

# ACTS 2022 YEAR-IN-REVIEW CASE STUDY



The **COLLECTIVE AGENCY**  
powered by Krow Media & ADage Marketing Group

# 2022



# OVERVIEW

## OVERVIEW

Leveraging Megatrends Into Targeted Lead Generation – At Scale!

We stand at the intersection of everything we thought we understood and all that has yet to be imagined...

**Objective:** Generate interest in the available, smaller square-footage inventory; align marketing messages to manufacture prospect urgency; sustain momentum through the sale into resident advocacy

**Approach:** Through data-driven analysis of the current “typical” resident and qualitative team feedback, The Collective Agency has developed an integrated multi-target strategy to deliver sales and marketing success at The Evergreens. There is no singular tactic or incentive message that will serve as a silver bullet. To achieve the objective, the strategy must position The Evergreens as an accessible provider of resort-style senior lifestyles with the confidence of guaranteed access to higher levels of care that rank among the best in the area.

### LEAD GENERATION

- Target identification based on developed marketing personas will be combined with qualitative team feedback
- Leads for connected adult children will be purchased in conjunction with prospects
- Value-first messaging will leverage the market perception of exclusivity to maximize demand by offering sneak peeks and offers to “Join the Club”

### ACCOUNT CULTIVATION

- The gold mine of sales lives in the database, therefore critical data hygiene will be prioritized in order to offer the best opportunities for account-based marketing at scale
- Communication for adult children will be personalized and structured parallel
- Urgency will be manufactured by offering supportive stage-based messaging coupled with ongoing opportunities for offline experiences

### PROFESSIONAL INFLUENCERS

- The Circle of Influence will be crystallized for prospects through qualitative focus groups and/or digital and print resident surveys
- Because those who have the ear of the prospect or adult child are not necessarily in a position to refer, messaging will be customized to deliver more identifiable results



Post-crisis, consumer needs evolve BY THE MINUTE. Now is your window of opportunity to filter trends, find new needs and rechart yourself on a new path.



– Trend Hunter for 2022

## RESEARCH

### ANALYZE

#### Qualitative Discussion

At The Collective, developing a results-generating strategic plan starts with burning curiosity! The time we spend with client teams allows us to uncover both unforeseen roadblocks and hidden gems that massively impact outcomes.

#### CONSIDER:

How does the market currently view our community?  
What perceptions do we wish to change?

Who are our ideal residents?  
*Demographics, health, psychographics, etc.*

Are the accounts we currently have financially qualified and psychologically primed to make the move to our community?

Where are we now with this year’s goals? Where do we want to be? Where do we need to be? *Occupancy, positioning, etc.*

What obstacles stand in our way? *Competition, perception, timing, etc.*

Which methods have we tried in the past?  
What was successful? Not successful?

### DEVELOPING THE PERSONA

*Using the single source of truth: Acts residents.*

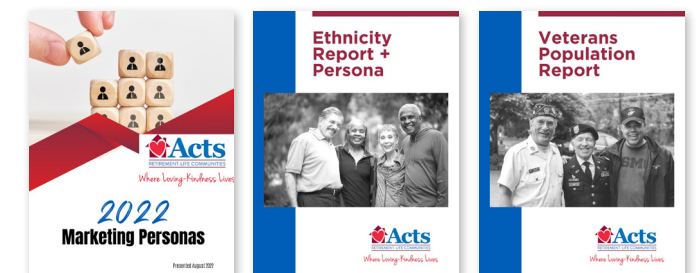
Before you can begin to understand how your ideal target sees and moves through the world, they must be identified. This demographic overview allows you to begin paring down the available market to only those most likely to move into your community.

#### Data Source

Move-in analytics were provided using a pre-PowerBI Move-In Analytics report developed by Bill Tamulonis with the former addresses of residents from all Acts communities, as well as unit types, financial audit information and CRM-appended data.

