Everything Is Marketing: How to Compete In and Win the Battle for Business

Overview of Session:

• What is Marketing and Branding?
• Learn best practices in key areas:
  — Advertising/Marketing
  — Converting referrals to new business
  — Calculating CAC and ROI for your marketing
  — Recruitment/retention of caregivers
• Examine each area individually; understand how they all work together
• Take home key metrics to help you win business
What is “Marketing”?

• You see a handsome guy at a party. You go up to him and say, "I'm a fantastic cook." That's Direct Marketing.

• You're on your way to a party when you realize that there could be handsome men in all these houses you're passing. So you climb onto the roof of one situated towards the center and shout at the top of your lungs, "I'm a fantastic cook!" That's Advertising.

• You're at a party with a bunch of friends and see a handsome guy. One of your friends goes up to him and pointing at you says, "She's a fantastic cook." That's Word of Mouth.

• You're at a party and see a handsome guy. He walks up to you and says, "I hear you're a fantastic cook." That's Brand Recognition.

Are You Prepared For the Boomer Opportunity?

• 77 Million baby boomers need increasing amounts of health services for themselves and their parents.

• A recent survey found that 75% had never used support services in the home and 65% of the respondents did not know whether their insurance covered support services in the home.

• Traditional Home Care Marketing has been B2B-doctors, discharge planners, community resources

• The New Age is Direct to Consumer marketing
Direct to Consumer Marketing Model

Branding Your Agency

- What do you stand for?
- What are your brand pillars?
- What makes you unique?
- Is your creative lined up with this?
- Are your operational processes in line with this?
- Have you asked your stakeholders what they think?
Brand Audit – How To Get It Together

- Brand audits review all aspects of your business and make sure they are in line with the brand image you want to have.
- Once your brand platform is in place logos, taglines, website, collateral materials should all be reviewed and refreshed as necessary.
- Operations should also be included – the brand experience: how is the phone answered? How is the client managed? What are the standards?

Example of Brand Audit and Refresh on Creative

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers confused us with an agency</td>
<td>Reviewed every aspect of our brand and solicited input from entire team as well as those outside the organization.</td>
</tr>
<tr>
<td>Not clear what we did or how we were unique</td>
<td>Changed logo, changed tagline and changed website.</td>
</tr>
<tr>
<td>Website looked dated</td>
<td>Everything referenced back to mission and brand pillars.</td>
</tr>
<tr>
<td>Feedback was we could do better</td>
<td></td>
</tr>
</tbody>
</table>


Step 1: Define Yourself

- Mission Statement:
  “Trusted Hands’ mission is to empower people needing in-home assistance to live longer, healthier, more independent lives by providing personalized recommendations of carefully pre-screened home care products and services”

- Brand Promise:
  We connect you with certified home care in your area, plus top quality products and services that help you live safely and independently at home.

- Brand Pillars (no more than 3-4)
  - Screened providers
  - Personalized Experience
  - Home Care specialists
  - Medicare/Medicaid too

Step 2: Adjust Creative as Needed

- Before
- After
Step 3: The Brand Experience

- High Value Brands Are Driven By Exceptional Service

Exceptional Service Is Not An Accident

- Don’t need to spend a great deal of money, you just need to take the time to:
  - Define what each role should do
  - Define metrics to measure performance
  - Define attributes for ideal candidate
  - Hire to the attributes
  - Train to the metrics
  - Measure and manage to the metrics
How Do You Get New Clients?

• Advertising Pros
  • Broad Reach
  • Brand Building

• Advertising Cons
  • Upfront investment with no guarantee of results
  • Media Placement is a specialty: TV, Internet, Print, Radio, Outdoor

TV Advertising Offers Tremendous Reach but Comes with High Costs and Risk

• There are over 215 Million TV households in the U.S.

• “While television usage is changing and includes more variables, TV likely will always be the dominant medium in terms of consumer usage, and is actually increasing in all forms. TV viewers, however, are getting older: while the average person 2+ spends more than 35 hours per week watching TV, people 65+ spend more than 48 hours.”

Source: Nielsen survey 2010
True Cost of TV Advertising

- Wasted time on unwanted calls
- Calls that need services you don’t offer
- Callers with insufficient funds to pay
- Lost calls after hours
- Calls outside your service area

Online Marketing: Lots of Activity-Can You Keep Up?

- SEO/SEM – “long tail search”

- ElderCarelink.com, Service Magic and other lead generators
- Range of Costs: $15 to $275 per lead
- Issues: Speed of response, accuracy of data received, resources to manage your online identity, readiness to buy
Advertising in Print and Radio

- Newspapers
- Journals
- Resource Guides
- Local program guides
  - Churches, plays, school newsletters, etc.
- News and Talk Radio

The Phone Is Ringing: Now What?

