

FUELED BY HUSTLE. DRIVEN WITH DATA. DEDICATED TO RESULTS.

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

# OUTCOMES REPORT

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PRESENTED 2021



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**1) 30,000 FT STRATEGY TO EXECUTION**

Every organization is unique - that's why partnerships with The Collective Agency are always a customized program based on individual market needs, community lifecycle and current objectives.

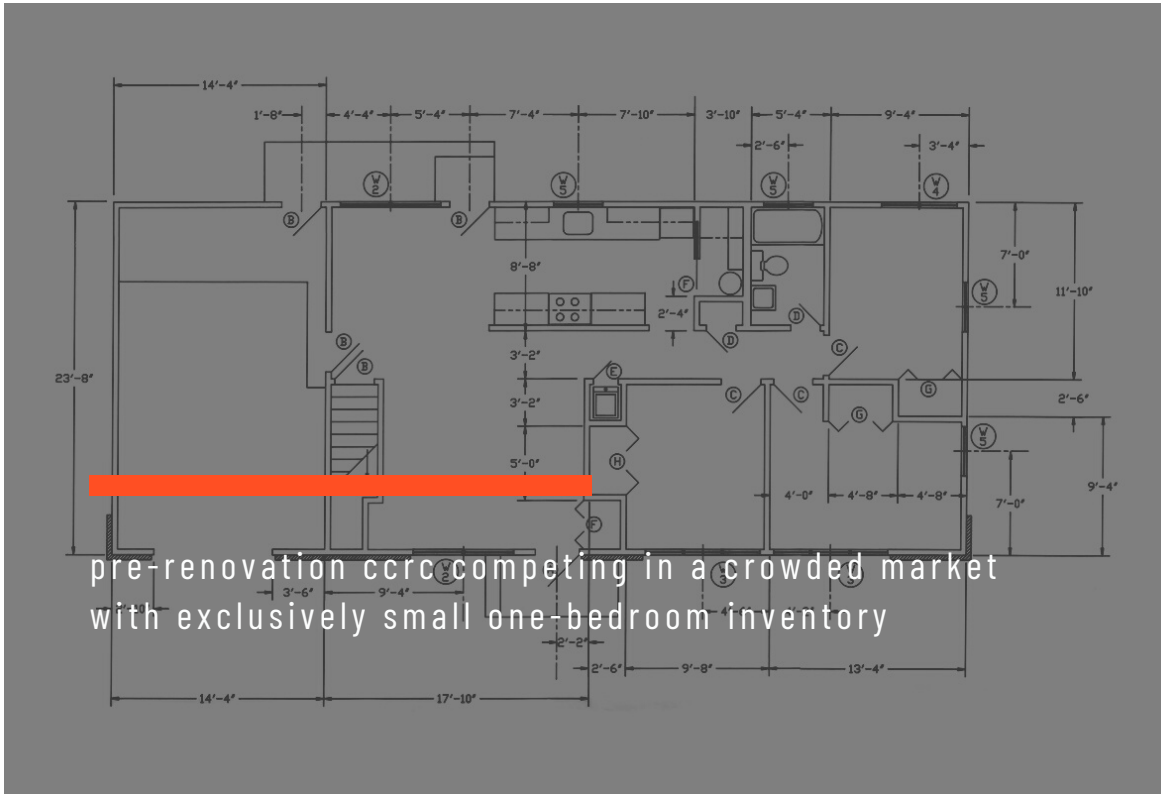
**2) HANDS-ON TACTICAL SUCCESS**

Included in this report are two types of strategic support that drove measurable results and uncovered actionable insights that led to further refinement of the overall marketing strategy and brand position - more importantly, we built census and increased market share.

**3) AGENCY OVERVIEW**

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## CHALLENGE & APPROACH



### CHALLENGE

Small, 520-square-foot one-bedroom apartments comprise nearly 45% of Acts' three Cornerstone Communities (Fort Washington Estates, Gwynedd Estates, and Spring House Estates).

While Acts has worked to reposition some of this inventory by creating larger combination apartments, the challenges of selling these small apartments to our prospects continue to be part of our product marketing strategy.

