



2024 Mid-Atlantic Marketing & Communication Symposium

Asbury Solomons Island ~ 11100 Asbury Circle ~ Solomons, MD
9am to 3pm ~ Wednesday, September 25, 2024

AGENDA

9:00am **Welcome & Light Breakfast**

9:15am- **Community Member Facilitated Panel Discussion ~ CRM Systems and**
10:15am **Marketing Budgets**

Becki Bees, VP of Sales and Marketing, Roland Park Place (MD); Kristy Krueger, VP Sales and Marketing, Broadmead, Inc. (MD); Stephanie Bradley, Assistant Director of Marketing, Williamsburg Landing (VA); Allison Combs, VP of Sales, Marketing & Communications, National Lutheran Communities & Services

10:15am- **Break**
10:30am

10:30am- **Balancing Digital Marketing with Emotional Intelligence in Sales**
11:30am

Love and Company: Joe Ford, Senior VP, Client Experience Management; Joan Kelly-Kincade, Senior Sales Advisor

Through online research and email communications, today's senior living prospects are coming to our communities better educated than ever. But that education, while important, is not actually making the sales process any easier. Prospects still face the same emotional challenges involved with making a move as ever. In this presentation, we will share strategies on both how to augment your digital marketing program to better move prospects through their customer journey, and how to enhance your sales performance and closing rate by developing strong emotional intelligence skills on your sales team.

Objectives for the attendees include for attendees to learn techniques and tools that can be used to educate digital leads and inspire them to move along their journey towards senior living, leading them to reach out to a sales counselor for additional information and engagement; understand how the sales process for digitally generated leads is significantly different from referrals and leads from other traditional sources, and how sales teams need to adapt their approaches accordingly, and learn how to apply emotional intelligence skills to enhance sales team performance and maximize sales conversions.

11:30am- **Lunch & Community Tours**
12:30pm

12:30pm-
1:30pm

Redesigning Your Website for Better Lead Generation: Why, When and How To Do It the Right Way

FIVE19: Molly McCormick, Director of Marketing

Your website is your most powerful tool when it comes to capturing leads, but only if it is optimized for current best practices. Do you know how frequently Google updates its algorithm? What are the most important items to address within your website in 2024? How often should you be looking under the hood for website maintenance? Everything from site structure to navigation, to naming conventions will impact the way your website performs, and a better-performing website will continually outrank others in search results. With beautiful, cohesive creative campaigns that paint a unified brand image across all platforms, not only will you see organic improvements, but you will also get better results from tactics like print, television, and direct mail.

The objective of the session is to learn why, when, and how to redesign your website the *right* way to improve the performance of all your marketing and advertising efforts in this session.

1:30pm-
1:45pm

Break

1:45pm-
2:45pm

Beyond Brand Management: Using Reviews to Build your Organization's Online Reputation

Asbury Communities: Jenn Schwamb, Digital Marketing Director

Senior living is the only industry where the customer continues to experience the brand 24 hours a day, 7 days a week. To compete effectively, marketers must explain what it's like to live in our communities and what amenities we offer. Prospective residents and their families want to know about the range of care options, the relationship we have with other facilities and hospitals, and want to hear from existing residents about how they enjoy living there.

The importance of online reviews to the senior living industry can no longer be ignored. Selecting senior care is an emotionally charged, complex decision. With so many communities to choose from, most prospective residents and families spend a lot of time researching and evaluating their options...and that research begins online. Recent data suggests that 61% of consumers over 55-years old say they trust online reviews as much as personal recommendations. And, they're not the only ones making a judgement about your community from reviews...so is Google. Reviews are heavily factored into Google's search algorithm. The more ratings and reviews you have, the higher you will rank in online search. Having a high volume of recent, positive reviews on sites where people seek care helps them find and choose your community over others. As a result, senior living marketers need to actively solicit reviews.

This presentation will provide a detailed exploration of Asbury's successful system-wide campaign to increase online reviews and ratings – which saw an increase of 115% in reviews and 22% increase in average star rating. This presentation will share best practices, lessons learned, and key steps that are transferrable to any community and can be accomplished with the leanest of marketing resources. Objectives for attendees are to gain in-depth knowledge on the importance of online reviews specifically as it relates to senior living; learn how to recognize great candidates for review requests and how to maximize those opportunities for the greatest impact; gain tips on how to create a strong online review campaign, leverage the value of reviews, and incorporate review requests into ongoing communications with residents and family members.

2:45pm-
3:00pm

Wrap-Up