#### Data Analysis

The resident names on the report were appended for Experian’s Mosaic® USA profile types, as well as 130+ additional data points that can be pivoted and segmented. Mosaic’s data segments the US into 19 overarching groups and 71 underlying types, giving you the insights needed to anticipate the behavior, attitudes and preferences of your actual resident and communicate with future prospects on their preferred channels with messaging that resonates.



# 91%

### Mosaic Group

The strategy is focused on the predominant profile for The Evergreens community. 91% of residents at The Evergreens fall into a single mosaic group. With more than 90% of members over 65 years old, Golden Year Guardians are the eldest of the Mosaic groups. The seniors within this group have predominantly limited education and live on extremely modest retirement funds. Over half are widowed or living alone as their spouse resides in the community's nursing home. Most married couples still live in the homes they've owned for the past 20 years or more and nearly one-third now reside in retirement communities. These members of the Greatest Generation typically came from humble origins and now enjoy unpretentious lifestyles.

# 75%

### Mosaic Segment

75% of residents at The Evergreens fall into a single Mosaic persona: Mature and Wise. These retirees have settled in metro apartment communities and live cost-effective, sensible lives.

Members of the Mature and Wise persona are mostly elderly people on fixed incomes who have retired to city apartment buildings geared for seniors. Many of these residents are over 66 years old, and they tend to seek out these apartments when they become widowed or can no longer cope with the maintenance of a home. While a high percentage have adult children and most are grandparents, their kids are typically too far away or incapable of supporting them in their homes. Still, despite modest incomes, these elderly Americans express satisfaction with their life, have a circle of close friends and enjoy both hobbies and entertainment. They look for opportunities to improve their social life.

### Increasingly Older

The 65-year-old retiree is an urban legend. Most individuals are waiting to look until their late 70s and avoid moving until their 80s.

### Married Couples

The majority of prospects who have converted were part of a couple, indicating this transition could be overwhelming to single people.

### European Descent

The current community residents are primarily of European descent. A diversity report and Veteran population estimate is available for reference.

### Mature and Wise: Key Features

- Discount Shoppers
- Retirement Community Likelihood
- TV Entertainment
- Tech Novices
- Active Health Maintenance
- Avid Newspaper Readers
- Domestic Travelers



### WHERE TO FIND THEM

Mature and Wise individuals are found all around the country, typically in metro communities that permit large, multiunit condo buildings, and many have moved in within the last seven years. Given their sometimes dicey neighborhoods, they prefer the security of a multi-unit building, preferably with a doorman, to being on their own. Many members of this segment have more active leisure lives. Their neighborhoods often feature a nearby senior center, and at home, they enjoy reading and needlecraft, and some are active collectors of ornaments and porcelain figures. Most of the Mature and Wise group wouldn't qualify as sophisticated investors.

### ATTITUDES AND MEDIA

The Mature and Wise are happy with their lives and cherish their families and friends. They like to meet new people, entertain them in their apartments and stay in touch with their faraway families. Faith is important to these seniors, and many are active in their churches and synagogues. They're politically active as well, supporting mainly conservative social issues. Monitoring their health is important to these Americans, who watch their diets, take preventive medicine and listen to their doctors.

### HOW THEY GET BY

Few have income-producing assets, and only a very small percentage own stocks or bonds. Many get by on small pensions that supplement their social security checks.

As consumers, these older Americans are more concerned about discounts than designer labels. They tend to patronize the same stores and wear the same styles for years. They'll go to both bargain and mid-scale retailers, and typically head straight to the clearance rack. Functionality is the most important factor when they consider a purchase.



# LIFESTYLE

## LIFESTYLE AND TECH

Spending a lot of time in their condos, Mature and Wise persons are a traditional media market. They like to read newspapers and magazines, and they watch a lot of TV, particularly early evening shows and dramas. They do not often access the internet. Over half no longer drive a car and of those who still do, they prefer American-made CUVs. They describe themselves as tech averse, and any tech gadgets they own likely came as gifts from their children or grandchildren.

