

SolutionsAdvisorsGroup

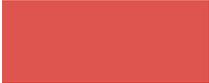
Current and Post-COVID MARKETING/DIGITAL STRATEGY

The recent outbreak of COVID-19 has created a seismic disruption to senior living. While safety and security of residents and staff are paramount, senior living providers need to have a disciplined, multi-pronged communication game plan. This plan should demonstrate that **effective protocols** are in place for residents, **social engagement** within and outside the community has never been stronger, and the community can be a **safe harbor** for new move-ins.

The current environment is not just different than it was only a few weeks ago, it is also **changing constantly**. Limitations to our traditional marketing efforts combined with working with an audience (new prospects, existing prospects, depositors) who could be **suffering from loneliness, a lack of socialization and engagement and even potential physical challenges due to self-isolation** means we have to be able to pivot and shift our tactics constantly.

Digital marketing is a crucial component of current and ongoing communication, engagement and lead generation for senior living communities. This presentation is designed to provide a blueprint for developing an approach that establishes credibility, authority, engagement and sales advancement during a period of uncertainty.

Table of Contents

-  I. Rapid Response & Communication
-  II. Education
-  III. Connection
-  IV. Promotion



I. Rapid Response & Communication

How our stakeholders will perceive messages in a crisis will depend on these key elements:

- Speed of communication
- Accuracy of the message
- Trust and credibility
- Empathy and caring
- Competence and expertise
- Transparency and honesty
- Demonstrable commitment and dedication

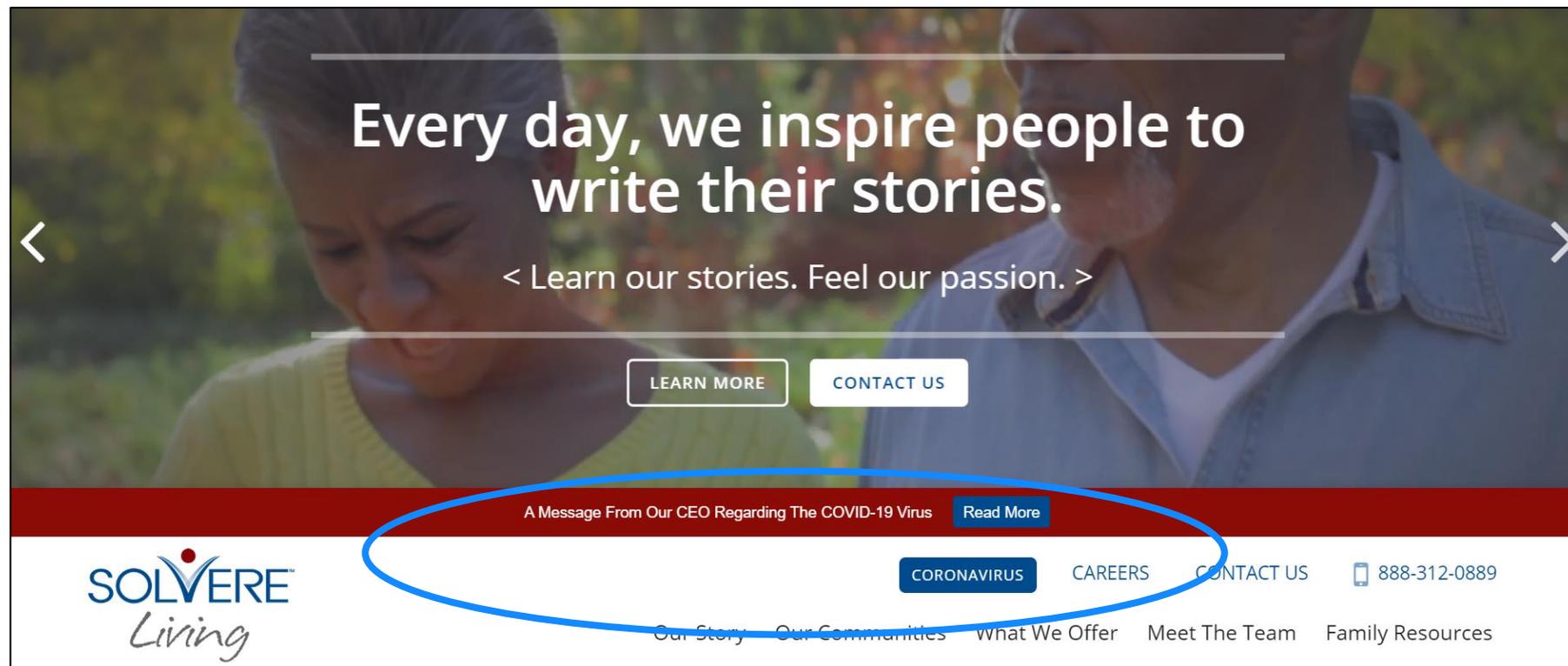
Overview

Demonstrate an understanding of the events as they unfold and provide clear, direct and consistent cadence of communications and information to residents, families and team members for the duration of the crisis.

