



Recession-Proof Marketing

 STACKPOLE & Associates, Inc.

Marketing in a Recession

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The end is near.

Chicken Little


When a meteor falls nearby, Chicken Little is the only one who notices.

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Presentation Available

Chicken Little Was an Optimist!

Marketing in Difficult Times
www.StackpoleAssociates.com
1-800-844-9934


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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

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Cheggergram
Want to send a greeting?

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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"

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Demographics of Demand

We are Here

Year	Projected Change Percentage of Older Cohorts 75 - 84	Projected Change Percentage of Older Cohorts 85+
2000	5%	15%
2006	0%	15%
2011	5%	10%
2016	15%	5%
2021	20%	10%
2026	15%	20%

Year →
Birth Year →


Source: Adapted from US Census Bureau, Current Population Reports

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


Decade	Average Annual Percent Change
1990's	3.32%
2000's	2.86%
2010's	1.30%
2020's	2.69%
2030's	4.72%
2040's	2.96%

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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”

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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


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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

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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

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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


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Satisfaction/Loyalty

➤How loyal are our...

- Consumers
- Customers
- Employees

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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

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Unhappy Customers Stay!

Satisfaction / Loyalty Connection

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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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