### Mature and Wise: Health Habits

- 40% Actively Control Their Diet
- 66% Get Regular Medical Checkups, Even When Not Ill
- 23% Consult Their Pharmacist for Advice
- 19% Walk To Maintain Fitness

### Mature and Wise: Media Consumption

- Channel Preferences
- 38% Traditional Newspaper
  - 22% Direct Mail

### News Sources

- 45% Newspapers
- 21% Magazines

### Television

- 60% Subscribe To Cable
- 47% General Drama Shows
- 32% Reality Shows
- 26% Sitcoms
- 14% Game Shows
- 8% Movies

### Newspaper

- 28% Front Page
- 17% Comics
- 13% Food/Cooking
- 13% Editorial
- 12% Entertainment
- 10% Business/Finance

### Magazines

- 41% General Editorial
- 31% News Weeklies
- 30% Women's
- 28% Home and Home Services
- 18% Health and Fitness
- 17% Epicurean

### Mature and Wise: Tech Behavior

- Tech Adoption
- 58% Novices
- 18% Apprentices
- 17% Wizards
- 7% Journeymen

### Attitudes and Usage

- 36% See Phone as "Basic Planners"
- 31% Pragmatic Adopters
- 19% Professional Users
- 19% Non-users

### Social Media

- 3% Have Any Social Media
- 3% Have Facebook Profiles
- <1% Snapchat, Instagram, Twitter, Pinterest and LinkedIn
- 14% Streamed Music This Month Likely Without Logging In or Setting Up a Profile

### Mature and Wise: Political Affiliation

- 51% Republican
- 37% Democrat
- 12% Third Party

### Mature and Wise: Education

- 50% High School Diploma or Less
- 14% Some College
- 18% Bachelor's Degree
- 19% Graduate Degree or More

### Mature and Wise: Marketing Strategy

- The consumer of 2022 has no tolerance for incongruous brand experiences. Marketing to the most senior generation of the US might require modern marketers to step out of their comfort zone. As a group of consumers that spent their young lives without TVs and computers, this group isn't worth attempting to engage online. Education level of the ideal target audience vastly impacts the content writing, channel selection, daypart timing and effective outdoor campaigns.
- Radio, newspapers, magazines and direct mail remain the most effective methods to connect with this aging segment. The verticals that they're most interested in? Try health and financial services, home goods and a mix of children's toys to help them keep up with what their grandchildren want for their birthdays.
- Clear messaging that reflects their own values for honesty, honor, loyalty and respect. Traditional conventions will resonate with this group, as will loyalty programs.
- Not flashy, this value-oriented group looks for traditional brands with classic styles and trusts professional guidance.



# ALIGN

## ALIGN

### SEGMENTED FOR PERSONALIZATION

Interest-Based Segmentation Insights  
Experiencing the lifestyle. Social interaction. Expectation of information. Low-pressure selling.

Once engaged with the brand, the prospect needs to be reminded of the lifestyle awaiting them over the one- to two-year decision-making process/sales cycle. If we know what the prospects enjoy doing and are genuinely interested in, consider how that information has been folded into event planning historically.

### DENIAL > Discover

12.5% of survey respondents said they had “not seriously considered moving to senior living”

### THINKING > Uncover

Survey data indicates shoppers are comparing Medford Leas, Collingswood Manor, Lions Gate, Quaker Community, Brandywine (other than The Evergreens).

### PLANNING > Up Next

Apartment size preference from survey results were 29% One-bedroom, 59% Two-bedroom, 0% Three-bedroom, 12% Unsure. The second bedroom was noted for Guest (54%) or Hobby (31%).

### ACTION/COMMITMENT > On Deck

Experience is crucial at this stage. The sale isn't final until the ink dries.



### REDEFINING THE FUNNEL

Creating a clear path forward, from leads to account to conversion, using a stage-based strategy.

