

## marketing for the senior living industry in 2019 -- a balanced approach is required

Throughout 2018 there were countless headlines about the increasing sales and marketing challenges impacting the senior living industry.

Far too many senior living management companies relegate their marketing strategy to the sales department as a support function. As a result, it's an itch that only gets scratched when sales decline and occupancy rates decrease. Unfortunately, that's not how effective marketing works. Sustainable and admired brands are built and perpetuated by proactive and strategic marketing campaigns that create meaningful connections with target audiences – internal and external.



### INTERNAL AUDIENCE

Effective marketing starts with an engaging internal communications campaign to create brand ambassadors with employees throughout the organization. For example, having a great chef doesn't mean much if the staff delivers poor service at the table. To start, launch your marketing campaigns internally before reaching external audiences so the message becomes part of the culture and flows across the organization. The senior living industry is experiencing a staffing crisis and far too little brand loyalty. Marketing is one of the ways employers help their existing workforce feel more in touch with the brand and mission, which in turn makes them feel like they are getting more than just a paycheck and they are part of the greater team.



## EXTERNAL AUDIENCE

In terms of external audiences, there are no silver bullets or secret sauces. The late great Peter Drucker, widely regarded as the father of modern-day marketing, said it best: “The aim of marketing is to know and understand the customer so well the product or services fits him/her and sells itself.” When you create your marketing plan and campaigns for 2019, ask yourself what your company is doing to build the brand with influencers, decision makers and the communities you serve. Capitalize on opportunities each month of the year and use a variety of marketing channels to reach and engage your audiences. If you don’t have the internal marketing resources to develop and execute an ongoing communications campaign, there are always agencies to augment your resources.

One of the key advantages of The Point Group is our ability to bridge the gap between the sales and marketing department with our 20+ years of industry perspective in senior living. We take a broader viewpoint on senior lifestyle by bringing to the table our creative inspiration and knowledge from outside the senior industry. We draw that inspiration from the four other major business sectors we serve; real estate, hospitality, health care and technology. Our expertise in leveraging a broader perspective combines with our knowledge of sales, occupancy, lead generation, and marketing. Together, we become part of your marketing team, allowing your brand to reach new heights with a broader, fresher perspective.