



MARKETING TO DIE FOR WITHOUT KILLING YOUR BUDGET

A NASMM UNIVERSITY AUDIO SEMINAR

WEDNESDAY, OCTOBER 29, 2008

6:00 PM - 7:30 PM CST

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Partners in Senior Care, Grayslake, IL*

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marketing to die for **without *killing* your budget**

presented by
Angie Landmesser
Patricia A. Menoni, RN, BSN, CMC

Partners in Senior Care, Inc.

*Our mission is the quality delivery
of care services to the senior population.*

marketing to die for

without *killing* your budget



Killer Idea!

Create a marketing file box.
Grab an empty bankers box,
throw in samples that catch
my eye.

budget killer

Hiring The Big PR/AD Agency
We are not Fortune 500
companies *YET*.

TO DO

Look at the materials I currently have.

Are they unique?

Are they branded?

Do they get my message across?

Rule #1

Steal from the Best!

There are no new ideas.

See an idea you like? Find out what appeals to you and analyze it.

- Love It? Hate It?
- How Can We Make it?
- How Can We Make it Our Own?
- How Can We Make it Cost Effective?



We saw this idea in a hotel room and loved it!

Prototype everything you want to do, pass it around to people you know and ask them their opinion.



We made it our own.



Tea Party Baskets



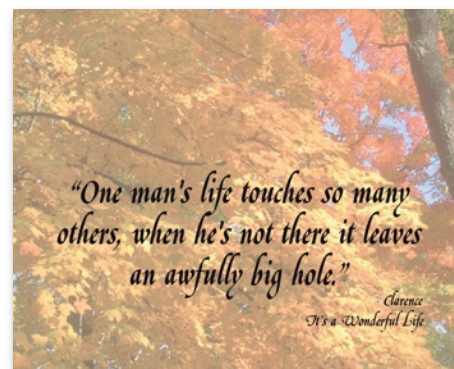
Build on a Theme

What idea worked really well?

How can you use it in two or three different ways?



Summer Sun Tea



Thanksgiving Card





Killer Idea!

Professionally Printed Business Cards
I never get a second chance to make a first impression.
What do my cards say about me?

budget killer

Keeping it in the Cupboard
I have bought the materials, they do me no good unless I give them out.

TO DO

Look at the materials I currently have.

Are they sending a professional message?

Is my information easy to read?

Rule #2

Don't Sell Ice to the Eskimos!

Know Your Audience

Future customers respond to the **familiar**.

Where are you?

Are you at the **kitchen** table

or

the **boardroom** table?

What do your customers want?

Sell **those** benefits. For each different referral source, think of the benefit you are selling. What would appeal to:

- The Senior Living Community?
- The Daughter of the Client?
- The Client?

All things being equal, who would you call?



Is this company in business to stay?

“The class of your service must translate to your materials.”

Some of Our Materials



Our Brochures



Our Presentation Folder - Continues the Hands and Tea Theme



*Don't Discount the Power of Post-It Notes
Pad of 25 = 25 more places to leave our name*



Postcards are inexpensive to produce and mail. Do not need to be opened to be read.

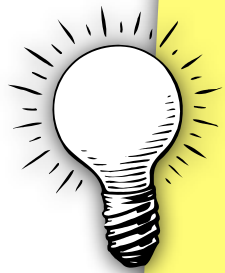
Match your marketing materials to your referral source.

How do your referral sources give your name and number to your future customers?



Rule #3

Marketing isn't just Materials



Killer Idea!

Be the Speaker!
Develop a speaker's bureau.
Partner with other industry professionals and tour local AARP meetings, senior groups, civic organizations etc.

Market to your workers - We start at Orientation.

They are the front line workers.

- Have they seen your materials?
- Do they know what you are promising?
- Are they delivering what you are selling.



We start with a warm welcome.

budget killer

Failing to invest in your workers.
Reward the good, eliminate the bad. Your reputation is only as good as your weakest link.

TO DO

Secret shop the competition Inquire about services. What can I learn from them? How can I change? How can I do it better?

Partners in Senior Care's Positive Affirmations

- ◆ I AM wearing my nametag!
- ◆ I AM wearing a smile!
- ◆ I AM dressed appropriately!
- ◆ I AM on time and ready to work!
- ◆ I AM showing a positive attitude!
- ◆ I AM a team player!
- ◆ I AM aware of who my client is!
- ◆ I AM ready to care for my client the way I would want someone in my family to be cared for!