### DENIAL > Discover

- “Not Your Mother’s Nursing Home” – Legacy Resident Testimonial
- Winter Safety and Fall Prevention (SilverSneakers Cosponsored)
- The Actual Cost of Homeownership

### THINKING > Uncover

- Shopping Smart for Senior Living with Elder Law Attorney
- Apples and Oranges: Rental vs. Life Care
- If Not Now, When?

### PLANNING > Up Next

- The Promise of Life Care
- Rightsizing
- Gifting Smart

### ACTION/COMMITMENT > On Deck

- Moving Day Made Easy
- Passport Program and Group Orientation
- Resident-Led Home Design Essentials with
- Parade of Homes

## 2022 TRENDWATCH

The consumer behavior trends indicate that “we stand at the intersection of everything we thought we understood and all that has yet to be imagined.”

With this knowledge, the strategy and accompanying tactics to generate interest in The Evergreens should incorporate one or more of the below research-based trends for products, services, brand, sales and marketing:

### EXPERIENCE

In a world abundant with “stuff,” experience becomes a more important currency and life priority.

### AUTHENTICITY

Social media and a resistance to traditional advertising have created a desire for authenticity and reality.

### NOSTALGIA

Fond memories fuel a desire to bring the past into the present, especially with respect to one’s formative years.

### GAMIFICATION

The application of game dynamics to real-world problems results in a world that’s more competitive and engaging.

### MULTI-SENSATION

Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.

### PERSONALIZATION

Small batch production technologies and more personalized media are creating an expectation for personalization.

### CURATION

Hypertargeted offerings, services, subscriptions and recommendations to simplify lives with better things.

### CATALYZATION

Brands have taken a role of accelerating the personal development of consumers.

### TRIBALISM

Allegiant groups are more readily formed around specific interests, causes and even brands.

### YOUTHFULNESS

The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.



# RECOMMEND

## RECOMMEND

### AUDIENCE SEGMENTATION

We recommend hosting a focus group (qualitative) and/or deploying a print or digital survey to current residents, the results of which will clarify, confirm or change the Circle of Influence that's currently – and has been historically – targeted.

### CIRCLE OF INFLUENCE NETWORK ANALYSIS

#### Identify

The Circle of Influence Currently/Historically Targeted (adult children, Realtor, elder law attorney, financial planner, clergy)

#### Audit

COIN Targets from Market Research  
Review All Current Professional Contacts in the CRM  
List of Potential Professional Targets  
Purchase a List of Actual In-Market Targets (if applicable)

#### Leverage

Resources Built To Enhance rapport-Building with Talking Points and Value Propositions (segmented by target audience)

### PROFESSIONAL INFLUENCERS/REFERRAL SOURCES

Professional relationship-building is as critical as prospect relationship-building – and that is an area where we know curiosity, preparedness and delivery are key.

- Acts 101 / Life Care 101 Flyer
- Key Leadership Bios (can supplement with new-hire announcements)
- Community Brochure (overview, simplified, F&B-focused)
- Map of Local Communities (if applicable)
- Referral Process Outline
- Organizational Case Studies
- Referral Outcome Update
- Resident Satisfaction Report (NPS)
- Testimonial Flyer

## EXPERIENTIAL CONVERSION PROGRAM

The Collective outlined a strategic “small group, in-person” approach to events for 2022. This was confirmed in an October 2022 MarketingProfs article citing that “intimate, frequent events provide more long-lasting benefits...By creating inclusive environments where everyone can be heard, you can foster productive relationships that will last beyond any single event,” and goes on to list:

- Regular events not only allow more people to attend but also incorporate accessibility for people with sensory or cognitive disorders, mental illnesses, hearing or visual impairments, or physical disabilities.
- When positive social interactions are repeated regularly, you build more trust and better relationships. Moreover, smaller groups tend to be more productive.
- By investing in more intimate, recurrent events, you'll reap longer-lasting benefits and foster stronger, more inclusive business relationships.
- Improving inclusivity at your events isn't just the right thing to do; it's also good for business, since research shows that companies with diversity and inclusion initiatives consistently outperform their peers.



