

Assisted Living Marketing Services

Senior Living Management, LLC offers the following bundle of services as a package to operators:

Marketing Plan Analysis

- Review existing Marketing Plan
- Lead Management and follow-up
- Lead Analysis
- Annual Lead Forecast and Budget
- Sales analysis
- Conversion Rates
- Productivity analysis
- Marketing Reports

Marketing Strategies

- Cost per lead, cost per move-in by strategy
- Developing a Media Plan and Schedule
- Marketing Events

Internet

- Website
- Search Engine Optimization
- Link Exchange Building
- Chat function
- Social Media likes and link buttons
- Blog
- Caregiver advisory series
- Blog directories
- PPC Advertising

- Google AdWorks and AdSense
- Social Media

Networking

- Develop Community Outreach Plan
- Top 20 Referral Sources
- Using Google to Network Leads
- How to Approach Referral Sources

Public Relations

- CEU Classes for Referral Sources
- Professional Networking Group
- Sponsorships
- Referral programs

Marketing Support

- Stone Soup Foundation
- Financially Challenged Residents
- Employee Crisis Support
- Mystery Shop Analysis
- Competitor analysis
- Internal analysis
- Strengths and weaknesses
- Quality Index - Comparison and repositioning
- Training to highlight advantages and weaknesses of competitors
- Marketing Bylines
- Differentiating Advantages
- Tour Protocol
- Evaluate Collateral Package
- Brochure packet

- Inserts
- Fact Sheets
- Floor Plans
- Features Matrix
- Admission procedures and Move-in Coordination
- Sales Training Needs Assessment
- Sales Management
- Prospect Classification
- Lead Tracking System
- Lead Management and contact goals
- Size of Sales force
- Sales Productivity
- Lead Tracking
- Lead Analysis
- Sales Analysis
- Establish Complete Sales Process – Inquiry to Move-in
- Ed Koch’s “How are we doing?” three and six month follow-up current residents or families
- Commission Structure and Incentive Plan
- Sales Performance
- Lead : Lease Conversion Rates
- Establishing Targets
- Industry standards
- Resident Retention Plan
- Manage Hospital Stays
- Fall Tracking
- Resident and Family Endorsements
- Groundbreaking Events

➤ Grand Opening Checklist