Marketing 101

Do you have a marketing plan?
Do you need one?
Cindy Hartin, MBA

- Marketing consultant focused on senior care providers
- Over twenty five years of business experience
- Owner of Beacon Senior Resources
- If I win the lottery – Start a racing team
Marketing 101

- What to expect from today’s session
  - Practical tools to build/refine a marketing plan
  - Understand the ‘whys’ of a marketing plan
  - Draft/rework a marketing plan for your business
  - Learn from others in the marketplace
  - Have fun! (You retain more information if you are having fun!)
What is a Marketing Plan?

- It’s a roadmap for an organization (part of business plan)
  - More than just brochures
- Keeps an organization focused/shared vision
  - Helps you say ‘NO’
- Helps define staff needs/equipment
- Employee retention tool
- Saves time and $$$
Services

What services do you offer?
- Be specific (we are all here to help)
  - Personalized Services
  - Special Populations
  - Match staff style to client needs
  - Short term/long term

Have you asked your clients what they want?
- Research other markets to better understand trends
- Ask for feedback
Target Customers

- Who do you serve?
  - Special Populations
    - Age or Condition

- What is your service area?
  - What is your travel range
  - How is it determined

- What is the market data?
  - How many potential customers
Conversion and Retention

- How do you convert leads into clients?
  - What is your follow up for leads and potential clients
    • CRM (Customer Relationship Management)
  - What is your conversion rate?
    • Great tracking tool

- What is your retention strategy?
  - What is your retention rate
  - Follow ups
  - Client Surveys
    • How are we doing
    • What can we do to improve
Referrals

- Are you tracking referrals
  - CRM

- How many referral sources
  - Too few could cause disaster

- How do you manage
  - Are you contacting your referral services
  - Do you send them updated materials
Pricing

Current Rate?

What is it based on

- Market Data
- Costs

Is it the correct rate?
Discounts

- Do you have a policy for discounts?
  - If you do, is it used consistently?
- If not, why?
- A discount policy can help clarify for staff when the price structure can change
- Being flexible for customers can be good but it can also be confusing for staff and billing
Value Proposition

What makes you different?
- Why would a customer choose one organization over another
  - Service offerings
  - Unique approach
  - Price
  - What are your values

Market Research
- What are others doing
- Never stop learning how to be better
Marketing Material

Now we can discuss brochures....
  - Describe core values and value proposition

  - What type of marketing is used?
    - Website
    - Social Media
    - Brochures
    - Business Cards
    - Forms
    - Applications
    - Emails
    - Events
Online Strategy

- Blogs
- Social Media
  - Facebook
  - Instagram
  - LinkedIn
- Reviews
  - Google
- Analytics
Joint Ventures

- Do you have any partners or joint ventures?
  - Strategic partnerships of services
  - Service enhancements

- Have you considered?
  - Offering other providers as part of your offering?
  - Mobile meals
  - Technology
Financial

- Revenue
  - Sales
    - Breakeven
    - Sales per Employee

- Expenses
  - Labor
    - Overtime
  - Overhead
  - Marketing
    - Analyze percentage of revenue

- Net Income?
In 2017, the Services for The Elderly and Persons With Disabilities industry supported 1,573 employees in the market area, up from 2015. Of these, 702 are employed in small business operations of fewer than 25 workers.

Sales per Employee levels are a common efficiency indicator calculated outside of traditional financial ratio metrics. (Based on 148 locations in Phoenix market)
Now What?

- Put it all together
  - Write out your plan
  - Stick to it (sort of)
- Establish your KPIs (Key Performance Indicators)
  - Will help you evaluate your plan
  - Is it conversion rate, sales/employee, retention, customer satisfaction (choose two or three)
- Share it with staff
  - Staff need to know your plan/goals
  - A marketing plan can be a retention tool
    - Allows employees to understand the roadmap
    - Can build morale when employees know there is a plan
  - Build a culture of communication
Questions

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