I AM Partners in Senior Care!

Our Standards



We give candy in appreciation.



We give a gift.

They are your internal customer.

Do you:

- Appreciate?
- Reward?
- Encourage?



We continue to appreciate.

Other Low-Cost Marketing Opportunities

1. Press Releases
2. Speaking Engagements

Don't Discount the Inappropriate Inquiry

They might know your future customer.

Rule #4

The Reese's Pieces Rule

Become a resource expert.

Have handouts on various topics that might interest current or future clients. Someone who might not take a brochure might pick up an informational pamphlet.

Miniaturizing the Expensive Gift



Mini-Plants are Great for Desks!



Killer Idea!

Miniaturize the Expensive Gift
Little boxes of candy, mini plants and flowers, take-along goodies with business cards.

"Compliments of"

Everything that walks out of our door should have our name, phone, and website. Add a "Compliments of" label to free resource pamphlets

budget killer

Expensive Gifts

Big boxes of candy, big bouquets, big baskets of fruit.

Purchasing Professionally Printed Resource Pamphlets

There are numerous sources to receive free pamphlets.

TO DO

Buy Avery 5160 labels.

They make the perfect "Compliments of" stickers.

Order Free Handouts.

Check out nih.gov!



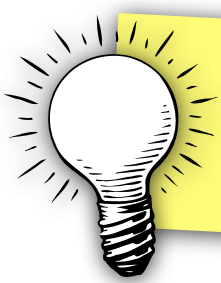
*Inexpensive & Consumable
Giveaways you can give over and over again.*

Remember Miracle on 34th Street?

If your company can't provide the appropriate services,
you need to know who can.

Use the Reese's Pieces Rule

*Leave Little Ways for Clients to Find Their
Way Back to You*



Killer Idea!

JOIN a reputable organization or **NASMM** and be an **active** member.

Rule #5

You are Known by the Company You Keep

You gain credibility by association.

Who are **you** associated with?



Align yourself with comparable companies

Don't discount the power of their referrals.

budget killer

Referring to a Poor Quality Company

The client will assume you provide the same level of service.

KNOW who you are referring the jobs that you can't take!

Your reputation depends on it!

Don't network, just to network.

What is the value of the event or meeting?

Who will you meet?

Will it help close the sale?

Who is the best person in your organization to go?

TO DO

Are the networking groups or associations your are active in worthwhile? Ask:

How do I benefit personally or professionally?

How much does it cost in time and money?

What is my ROI?



Perfect for networking table. Staple a business card to a munchie. Always have something new and consumable!

Rule #6

Create a Customer for Life - And the After Life



Killer Idea!

Keep Our Database Up to Date!
No need to buy an expensive database program. MS Excel works seamlessly with MS Word to create mail-merge letters and labels.

budget killer

Forgetting the hand that feeds you.

Easier to keep the current referral source happy than find a new one.

TO DO

Clean-Up and Update Database.

Add client's birthdays & special dates.

Don't forget referral sources special days, Social Workers Month, Nurses Week etc.

Check out the appendix for those special dates.

Market to Current Clients & Referral Sources

Quarterly newsletter. Birthday cards. Anniversary cards. Holiday cards.

Cookies, coffee and time can go a long way.

Market to Former Clients

Continue to send birthday and holiday cards. You never know when they might need your services again.

Market to Dead Clients

- Who paid the bills?
- Who was their physician?
- Their emergency contact?
- Their snow removal company?



Mini-Plants are great for clients in facilities.

Soft-touch mailings keep you ever on their mind.

Rule #7

Don't Spray & Pray

In the Beginning..

You needed to get the word out.

In-expensive "Reese's Pieces", keep the word out.

Remember Pareto's Principle - 80/20

*20% of your clients
generate 80% of
your revenue.*



Vilfredo Pareto
1848-1923

budget killer

Maybe, Someday
Spending significant time/resources on the, potential account that never converts.

TO DO

Find a referral tracking system that works for our company.

Analyze, Analyze, Analyze

Track Intakes

Who was the referral source?

Why didn't they convert?

Track interactions with referral sources.

Analyze

Which referral sources give you clients?

What is the common thread?

Do more of the same.

Re-evaluate quarterly, it's okay to say, "That didn't work!"

*Fall in love with your ideas,
but don't marry them!*



Killer Idea!

Form a Marketing Club
Swap marketing ideas with other industry partners.