# EXPERIENCE

## EXPOSURE TO EXPERIENCE 1, 2, 3!

### 1. "THAT COULD BE ME/US"

Let your residents tell the story of what life is like in your community. Consumers listen to consumers.

- OneDay Video Home Tours
- Informal Panel for Women, Men, Couples and Singles

### 2. SPRING BREAK IS BACK!

Targeting college alumni, plus a segmented target list for those who went on to be teachers/professors.

- Host a College Sweater Party
- Tailgate for College Sports
- Offer Weekend Guest Stays

### 3. EXPERIENCE THE LIFESTYLE

Out-of-town prospects should still be able to experience The Evergreens.

- Live-Streamed Events and Fitness Classes
- Chef-Prepared Meal Delivery (personalized)
- FaceTime Inclusion in Resident Happy Hour or Book Club



## DEPOSITOR ENGAGEMENT PROGRAM

### WELCOME, NEIGHBOR

Personal timeline development based on a shared timeline. Promote engagement with monthly events and VIP messaging.

### KEEP CONNECTED

Keep the small yes's coming and offer an opportunity to discuss sent materials/touch based on timing. Leverage segment for CFU.

### LET'S CELEBRATE!

Coordinated CFU delivery of branded items with genuine utility (e.g., moving labels) in step with the emailed resources for transitioning to on-campus life.

## RESIDENT AND FAMILY REFERRAL PROGRAM

### RESIDENT

*"All the Things You Enjoy, Everything They Deserve"*

- Collateral - Door Hanger
- Reminder with 90-Day New Resident Survey
- In-House TV (if possible)
- Flyer (bulletin board)

*"Make Your Friends Your Neighbors"*

- Collateral - Magnet
- Annually (one week after move-in date)
- In-House TV (if possible)
- Flyer (bulletin board)

### RESIDENT FAMILY MEMBER

*"Spread The Good News"*

- Collateral
- Direct Mail
- Email
- Landing Page
- Social Media Post
- Collateral - Business Cards

*"One Kind Act Deserves Another"*

- Direct Mail
- Email
- Landing Page
- Social Media Post
- Collateral - Business Cards



# EXECUTE

## EXECUTE

### INTEGRATED TACTICS

The target audience expects Acts to deliver omnichannel marketing experience that offers a cohesive, continuous journey from brand introduction to brand advocacy.

**Direct Mail | Informed Delivery | Landing Page | Downloadable Tool  
Marketing Automation | In-Person Event**

A well-executed integrated approach is supported by self-reported account data.

### CONTENT STRATEGY

#### Account Cultivation Stage-Based Events

Promote curated events to segmented groups of the database via an integrated campaign with direct mail, follow-along digital display, social display and landing page visit retargeting.

- Managing expectations, these should be small group events that target only those at similar decision-making points on their journey.
- Offer actionable insight and user-friendly tools to help prospects advance their journey.
- Meet prospects where they are and offer them resources and connections that allow them to feel safe to move forward.
- Leverage the LED team's planning, budget and built-in resident engagement for attendees, along with an obvious common interest.
- Event reminder emails and single-use landing pages offer additional digital touchpoints with behavioral feedback.
- Resident reminder calls could ease the load on the concierge/sales assistants.

### Segmented Account-Based Marketing Campaign

Following a strategic selection of 4-6 segments within the database, The Evergreens will achieve 'account-based' marketing at scale.

- Content will be based on the values identified in the marketing persona and with respect to the prospect's current state of change.
- This approach requires ongoing data append - an objective shared as a priority during discussions - and ensuring diligent, consistent tagging practices.
- Both nurturing approaches can be run individually or in tandem, with consideration/attention to unsubscribe rates.
- The community will be promoted through curated events to segments via an integrated campaign with direct mail, USPS informed delivery, email and a dedicated landing page.
- Option to add follow-along digital display, social display and landing page visit retargeting.

