

## 7 CRITICAL MARKETING AND SALES TACTICS FOR THE PANDEMIC PERIOD

Even if your census has weathered the storm of the pandemic so far, the challenges and opportunities your sales and marketing team face will never be the same. We can share some things we have learned in sales and marketing during this time that can make a meaningful difference to your community. The following are seven high-impact tactics that you should put in place now to avoid losing ground in the future.

### 1. Develop messaging that inspires people to act

Be inspirational! Focus on what community members can do in your community—and what they can become—that they cannot do in their current home.

### 2. Enhance digital marketing programs

Your digital footprint is now a prospect's first impression of your community. Inspire prospects to learn more! Also, salespeople cannot meaningfully connect with a significant portion of your lead base. Nurturing prospects digitally will lead them to connect with your sales team.

### 3. Engage your lead base

What is your lead base really thinking, and how can you respond to that? Our proprietary lead base survey helps prospects think about what is important to them and how their lives could be enhanced in your community.

### 4. Supercharge your marketing with video

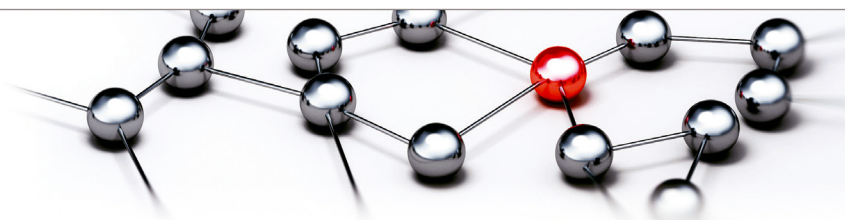
There is no more powerful marketing tool than video. Residents and staff sharing genuine, heartfelt experiences can motivate prospects to act more than almost any other tactic.

### 5. Bring community and residential spaces to life virtually

There are world-class, inexpensive providers who are on the forefront of bringing community spaces alive. Tap into them to develop tools that bring your community to life.

### 6. Attract prospects to virtual events

Virtual events are proving highly successful. Ensure your team has the right technology and approach to make them effective.



## 7. Ensure the sales team effectively uses new relationship-building tools

Personal relationships—always the hallmark of senior living sales—are now more critical than ever. Your team must know how to engage prospects in the most effective ways. It is especially important that team members integrate new tools into their day-to-day communications, from personalized videos to web-based conversations. Ensure they are set up for success.

### **We're looking forward to talking with you.**

Please call or email Tim Bracken (410-207-0013; [tbracken@loveandcompany.com](mailto:tbracken@loveandcompany.com)) to schedule a 20-minute conversation to determine which of these tactics and techniques will best help you reduce the risk of falling behind.