**Every Call is a Marketing Opportunity!**
Turn Calls into New Business

• Your phone skills are your keys to success
• Media Generated Leads v. WOM
• Clients don’t care how much you know till they know how much you care
• Eye On the Goal:
  – Reception must know what the outcome of the call should be
  – You should be tracking metrics of every call

First Impressions Matter

• Create a positive first impression
  • Greeter vs. Interrogator
• Respond according to the caller’s needs
• Be honest, be helpful - build trust
• Maintain an upbeat attitude
  • Display proper attitude by tone of voice
  • Use appropriate language
• On the call, follow the 80/20 rule
Overcome Objections:
Remove Stumbling Blocks

Give them reasons to say “Yes!”
- Match services with needs
- Overcome objections – How much does it cost?
- Demonstrate how you can meet their specific needs
- Show them the benefit to THEM
- Why YOUR organization?
- Don’t pre-judge

Best Practices for ALL Calls

- Always learn about the caller’s situation
- Ask questions
- Complete intake sheet
- Always keep control of the call/conversation
- Always get contact information
  - Names, addresses, phone numbers, email
- Always ask for the appointment
- Always have a reason to call back
The Goal

• Getting “yes” to the Care Plan
• “Yes” is really the beginning and not the “closing” of the relationship
• You may not hear “yes” right away so be prepared to nurture the relationship

Lead Nurturing Overview

• Short term view versus long term
• Builds trust, good will and WOM
• “Calling to Check In”
• Variety of touch points available
What is Your ROI?

Understand the Sales Funnel

A marketer’s job is to get consumers to the lowest point in the funnel as economically as possible.
Client Acquisition Cost

• What is CAC
  • Cost incurred acquiring new customers outside of fixed assets
  • Excluded costs

• CAC and ROI
  • Without CAC you can’t accurately calculate true ROI
  • Without CAC you may be allocating marketing resources to the wrong customers

Client Acquisition Cost

• Calculating your ROI baseline
  • Amount invested $50,000
  • Amount earned is $10,000
  • ROI is $10,000/$50,000= ROI of 20%

• ROI in relation to CAC
  • Tracking referral sources by gross sales and gross profit
  • Why you may accept negative returns (short term)
Client Acquisition Cost

### Client acquisition cost sample

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>New clients in period</td>
<td>75</td>
</tr>
<tr>
<td>CRM Development</td>
<td>$25,000.00</td>
</tr>
<tr>
<td>Estimated life</td>
<td>36</td>
</tr>
<tr>
<td><strong>Total Development</strong></td>
<td><strong>$694.44</strong></td>
</tr>
<tr>
<td>Period marketing costs</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Period Maintenance</td>
<td>$575.00</td>
</tr>
<tr>
<td><strong>Total other costs</strong></td>
<td><strong>$15,575.00</strong></td>
</tr>
<tr>
<td><strong>Total period costs</strong></td>
<td><strong>$16,269.44</strong></td>
</tr>
<tr>
<td><strong>Client acquisition costs Costs/new clients</strong></td>
<td><strong>$216.93</strong></td>
</tr>
</tbody>
</table>

### Client Acquisition Cost

- **What the CAC means to Marketing**
  - You have a negative ROI on new accounts
  - Knowing your CAC and your overall marketing plan

- **Sample of simple CAC worksheet**
  - New clients in period
  - CRM development costs and useful life
  - Marketing costs
  - Any related maintenance costs
You’ve Got the Client:  
Now What?

Recruitment and Retention of Caregivers as a  
Marketing Opportunity

Finding Quality Caregivers

• Keep your database full
• Interview regularly to ensure right “match” before you need them
• Offer incentives to current caregivers to refer a friend
• Strive to be the kind of place people want to work for
Qualifying Caregivers

• Consumers #1 concern is the safety of their loved one
• Every moment and dollar spent in ensuring your “product” is the best will be returned in spades
• Can be brand differentiator

Qualifying Caregivers

• Minimum requirement for THN members:
  – Must check DMV records, social security administration, criminal history, credit reports
  – Criminal background check on a state level first. If person has lived in a different state, then run that state too.
• Any negative findings here disqualify the candidate
Supervising Your Caregivers

- On site visits
- Status reviews
- Halo affect
- Managing changes
- Never let the client forget who you are and the value you add

Summary: Key Metrics to Measure the Marketing Value Chain

- Cost per Inquiry/Lead/Referral: everything needs a tracking code
- Conversion Ratio: everything gets measured
- Cost per New Client: marketing cost divided by number of new clients
- Revenue per Client: ROI on your marketing
- Internal Referrals v. External – are you getting WOM leverage?
Thank You For Your Time

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