The market in which these communities compete provides many options - other Type A CCRCs, Fee-For-Service communities, rental, and in-home care.

### APPROACH

1. Initial efforts to begin the repositioning:
  - Ceiling-to-Floor Segmentation
  - Attitudinal Research
  - Customized Events
  - Marketing to Adult Children
2. Created individual direct marketing campaigns for each segment and identified messages that resonated with these prospects around campus amenities and cost savings
3. Supported direct marketing initiatives with a completely revamped, lifestyle-focused paid media plan
4. Created opportunities to raise awareness through outreach to select area professional
5. Reinforced sales training to enhance discovery process
6. Utilized CRM data trends to monitor and adjust strategy

# START WITH THE WHY

Today's consumer is significantly different from previous years, in terms of their expectations and ability to access information on their own. The event marketing approach has declined in success in recent years, as many organizations are posting similar information online in blogs, infographics and news articles. Today's prospect doesn't need to come to a community to become educated about senior living; however, that is not to say that the information that they are accessing is necessarily correct or right for their unique situation and life journey.

Using the insight gained from the Prospect Profile Development efforts, we delivered highly targeted direct mail and print messaging that resonates with the reader on a deeper level and leveraged our understanding of their unique journey to advance them through the sales process.

To ensure a seamless experience, the photos and publications chosen were reflective of the 'ideal' prospect as it relates to those tactical efforts where appropriate.

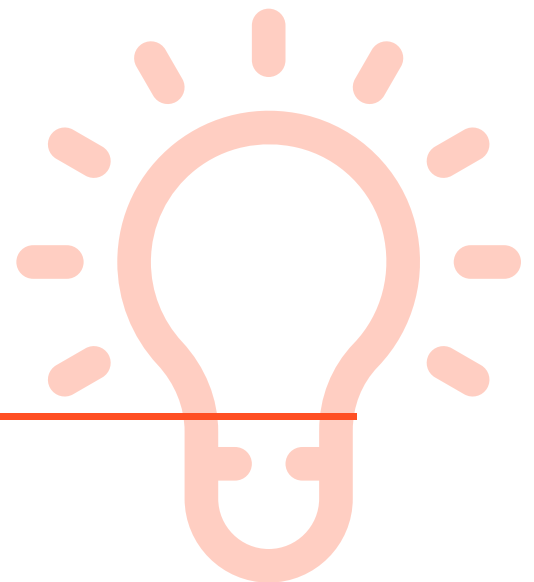
The direct mail lists were trimmed down considerably to control both cost and audience, including but not limited to: couples and singles who wouldn't financially qualify for a two-bedroom but can afford a one-bedroom, a single person who could afford a one-bedroom based on a teacher, union worker, military or nurses pension.

The direct mail criteria had both a bottom and top end-range for the income, clearer incorporation of net worth/assets, tightened geography based on historical lead data and could include psychographic and behavioral profiling.

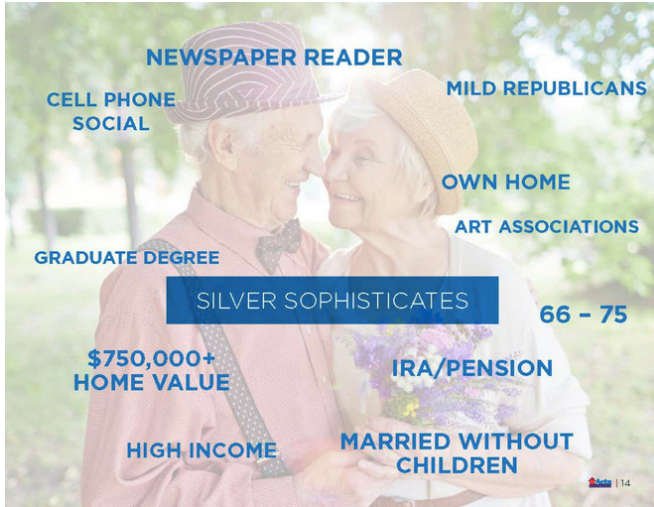
The print advertising was based only in those lifestyle or retirement planning publications that would be appropriate for our target audience, as opposed to the previous program of display advertising.