### Adult Child Educate and Empower Campaign

Educate the current account's adult children/connected influencers about the Life Care product's benefits in direct correlation to The Evergreens' position as the 100-year provider, backed by a 50-year track record of excellence.

- As appropriate, refer to the prospect by name/relationship in communication with the AC and use consistently aspirational imagery (reinforce nostalgia with illusion, as needed).
- Communicate about the typical timeline for transitioning to Acts. Empower the AC with self-service tools and calculators.
- Turn tools into touchpoints by offering to deliver/ship any of the resources that are included as handouts at events or downloads in the email journey.

### One Data Point. Total Pivot Required.

Couples - 47%  
Anniversary Celebrations/CFU  
Two Primary Decision-Makers  
Possibly Different Levels of Interest or Health  
Often Deeply Entrenched Dynamics  
Widow(er)s - 41%

### Support Group

Social Opportunities  
Likely Gaps in Capabilities  
Emotions Running High  
Single Decision-Maker with Influencers

## BRINGING IT ALL TOGETHER: USING SELF-REPORTED INTERESTS

### Frequent Diners - 83%

Drive-in with carhops for a "romantic date night"

Trend: Nostalgia

Segment: Couples

Advance: On-Site

Obstacle: Mobility, Threshold Fear, Reluctant Spouse

### (Books and Movies) Media Club - 72%/61%

Partnership with the local library to book a room and offer coffee

Trend: Tribalism

Segment: Opt-In via Survey

Advance: 1:1 Connection

Obstacle: Overwhelm, Small-Group Preference

### Arts + Culture + Lifelong Learners - 66%

Trend: Tribalism

Segment: Opt-In via Survey

Advance: 1:1 Connection

Obstacle: Overwhelm, Small-Group Preference

Series of "Visiting Professor" lecture-style events on an array of topics, with ongoing participant surveys to continually refine offering

### Fitness + Walking Fans - 66%-61%

To truly sell the outdoor benefits on the campus, invite avid walkers to participate with resident ambassadors and LCCs on a weekly walk

### Visiting Family / Traveler - 61%-56%

Vacation stay program with special emphasis on the resident's enjoyment at sharing their home when family visits

### BRINGING IT TOGETHER: TAKING ONLINE OFFLINE

Target: Pet Owner

Trend: Curation

Tactics: In-Person CFU delivery following Email

Deployment with suggestions for branded items or bulk/advance purchases





## Lead Generation - Prospects

**Acts**  
RETIREMENT LIFE COMMUNITIES  
The Evergreens  
Fifty Years of Loving-Kindness

**YOU'VE ALWAYS HAD A PLAN.**

FOIL PRINTING HERE AND THE WORD "YOU"

**LOOKING TOWARD THE FUTURE...  
WHAT DO YOU SEE?**

**Acts**  
RETIREMENT LIFE COMMUNITIES  
The Evergreens  
Fifty Years of Loving-Kindness

**Have you made time for what matters... or what matters most?**

**Acts**  
RETIREMENT LIFE COMMUNITIES  
The Evergreens  
Fifty Years of Loving-Kindness

**Get Real!**

**You Won't Believe The Cost of Staying in Your Home.**

**Acts**  
RETIREMENT LIFE COMMUNITIES  
The Evergreens  
Fifty Years of Loving-Kindness

**3/5** Older Adults surveyed are interested in making modifications to their home to increase their ability to live independently.

**The Unforeseen Costs of Retrofitting Are Astounding...**

- Stair Lift Installation: \$8,000
- Install an Elevator: \$50,000
- Widen Hallways with Structural Changes: \$35,000
- Ramp Installation at Entrance: \$1,175
- Widen an Entry Door: \$800
- Walk-in Tub or Shower: \$5,000

**Less Than You Deserve**

The cost of maintaining a home is skyrocketing. The current costs of building material and supply chain issues can make retrofitting your home for safety challenging.

