 12 search results. A callout box highlights the "Create a Group" button on the left side of the page. The search results include:

- ALFA - Assisted Living Federation of America**: ALFA is the largest national association exclusively dedicated to professionally operated assisted living communities for seniors. Owner: Judge Allweis (56 members) | Share
- Seniors Guide**: Welcome to Seniors Guide! We provide seniors and their families with terrific information on a complete range of topics including senior services, senior housing, home care, senior products, assisted living, independent living, continuing care, Alzheimer's care, Medicare and Social Security. Owner: Lisa Davies (65 members) | Share
- Friends of Country Place Living**: CountryPlace Living is a small footprint assisted living provider. We own, develop, manage and franchise our concept! We're expanding in the US! Ask us about how you can join us on our journey to improve senior's lives! Owner: Jack West (12 members) | Share
- AAL Ambient Assisted Living**: In this group the following topics are of interest - Home Monitoring - Tele Monitoring - Smart Homes or houses - Smart technologies for everyday life - Home based Training. Owner: Christian Menard (38 members) | Share

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Tactic #2 – Educate the community

- **Get your knowledge out there**
 - *By-lines / Interviews in local papers*
 - *Radio & cable TV*
 - *Social media*
- **List of local media**
 - *Contact them – DON'T wait for them*
 - *Some Do's and Don'ts*
- **What would Google do?**

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Tactic #3 - Testimonials

- Do you have testimonials?
- Where are your testimonials?
- Where can they be seen?

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Tactic #3 - Testimonials

- Satisfied & Loyal Customers
 - Loyalty
 - Word of Mouth Marketing
- "Raving Fans" Advantage
 - ↑ Loyalty → ↓ Marketing Costs

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What's behind an endorsement?

➤ How loyal are our...

- Consumers
- Customers
- Employees

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Tactic #3 – Testimonials

- *Loyalty: more valuable than satisfaction*
 - *Measure of Loyalty*
 - *Willingness to Recommend*
 - *Actual Recommendations*
- *Securing testimonials is an excellent measure of attitudinal loyalty*
- *Use testimonials aggressively*

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Cheap subliminal suggestion → 

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1-800-844-9934