Have "On-Hold" Projects in Stock
Labeling, stuffing, collating, all can be done while waiting on-hold.

budget killer

Not being Prepared
Running out at the last minute costs time, money and gas..

TO DO

If I don't ask, I have already said no to myself.
Don't be afraid to ask for bulk discounts at hobby stores, dollar stores, any place when making significant purchases.

Rule #8

Time is Money

Plan Ahead

Buy on sale, buy in bulk.

Have numerous projects ready.

Finding Help - If You Feed Them, They Will Come

Use family, use friends.

Use a valued worker who is between assignments.

Hire a senior or stay at home mom.

Let others Market Too

Field Supervisors

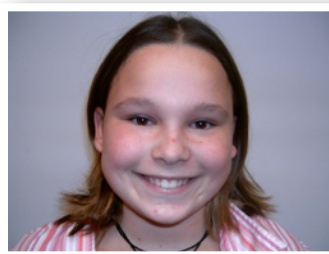
Office Staff



Bigelow Tea purchased by the Mastercase.



Great Gramma - Trisha's 88 year old mom.

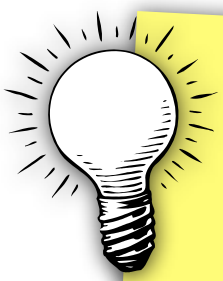


Elizabeth - Trisha's 13 year old granddaughter.



Bruce - our Office Manager's retired husband.

Network and Share Ideas



Killer Idea!

Note Cards

Keep high quality note cards in stock and on-hand. Have everyone in the office send out five a week.

budget killer

Spam-A-Lot? NO!!

Indiscriminate e-mails and faxes can be annoying and turn-off a potential client.

TO DO

Send thank you notes to front line workers rewarding them for a job well done!

Rule #9

The Pen is Mightier than the Computer

Get Personal

A handwritten envelope will catch their eye before a printed label.

Follow-Up Notes

Thank referral sources and event sponsors.

Acknowledge workers that go the extra mile for you or your clients.

Copy Articles of Interest

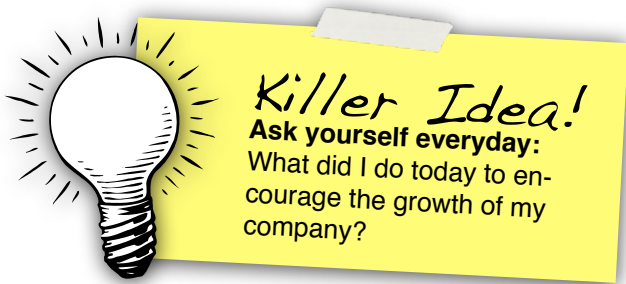
Send articles to (*don't forget Compliments of labels*):

- Referral Sources
- Clients & Families
- Industry Partners



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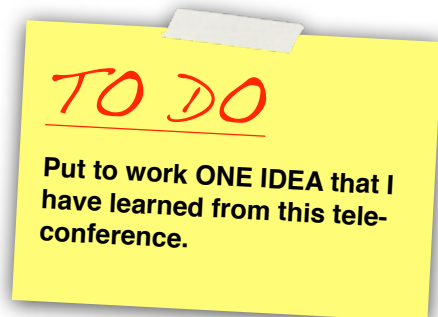
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Rule #10

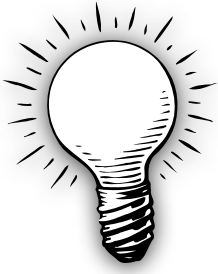
Just Do It!

A poor idea implemented will give you more results than a great idea not implemented.



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Appendix



rule #1

www.bamagazine.com - They not only **want** you to “steal” from them, they show you how to do it.

www.bigelowtea.com - We buy our tea by the **mastercase**.

www.printingforless.com - This company prints most of our materials. They provide excellent customer service. One of the few printing companies out there that understands that many of us are designing things “in house” and need a little extra guidance in prepping files for print. Ask for their print samples!

Gift Baskets

Baskets - Dollar Store

Cookies - Walker’s Brothers Cookies - www.jollygrub.com

Tissue Paper, Plastic Wrap and Wrapfia - www.uline.com

rule #2

www.pocketfolders.com - Great product, great customer service. Send them your logo **before** you order and they will make sure that it is press ready.

www.bargainprinting.com - The best prices for postcards, average customer service.

rule #3

www.craftsetc.com - Hobby Lobby’s website where we get our light bulbs. They are item #853747.