There has never been a better time to invest in a plan to protect your future financial stability and guarantee access to a lifestyle that offers freedom, independence and limitless opportunities to stay active, surrounded by friends and family.

**Access the 'Hidden Costs at Home' or call for a FREE consultation.**  
AboutActs.com/GetReal  
888.291.5467

## Lead Generation - Adult Children

**IMAGINE IF... TOMORROW WAS AS CAREFREE AS YESTERDAY**

**Acts**  
RETIREMENT LIFE COMMUNITIES  
The Evergreens  
Fifty Years of Loving-Kindness

**Worries keeping you up at night?**

**Acts**  
RETIREMENT LIFE COMMUNITIES  
The Evergreens  
Fifty Years of Loving-Kindness

**Future Forecast: Uncertain**

**Acts**  
RETIREMENT LIFE COMMUNITIES  
The Evergreens  
Fifty Years of Loving-Kindness

**Acts**  
RETIREMENT LIFE COMMUNITIES  
The Evergreens  
Fifty Years of Loving-Kindness

**The child supplies the power but the parents have to do the steering.**  
- Benjamin Spock

# Account Cultivation - Prospects

**F O M O**  
fear of missing out

What are you missing WHILE YOU WAIT FOR THE 'RIGHT' TIME?

Who would you ask for retirement advice?

**THE EVERGREENS SQUARES**

Mary Alice, Acts Resident

Who would you ask for retirement advice?

**THE EVERGREENS SQUARES**

Barbara, Acts Resident

Pat, Acts Resident

HEINZ, Acts Resident

(Die-cut opening)

Imagine A Whole New View...

**WHAT IF? IT'S AS EASY AS 1,2,3 THE EVERGREENS!**

# Account Cultivation - Adult Children

Choose Life in **Full Color.**

Are your parents open to fresh ideas? New perspectives? Lifelong learning? Personal insights? Join us for an eye-opening afternoon of information-sharing.

**Insight from the Source:**  
Resident Panel Discussion  
SAVE THE DATE

**MYTH**  
Senior Living Is for Old Folks.

No, It's for Us!

Change the Channel

309 Bridgeboro Road | Moorestown, NJ 08057  
calling 888.610.2081  
FullColor

**Act's**  
The Evergreens  
Fifty Years of Loving Kindness

**TIMING IS Everything.**

**WHO IS IN THE DRIVER'S SEAT?**

# REPORT



## REPORT

### INVESTMENT SCORECARD

- Total Tactics - 9 completed/12 planned
- Total Spend - \$50K
- Total Mailed - 36K
- Average Cost per Tactic - \$5,600
- Average Cost per Piece - \$2.53
- Average Cost per Response - \$112
- Average Response per Piece - 7-8

### CAMPAIGN REACH

- Total Calls - 36
- Total Forms - 31
- Event RSVPs - 22 (one event)
- Event Attendees - 9

### ACTUAL RESULTS

- Start-of-Year - 36 Available Units
- New Leads - 872
- Accounts Converted - 116 (13%)
- FRCs - 14 (12%)
- USCs - 23 (20%)
- Move-Ins - 22 (19%)
- End-of-Year - 29 Available Units



## KEY FINDINGS

Target **Audience:** Prospects, Adult Children & Influencers

- The Adult Child NOT the prospect
  - Connector lists ensure the parent is qualified
- The prospect has higher expectations
  - Personalize whenever, wherever possible
- The COIN isn't always who you might think
  - Conduct focus groups to ask

**Global Trends:** Marketing Curated Experiences

- Segment by Interest
  - Learners or movers; Diners or readers; party crowd or homebodies
  - Qualitative and quantitative surveys guide effective efforts
- Leverage emerging trends
  - Nostalgia
  - Curation
  - Tribalism

**Strategic Tactics:** Tangible Materials & Useful Tools

- Stop selling, start storytelling
- Deliver usable information and actionable resources
- Omnichannel is not optional





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