Timely, accurate and professional communications are more crucial than ever. Provide a balance of transparency with an open line of communication while protecting rights to privacy and the security of team members and residents. Ensure there is a clear understanding of protocols and standards in place at the community during this time.

Supporting Tactics

- Prominent call-outs (banners, buttons, etc.) on website with directions on how to obtain more information
- Letters from the CEO/Executive Director/Owner to residents, families and team members to keep updated on current events, protocol enhancements and changes, etc.



Supporting Tactics

- Dedicated COVID web pages to carry important and current information, including:
 - Protocols
 - Regularly updated communications from COVID task force
 - Messaging from CEO/Leadership
 - Important resource links to state health departments, CDC, etc.
 - Helpful activities links for residents and families to participate in during quarantine
- Use of multiple communication channels (email, video, social media & website) to communicate consistent messaging to residents, family and team members





II. Education

Particularly focus on these key areas:

- Security in relation to physical health from viral threats
- Financial protection due to economic fluctuation
- Legacy and how we are facilitating updates and connections to the outside world

Overview

Anticipate the ask beforehand and deliver content and messaging that demonstrates the community's knowledge and authority in dealing with the COVID crisis.

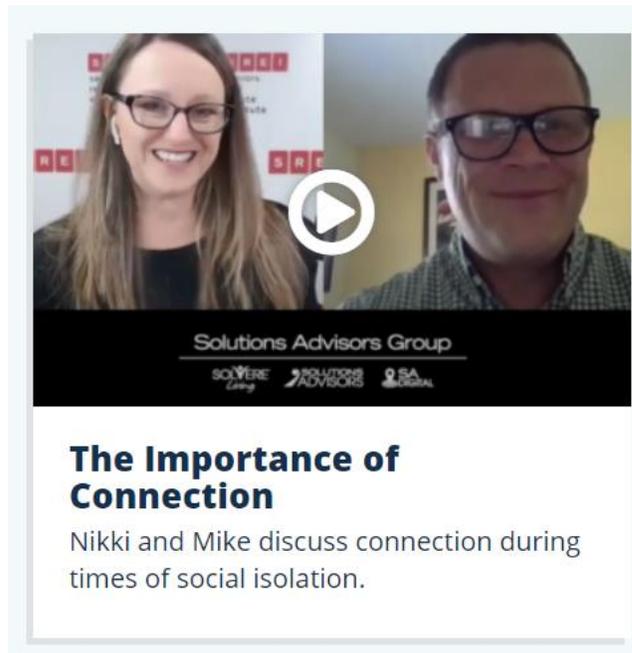
Pivot from delivering primarily procedure and protocols to providing information that addresses resident and family member's fears and concerns, particularly during a quarantine period when access to family members can be limited.

Supporting Tactics

- 'Listen' to current and prospective family members through data (social media and analytics) and interest surveys to understand the most concerning areas.
- Add a dedicated FAQ page to the website to include factual information on the disease and how the community is adapting protocols to meet the challenge.
- Adjust content on website to align with new normal (social distancing, preventative measures, etc.)
- Set up simple drip email campaigns with reference to community's focus on COVID-19. Provide information to demonstrate community's seriousness and approach
- More reliance on digital touchpoints to replace physical interactions
 - Virtual appointments
 - Video interactions (Facetime, Skype, Zoom)
 - Resource webinars

Supporting Tactics

- Develop video content in the sales process to establish or build upon relationships with prospects. Videos can be sent through email as creative follow up. And developing a dedicated on-demand video platform that lives on your website, and can be added to as new videos are completed, is a great way to entice people to revisit and create a virtual touchpoint.



Check out our [Resources](#) page regularly for new ideas to stay connected with prospects. Or [join our email list](#) to receive real-time ideas and tips!

[Click here](#) to check out “The Importance of Connection”



