

NADSA
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EC4-D
The Perfect Vehicle
for the Journey 50+
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Aging With Grace Marketing Tips

Culture Quotes

“Until I came to IBM, I probably would have told you that culture was just one among several important elements in any organization's makeup and success — along with vision, strategy, marketing, financials, and the like... I came to see, in my time at IBM, that culture isn't just one aspect of the game, it is the game. In the end, an organization is nothing more than the collective capacity of its people to create value.”— Louis V. Gerstner, Jr., Former CEO of IBM

“Company culture is the product of a company’s values, expectations, and environment.”---Courtney Chapman, Project Manager, Rubicon Project

Make your culture follow your mission statement and values

Demonstrate, watch, listen, ask, and test to make sure staff is exemplifying your culture. We created a culture within our mission and values culture by modeling our programing after the British. We also imagine ourselves in a country club and spa atmosphere.



Decorating Pumpkins during Art Club at Aging With Grace’s Fountain of Youth Clubhouse

Marketing Quotes:

“Marketing is about values. It's a complicated and noisy world, and we're not going to get a chance to get people to remember much about us. No company is. So we have to be really clear about what we want them to know about us.”—Steve Jobs, Apple Co-Founder

“The best marketing strategy ever: CARE.” –Gary Vaynerchuk, entrepreneur, speaker & marketing expert

Make your marketing follow your culture

Tell EVERYONE (staff and community) about your culture

Our culture is a part of all of our hiring, training, marketing, networking, and business dealings.

Create your avatar (target market)

Who best fits your culture? Limit your efforts and expenses to advertising and networking where your avatar would be reached.

Network

We reached out to who we knew from previous work. We joined clubs, organizations, volunteered. We took self-improvement and other classes to meet people.

Use Social Media

Google for my business, Facebook, Twitter, LinkedIn, Pinterest, and Instagram are what we use. We take pictures of everything but only post what shows our culture and what we think our avatar would like.

Partner with like-minded entities to create events

We have had financial planners, elder law attorneys, tai chi instructors, Legal Shield representatives, Public Health Dept. Educators, Medicare Supplement agents, chiropractors, medical specialists, and many others come to the Fountain of Youth Clubhouse to present.

Get free printed ads through the current events pages in local event publishing papers and magazines

We call publications to get their deadline and put it on our calendar to contact them before their due date for our upcoming events. We post on our social media and also post events to our website and through our email marketing platform.

Bring gifts to referral sources regularly

To keep us top of mind, we drop off seasonal containers with small gifts and brochures to discharge planners at hospitals and nursing homes, fire departments, assisted livings, nursing and CNA schools

Referral groups

We visit BNIs, have been a member of a similar group, are currently a member of a Ladies Only Referral Group.

Paid Advertising

We have made a commercial, done radio ads, paid for magazine ads, newspaper ads. We tracked the return on our investment by offering different things in different ads.

Visit the doctor's offices of your members (participants) and leave marketing material

We have visited in person and mailed letters directly to our member's physicians introducing ourselves and explaining how we can benefit the doctors and their patients.

Make business cards that are mini ads

We have made business cards that fold and are made for writing a note inside too. We invite people to give us their cards so we can enter them into our Client Relationship Management system for future emails.

Give out free gift certificates with no expiration date

We have given out beautiful gift certificates that seem like a gift unto themselves. Even if they don't redeem them, they serve as a reminder about the services we offer.

Make podcasts and YouTube videos

We have just started to do this.

Attend Expos

We have a tablecloth, runner, and a sign to display and look professional. We have always had giveaways and a drawing.

Create a buzz

We have a raised bed garden that we maintain and draw attention to in marketing conversations. We are thinking of raising chickens.

Location, location, location

When we first opened we rented a high traffic, highly visible location. We received a lot of attention because of the location alone. However, the rent was too high.

Make your facility available for rentals

We have rented our building for birthday parties, which increased our exposure. A church once entertained the idea of meeting at our place...also a Families Anonymous Group. A church's singles Sunday school group met at our place for a year and did some volunteer work for us in exchange.

Offer free health screenings

Our nurse offered to do health screenings on a Saturday morning.

Get a liquor license

We have not done this yet. Have to check with the department of aging and independent living.

Host sporting event viewing on big screen tv

We have not done this yet. Plan to advertise free snacks.

Be open to new ideas

Technology is always changing. We just started doing podcasts because they are so popular now. Who knows what the future will bring?