The call-to-action, instead of being event focused, was related directly to the messaging and target audience, so it varied and included a wide range of ways to connect with the community, such as a 'Staycation' with tickets to the Ambler Theater, consultation with the transition coordinator, or a 'Passport' program to invite them to participate in on-campus activities with residents - all designed to allow them to experience the lifestyle firsthand, instead of being told how it would benefit them, adding ongoing opportunities to advance them through the sales process.

Throughout the entire campaign, a focus on presenting the three communities as one offering, with the selection based solely on the individual's preferences.



# FOCUS ON THE TARGET



## FIND THE CIRCLE OF INFLUENCE

Given the current climate of adult children influencing their parent's decision to shop for and select a community, it would prove advantageous to be prepared to facilitate the communication in an effective way, positioning the communities as a resource to the influencer audience.

To ensure that the marketing efforts target the adult children of the exact target prospect desired, the direct mail lists purchased would be utilized to do an "AC Connector" that lives in-state, though additional criteria can be added, such as income and age to further refine the list.

The campaigns included Informed Delivery to incorporate online follow-up and the added benefit of digital delivery of the offline mail piece.

# DESIGNED TO DELIVER

Act Now and Take Advantage of Your *Secret Savings!*

Why pay for space you don't use? Our affordable one-bedroom Freedom residences are spacious and include everything we have to offer - great dining, interesting programs, social events, robust activities, trips, entertainment and more! It's less clutter, less worry, more living.

For more information, visit [www.Acts-Surprise.com](http://www.Acts-Surprise.com) or call 888.513.6612.

375 Morris Road  
PO Box 90  
West Point, PA 19486

SPRING HOUSE ESTATES  
728 Norristown Road  
Lower Gwynedd

GWYNEDD ESTATES  
301 Norristown Road  
Ambler

FORT WASHINGTON ESTATES  
735 Susquehanna Road  
Fort Washington

Act Now!

JUST BECAUSE YOU'RE RETIRED, DOESN'T MEAN YOU CAN'T ENJOY Back-to-School Savings!

Scratch to REVEAL!

Act Now!

Act Now!

THANK YOU

Act Now!

A Career of Service DESERVES A RETIREMENT OF REWARD

You've Earned It.

You've served our country with honor and distinction. Now you deserve a retirement that reflects your level of commitment.

You'll find it at Acts.

Your own maintenance-free apartment. A thriving, beautifully renovated community rich with activities and opportunities. An active social life. Delicious dining. Security and peace of mind. The company of new friends. And more.

Act Now!

The Time to Talk to Your Parents About Senior Living Is Now. We Can Help You Start the Conversation.

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The Time to Talk to Your Parents About Senior Living Is Now. We Can Help You Start the Conversation.

Act Now!

We're Talking About Today's Senior Living. And So Can You.

The time to talk to your parents about senior living is now, while they are healthy and independent, and can share with you their goals and wishes for the future.

Don't wait until there's an emergency, have the important discussion now.

START TALKING

By talking now, you and your parents have time to make the most appropriate choices for everyone involved. Contact us today to receive your FREE copy of *Senior Living 101: Be Empowered!*

888.675.0851

Act Now!

# DESIGNED TO DELIVER

**Act's**  
RETIREMENT-LIFE COMMUNITIES  
Where Loving-Kindness Lives

275 Morris Road  
West Point, PA 19486

**SPRING HOUSE ESTATES**  
728 Norristown Road  
Lower Gwynedd

**GWYNEDD ESTATES**  
301 Norristown Road  
Ambler

**FORT WASHINGTON ESTATES**  
735 Susquehanna Road  
Fort Washington

**YES!**  
A ONE-bedroom apartment could be perfect for the TW♥ of us

**TICKET**

I want to see how a ONE-bedroom is perfect for the TW♥ of us

**Three Community Choices TO FIT YOUR LIFESTYLE! AND YOUR BUDGET.**

It's always been the two of you, working, planning, dreaming of tomorrow. And now it's here. You deserve the lifestyle you've always envisioned - at an exceptional value.

