Recession-Proof Marketing

Marketing in a Recession
presented by
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Presentation Available

Chicken Little Was an Optimist!
Marketing in Difficult Times
www.StackpoleAssociates.com
1-800-844-9934

Today’s Presentation

Low / no budget
- Leverage employees
- Educated 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

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 you site
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3 - Testimonials

- Satisfied & Loyal Customers
  - Loyalty
  - Word of Mouth Marketing
- “Raving Fans” Advantage
  - Loyalty → Marketing Costs

A few observations about the “markets”

Demographics of Demand

We are Here

Projected Change
Percentage of Older Cohorts 75-84
Projected Change
Percentage of Older Cohorts 85+

Year 2000 - 2025
Birth Year 1915 - 1939
Source: Adapted from US Census Bureau, Current Population Reports

Demographics & Demand

Average Annual Percent Change in Population Age 65 and Over: 1990-2050

<table>
<thead>
<tr>
<th>1990's</th>
<th>2000's</th>
<th>2010's</th>
<th>2020's</th>
<th>2030's</th>
<th>2040's</th>
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<tbody>
<tr>
<td>3.32%</td>
<td>2.86%</td>
<td>1.30%</td>
<td>2.69%</td>
<td>4.72%</td>
<td>2.96%</td>
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</tbody>
</table>
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≥ 65 Demographics

- 65+ from 42.55M 2006 to 62.75M 2025 ↑ 47%
- Much more adventurous
- Much more demanding
- Buy what they “want” v. what they “need”

Market Conclusions

- The market size is static right now
- Disability rates are ↓
- There are more options
- Acuity for long stay consumers ↑
- Inventory of product is old & aging

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
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**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

**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

**Tactic #2 – Educate the community**

- Get your knowledge out there
  - By-lines in local papers
  - Interviews w/ newspapers
  - Radio & cable TV
  - List of local media
    - Contact them – DON’T wait for them
    - Some Do’s and Don’ts
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Tactic #3 – Testimonials

- Loyalty —> valuable than satisfaction
  - Measure of Loyalty
  - Willingness to Recommend
  - Actual Recommendations
- Securing testimonials is an excellent measure of attitudinal loyalty

Satisfaction/Loyalty

➢ How loyal are our…
  - Consumers
  - Customers
  - Employees

Happy Customers Walk Away

- Consumer Satisfaction Rates are High
  - But
  - Turnover Rates Are High
  - Why?
  - Contribution of Value
  - Value exists in the realm of “fairness”
  - Is this a fair price for this service?
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Happy Customers Walk Away

Unhappy Customers Stay!

Satisfaction/Loyalty Connection

- Perceived value drives loyalty
- Value, satisfaction and importance
- Value exists in context
  - Relationships among price and other attributes
  - Interactions among all attributes
  - Market compares alternatives
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Loyalty Connection

What Can We Do?
- Measure “willingness to recommend”
- Measure and reward referrals
- Ask for advocates or champions

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Bibliography