Our light bulb fillers - Sam’s Club

Affirmation Cards

The cards are printed in-house on either Avery #5371 or Quill Brand Item #7-20392 from www.quill.com. Quill is also a great place to get all your offices supplies because they incredible gifts with purchase that we use as door prizes for our employee meetings.

Hershey Wrappers - <http://www.hersheys.com/fun/ideas.asp>

rule #4

Free Handouts

Sample Publications List from National Institute on Aging can be found in the next section.

www.nia.nih.gov/HealthInformation/Publications

www.alz.org/Resources/FactSheets.asp

www.pueblo.gsa.gov

Don't forget to put your "compliments of" labels on every handout that goes out the door. Avery 5160 or Quill #7-10786 do just the trick.

Candy Boxes and Gift Bags

Bags and boxes are from www.uline.com and the candy and goodies are from Sam's Club.

rule #5

Organizations and Links of Interest

National Association of Senior Move Managers www.nassm.com
eSMMART - www.esmmart.com

rule #6

Bookmarks

Most on-line printers have templates for bookmarks. We have used both www.printingforless.com and www.bargainprinting.com. Just a reminder, let them know that you are a novice and ask to have them review your file before you order to make sure it is okay. If they won't - DON'T use them!

The Starfish Story

This great story can be found on our website at www.partnersinseniorcare.com/starfish.html. Real starfish can be purchased from www.orientaltrading.com we get our pins from www.pinmart.com.

Monthly Themes

January - National Activity Professionals Week
February - Heart Healthy (cardiologists), Dietary Managers Week
March - Social Workers Month
April - Occupational Therapy Month, Administrative Professionals Week, National Volunteer Week
May - National Nurses Week, Older Americans Month, Homes for the Aging Week
June - Nursing Assistants Week, Accordion Awareness Month
July - National Laundry Workers Week, National Therapeutic Recreation Week
August - Cataract Awareness Week
September - National Assisted Living Week
October - National Physical Therapy Month, Pastoral Care Week
November - National Home Care Month, National Hospice Month, National Family Caregivers Month, Alzheimer's Disease Month
December - BINGO's Birthday Month

rule #7

Promotional Items Cost Analysis

Can be found in the forms section.

rule #8

Instruction Sheet

Can be found in the forms section.

Event Analysis Form

Can be found in the forms section.

Par Levels Form

Can be found in the forms section.

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Forms

Promotional Items Cost Analysis

Item	Cost
Gift Bags	
U-Line Bags S-8534	\$.032
18" Ribbon (1 Green, 1 White)	\$.033
Green Paper	\$.01
Labels	\$.031
<i>Price Per Bag Before Contents</i>	\$.11

Item	Cost
Candy Boxes	
U-Line Box S-9590	\$.19
Tootsie Rolls (28 Per Box)	\$.20
Hershey Miniatures (24 Per Box)	\$.69
Sticky Notes (1 Per Box)	\$.35
<i>Price Per Box</i>	\$1.43

Item	Cost
Deluxe Gift Bag	
Bag	\$.11
Candy Box	\$1.43
Tea Card	\$.37
Book Mark	\$.12
<i>Price Per Gift Bag</i>	\$2.03

Item	Cost
Sticky Notes	\$0.35
Book Mark	\$0.12
Tea Card	\$0.37

Instruction Sheet

EXAMPLE

Item	Cost
Candy Boxes	
U-Line Box S-9590	\$.19
Tootsie Rolls (28 Per Box)	\$.20
Hershey Miniatures (24 Per Box)	\$.69
Sticky Notes (1 Per Box)	\$.35
<i>Price Per Box</i>	\$1.43

INSTRUCTIONS:

Sticky Note Pads: order from Val.

Put candy assortment in box with note pad on top of candy.
Staff adds their own business cards as they use.

Bruce is great with label placement!

Grandma loves to put these together if you get everything together for her.

PAR LEVEL FORM

(print on orange paper and put in stack of items at the minimum level)

We need MORE! please give this paper to _____ and she will replenish.

ITEM: _____

MINIMUM AMOUNT: _____

MAXIMUM AMOUNT: _____

EXAMPLE

PAR LEVEL FORM

We need MORE! please give this paper to **Alice** and she will replenish.

ITEM: Candy boxes

MINIMUM AMOUNT: 25

MAXIMUM AMOUNT: 100