III. Connection

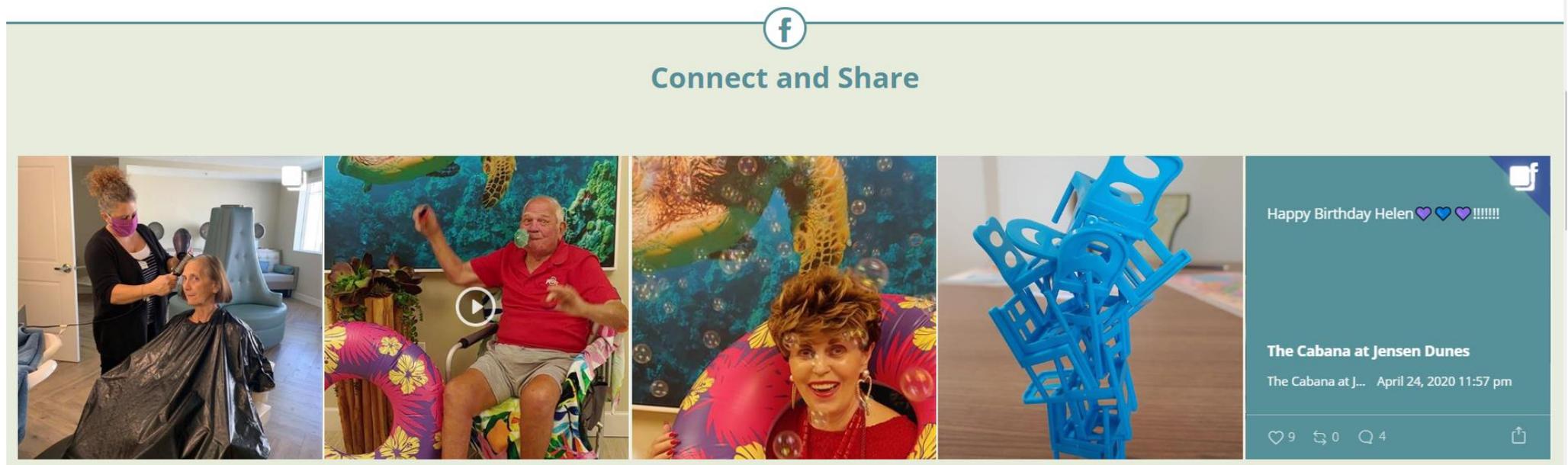
Provide and demonstrate opportunities for engagement during (and after) a quarantine lockdown.

Overview

Validate that life within the community during the COVID outbreak is inherently better than being confined at home alone. Show that within the framework of established protocols, residents have more opportunities for physical, social and spiritual wellness, all within the careful observance of highly skilled, trained and devoted health and wellness professionals.

Supporting Tactics

- Connect residents and families to platforms/avenues where they can express themselves and connect
- Add social media feeds to community websites to bring updates, posts, positive messaging, etc. to the website (example)



Supporting Tactics

- Push testimonials of families moving in during COVID crisis, positive testimonials from families of current residents
- Promote social media of community engagement (hallway happy hour, pen-pals with a Girl Scout Troop, etc.)
- Social media promotion of key team members who demonstrate community culture (maintenance, wellness director, coach, etc.)



[Link to Video](#)

Supporting Tactics – Connection with Sales

Prospects are home now so it is a good time to reach out to them and just give them a call. The goal of the phone call should not be to “sell” them on the community but rather to reach out and connect, to see how they are faring during this difficult time.

1. How are you feeling? *I care about you and your wellbeing*
2. What are you doing to cope during this difficult time? *Teach me ways to cope; your ideas may be helpful for me and other people I am talking to*
3. Do you need anything? Is there anything I can bring you? *Potentially offer contactless delivery of supplies and necessities*
4. How are you staying connected with your family and friends? *This can advise on further ways to connect with prospects and understand their current situation better*

Now is the time to do more discovery with prospects. Really get to know them, how they are and what kinds of interests they have. This will allow for more meaningful follow up.

Supporting Tactics – OneDay Videos

OneDay (www.oneday.com) is a tool that allows for video storytelling. It is an easy and inexpensive way to create branded videos for use in the sales process. OneDay can be used to document the stories and testimonials of residents but can also be used by the sales teams to send messages to prospects:

- If a sales team member has connected to a prospect only by phone and they have not yet toured, the sales team member can record a message to them introducing themselves to “put a face to the name,” potentially in the model apartment home to also feature the real estate
- If a sales team member knows the prospect well, a video could be made that is more personal to their own situation or interests such as a video of the chef making their favorite meal.
- OneDay videos can also be used as the platform for recording and distributing educational resources discussed in the previous section.



IV. Promotion

Now is the time to utilize storytelling to demonstrate the community's authenticity, expertise and ability to provide seniors a safe harbor during this COVID-19 or any future crisis to prospective residents, family members and caregivers.

Overview

All communications will accurately educate/lead prospects to the benefits of the community with an undertone acknowledgment that everything has changed due to the COVID-19 outbreak, with the community successfully adapting to and prospering despite these changes.

Supporting Tactics

- Testimonials (print, video) promoted on websites, through email, pushed via video/social media
- Events with smaller number of attendees in spatial (open air) environments to comply with physical distancing
- Events focused on:
 - Lessons learned during crisis (demonstrate transparency, socialization is vitally important)
 - Health and wellness
 - Importance of socialization / new appreciation for socialization caused by Coronavirus
- Continue to incorporate and expand upon virtual events
- PPC ads to include messaging to showcase testimonials and demonstrate adaptations community has made from experience with COVID

Supporting Tactics

- Digital documents, guides, and resources, grouped together for easy download and/or email delivery to help leads self-educate and reduce sales team's time spent corresponding



Back to Normal?

The current crisis came on quickly and shifted our strategies almost overnight. We do not believe that when (as) self-isolation orders are lifted that the market will be like “flood gates opening” but rather a slow progression to normalcy. We must continuously consider how this impacts our events, promotion and our digital messaging. And, we must continue to connect and engage with prospects as deeply following the ending of the crisis as we are now. Likely we will need to be sensitive and incorporate physical distancing measures through the end of 2020.

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