With the variety of Acts communities in suburban Philadelphia, you'll find the one to fit your needs, expectations and budget.

So many options. So many services and amenities. So many choices. All with one purpose - to provide you with exceptional retirement living that's within your reach.

**Win Dinner and a Show for Two**  
Tour an Acts community by July 31 and be registered to win dinner for two at the community and tickets to the Ambler Theater.

**For more information, visit [www.Acts-Staycation.com](http://www.Acts-Staycation.com) or call 888.497.9462.**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Life Care Consultant: \_\_\_\_\_

Community Name: \_\_\_\_\_

**FALL IN LOVE WITH FREEDOM**

Our one-bedroom Freedom residences include everything Acts has to offer - great dining, interesting programs, social events, robust activities, trips, entertainment and more! You can enjoy all of the space needed for an engaging retirement lifestyle - just outside your door - with our array of amenities. With us, you are free from home maintenance headaches, giving you freedom to live life to the fullest!

**Fall for Acts.**  
Call today for information on rates, availability and upcoming savings opportunities at our Life Care communities!  
[www.FallForActs.org](http://www.FallForActs.org) • 888.260.1266

**SPRING HOUSE ESTATES**  
728 Norristown Road | Lower Gwynedd

**GWYNEDD ESTATES**  
301 Norristown Road | Ambler

**FORT WASHINGTON ESTATES**  
735 Susquehanna Road | Fort Washington

Where Loving-Kindness Lives

**FALL FOR VALUE**

The total monthly living expenses at an Acts Retirement-Life Community are likely similar to - if not less than - what you are spending in your current home. **But at Acts, you get more for your money.** As a Life Care community, your money includes your residence, a variety of services, access to all our amenities, plus the assurance of health care, if ever needed.

**Fall for Acts.**  
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735 Susquehanna Road | Fort Washington

Where Loving-Kindness Lives

**FALL FOR CHOICE**

One size doesn't fit all, so Acts Retirement-Life Communities has a variety of exceptional locations to choose from close to your own neighborhood. Each one has its own unique and distinct personality, sure to match your needs and interests. So whatever your passion may be - large and bustling, small and serene, sports-minded, art-focused - you name it - we've got an Acts community for you!

**Fall for Acts.**  
Call today for information on rates, availability and upcoming savings opportunities at our Life Care communities!  
[www.FallForActs.org](http://www.FallForActs.org) • 888.260.1266

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**FORT WASHINGTON ESTATES**  
735 Susquehanna Road | Fort Washington

