

Fall 2008
Fourth Issue

Welcome to the fourth edition of Love & Company's e-newsletter!

Our goal is to deliver timely, digest-style information tailored specifically for people who market to seniors. Should you wish to discuss a topic in more depth, we're always open to your calls!



Keeping you ahead of the curve in understanding and reaching the seniors of today and tomorrow

LOVE
& COMPANY

Experience. Passion. Results.

As the director of our client services team, Lisa is the primary liaison between clients and our firm. Since joining Love & Company, Lisa has managed the development and implementation of marketing communications plans and media programs for a variety of senior living clients, including Westminster Canterbury Richmond, The Village at Heritage Point and Edgewood Retirement Community. She has also directed branding and positioning initiatives for clients such as American Heritage Communities and the Goodwin House Alexandria and Bailey's Crossroads communities.



Marketing Mix Management *Adapting Your Strategies to Your Situation*

BY LISA PEARRE

Principal, Director of Client Services

As we've seen during previous economic and real estate market downturns, the businesses that best weather the storm are those that continue to maintain a strong marketing program. For senior living communities with a traditionally lengthy sales cycle, these principles may be even more important.

We've developed the following chart to illustrate Love & Company's best practices for maintaining or building a strong independent living census for several of the most commonly encountered selling scenarios. We invite you to examine your present situation to determine which category most applies to your community.

Current Situation	Tactics/Strategies	Marketing Mix
<p>A. Market leader Census is at or above budget, wait list is strong, and the community's brand awareness naturally generates a steady flow of qualified leads.</p>	<p>Build and reinforce your brand through sponsorships, on-site events and light advertising. Strong emphasis on resident and community referral programs.</p>	<p>Consistent public relations program supplemented by low to moderate levels of brand-oriented advertising. Direct mail may be limited to communications with lead base and wait list.</p>
<p>B. Competitive Census is generally on budget, but wait list may not have much depth. There are one or more strong competitors in the market, and lead generation may be inconsistent or beginning to decrease.</p>	<p>Establish an advertising program that differentiates your community from competitors; communicate regularly with prospects in the primary market area (PMA). Create opportunities to bring prospects on site, such as educational sessions or events. Develop a wait list program.</p>	<p>Strong emphasis on public relations and community outreach. Moderate advertising, both event- and brand-oriented. Drive event attendance through direct mailings to PMA.</p>

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Continued on page 2



Marketing Mix Management Adapting Your Strategies to Your Situation

Continued from page 1

We are proud to announce that the following Love & Company projects were selected as 2008 Mature Media Award Winners:

The Pines at Whiting Sales Package: **Silver Award**

Bridgewater Retirement Community Sales Package/ Direct Mail/Ads:
Bronze Award

Cumberland Crossings Sales Package: **Bronze Award**

Prairie Landing Logo:
Bronze Award

Heritage Pointe of Teaneck Sales Package/Intro Ads/ Cable Spot:
Bronze Award

<i>Current Situation</i>	<i>Tactics/Strategies</i>	<i>Marketing Mix</i>
<p>C. Struggling Census is consistently below budget, wait list is not strong enough to replace turnover. Heavy reliance on new leads to meet sales goals.</p>	Identify barriers to sales and ways to overcome them. Focus sales team on data-mining top prospects from lead base. Offer periodic incentive programs. Increase number of on-site educational programs and events.	Substantial advertising and direct mailings to PMA, with occasional promotions to secondary market area. Promote incentives through mailings to lead base. Continue strong public relations and community outreach.
<p>D. Troubled Census is in crisis: high number of vacancies, and wait list is nearly non-existent.</p>	Evaluate and address potential product deficiencies. Consider expanding sales team to focus on data-mining and aggressive prospect follow-up. Continuously evaluate closing ratios of sales team members. Offer aggressive sales incentives, plus incentives to join wait list.	Most intense advertising and direct marketing efforts, supplemented with continuing public relations and community outreach.

Whether your community's situation falls into category B, C or D—or somewhere in between—Love & Company can help you find practical, effective solutions for your sales and lead generation needs. Even if you're one of the fortunate communities in category A, you might want to look at what you need to do to maintain your market leadership. If you'd like to discuss your situation in more depth, please call us at 301-663-1239.



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