Where Loving-Kindness Lives

## DATA-DRIVEN, DATA PROVEN



**New Leads  
DOUBLED YoY**



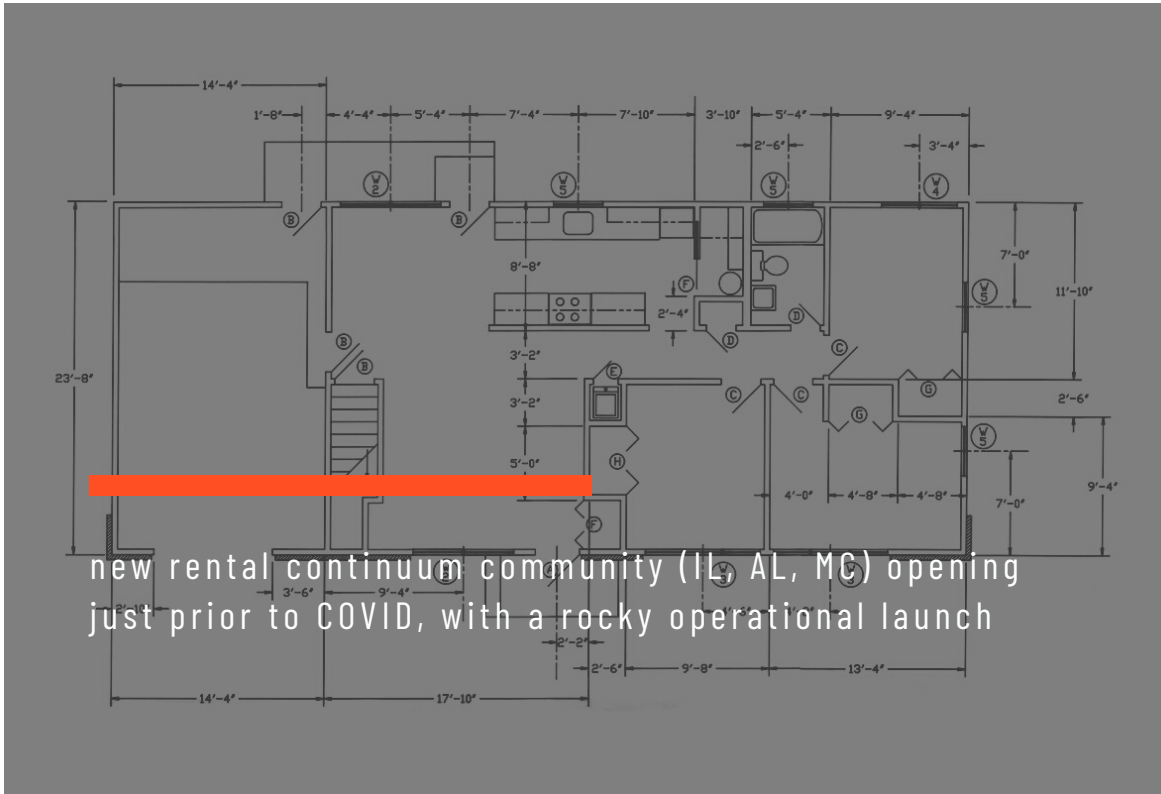
**Targeted Units were**

**of Total Annual Sales!**

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## CHALLENGE & APPROACH



### CHALLENGE

The property was a newly opened senior living community offering multiple levels of care, still in fill-up.

COVID impacted the entire industry, but with no ability to tour a beautiful, new building and newly welcomed residents unable to see their families maintaining positive review status was essential.

With the prospective resident or adult child's buying journey shifting to exclusively online, the volume and caliber of the reviews needed to be significant

### APPROACH

#### Increase Reviews, Increase Leads

Building up reviews increased the chances of prospects engaging with your company online.

#### More Positive Reviews, More Sales

Consumers prefer a minimum of 10 reviews before feeling confident in making a decision, so increasing reviews improve sales outcomes.

#### Higher Reviews, Higher Organic Rank

Google ranks businesses with frequent and positive reviews higher in organic search results, making reviews a serious SEO factor.

#### Decrease Cost with Increased Reviews

Online reviews are FREE. Positive endorsements on your Business Profile serve as free Google advertising for your business on the world's most trusted platform

# COMPELLING CREATIVE



**WE ARE**  
*Always Here -*  
**HELPING**  
**FAMILIES JUST**  
**LIKE YOURS!**



**YOURLife™**  
OF PALM BEACH GARDENS  
INDEPENDENT LIVING,  
ASSISTED LIVING & MEMORY CARE  
Inspired • Engaged • Fulfilled

## THE *Power* IS YOURS!

At **YOURLife™**, we are dedicated to enhancing the lives of our residents and supporting their families - each and every day. Sharing your experience has the potential to benefit the lives of each future resident and family who steps through our doors.

We invite you to complete an online review of **YOURLife™** to share your thoughts and experiences, on behalf of your loved one and your family, to help guide other families to the peace of mind we strive to deliver.

### *We've Made It Easy!*

Visit [ReviewYourLifePBG.com](http://ReviewYourLifePBG.com) for detailed instructions on how to share your experiences on both Google and Facebook.

### **We look forward to thanking you!**

If you have any questions,  
please call Donna or Jillian at  
**561-507-1012.**

 Assisted Living Facility License #13239

13465 Pasteur Boulevard  
Palm Beach Gardens, FL 33418  
In the Alton Development



## Share Your Experiences at **YOURLife™** of Palm Beach Gardens *Leave Us a Review!*



At **YOURLife™** of Palm Beach Gardens, we strive to enhance the lives of our residents and families every day. We hope that you are pleased with your experiences at our community.

We invite you to share your opinions and experiences about **YOURLife™** of Palm Beach Gardens online. This feedback will help us continue providing the services you know and love, as well as help us improve to benefit the lives of future residents and families who step through our doors.

On the back of this sheet are detailed instructions on how to share your experiences on both Google™ and Facebook®. Thank you for sharing your opinion to help us better serve you.

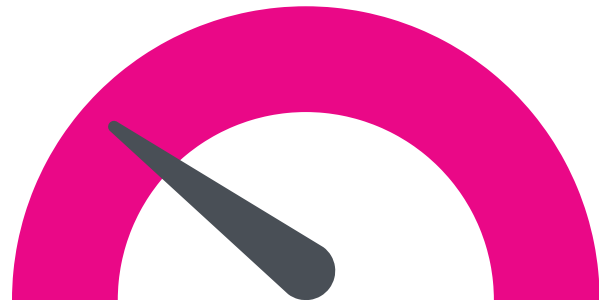


13465 Pasteur Boulevard  
Palm Beach Gardens, FL 33418  
**561-328-1149**  
**YourLifePBG.com**

Assisted Living Facility License #13239 

# EFFORTS TURNED OUTCOMES

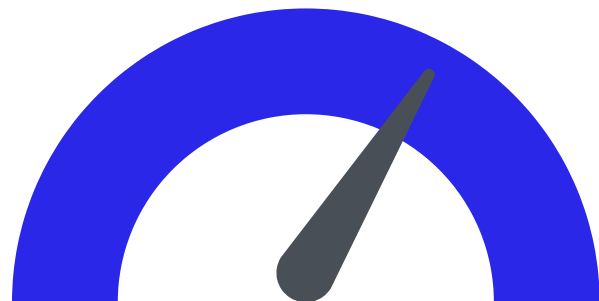
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2019



2020



2021

## Increased Reviews 550% in less than 12 months

### Orchestrated Organic Review Solicitation

- Scripted Sales Team to Request Reviews in Person, Emphasizing Accessibility
- Provided Branded, Printed Instructions for Families to Follow
- Created Email Signature Solicitation for Company-Wide Use

### Developed a Review Instruction Landing Page with Direct Links to Review Platforms

- Ensured GMB Profile Setup, Pulled the Shortcut & Added Link to the Website

### Leveraged CTA in Multiple Channels

- Launched a Quarterly Review Solicitation to Resident Family Members & Professionals
- Posted Engaging Branded Images Requesting Reviews, Reinforced with Testimonials

### Managed Review Response Process

- Daily Review with Ongoing Engagement on Social & Review Platforms
  - Crafted Customer-Service Oriented Responses
-

# AGENCY APPROACH

## FUELED BY HUSTLE

Committed to relationships and results. It's who we are.

Nimble, responsive and known for going the extra mile - that's the marketing partnership we believe every provider deserves. That's why we're here.

## DRIVEN BY DATA

Built to deliver solutions for senior living teams on the ground with plans, projects and programs that combine our 30,000-foot perspective, viewed through a unique lens of over five decades of senior living experience.

## DEDICATED TO RESULTS

Client satisfaction is the driving force behind The Collective. Our founders wanted to return to a relationship-focused delivery of customized support.

Our only measure of success is what our partners are able to enjoy. The only KPI we track is our clients fully achieving their goals - and their satisfaction with our support.

## TRUE PARTNERSHIP

We have grown with our clients for over twenty years, it's the only roadmap we follow - shared success and systems designed to scale.

**We deliver unique solutions by leveraging proven approaches with creative insight.**

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DISRUPTING THE SENIOR LIVING SALES & MARKETING INDUSTRY

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

# Questions?

We can't wait to answer them!  
[HELLO@THECOLLECTIVEAGENCYSL.COM](mailto:HELLO@THECOLLECTIVEAGENCYSL.COM)

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[TheCollectiveAgencySL.com](http://TheCollectiveAgencySL.com)