



# Making Your ADRN Visible – Tips & Tricks of the Trade

---

Good Afternoon.



# Tips & Tricks of the Trade

---

- Where do we market ourselves?
- How do we make a limited dollar go further?

So many options so little time and money.



# Hype or Fact?

---

- Most seniors today use social media

# Hype or Fact?

---

- Most seniors today use social media
  - Hype: 27.6% have gone onto a social media site in the past month

# Hype or Fact?

---

- Most seniors today use social media
  - Hype: 27.6% have gone onto a social media site in the past month
- Seniors are tech crazy

# Hype or Fact?

---

- Most seniors today use social media
  - Hype: 27.6% have gone onto a social media site in the past month
- Seniors are tech crazy
  - Hype: 15.7% use a tablet



# Hype or Fact?

---

- Most seniors today use social media
  - Hype: 27.6% have gone onto a social media site in the past month
- Seniors are tech crazy
  - Hype: 15.7% use a tablet
- Seniors love to listen to the radio

# Hype or Fact?

---

- Most seniors today use social media
  - Hype: 27.6% have gone onto a social media site in the past month
- Seniors are tech crazy
  - Hype: 15.7% use a tablet
- Seniors love to listen to the radio
  - Hype: Seniors actually are the smallest radio audience

# Where Can We Find Seniors?

---

- Watching TV
  - 53.7% watch more than 6 hours a day
- Newspaper
  - 65.9% read the newspaper 3 or more times a week
- YMCAs & Curves
  - Depending on your geography, the YMCAs can have upwards of 40% of their membership from adults over 65
- Out to Eat
  - 41.6% eat out at a sit-down restaurant 1-3 times a week
- Physicians Offices

# Where Can We Find Caregivers?

---

- Social Media

- Over 70% of women 35+ are on Facebook one time or more a week

- Radio

- Women 35-54 are the largest radio listening audience

- Online

- Google is the ubiquitous answer

- Smart Phones

- 57% have and use the full-functionality of their smart phones

How can we promote, when we have such limited dollars?

# TV – A Leading Partnership!

---

- Don't go through sales – go through the community affairs director
- Don't ask for the world on the first meeting; instead create an advocate
- Build a partnership through your investment
  - PSAs – production and air time
  - Remnant Space Buys
  - Direct Response Buys
  - Provide experts for their needs
  - Your audience are their viewers

# Public Relations

---

- Target Community Newspapers and local dailies with “evergreen testimonials” on how ADRN services are helping and how to access
- Just prior to holidays is the perfect time to pitch
- Establish yourself as the expert
  - Take time to introduce yourself
  - Follow-up on stories the reporters are covering via email with additional thoughts
  - Make it easy for them

# Social Media

---

- Use your own staff to share video, stories and listicals on their Facebook pages
- Share Caregiver stories and resources
- Create internal contests for sharing
- Comb their pages to get potential testimonials and research



# Online Buys

---

- Simple
- Capped
- Measurable
- Highly-targetable
- Low CPM
- Retargeting

# Partnerships

---

- Leverage other organizations for distribution of your stories, content and collateral
- Newsletter content, direct emails, web links, and more

# One Collateral Piece That Has It All.

---

Simple two-sided page:

- Programs
- Eligibility
- Contact Information

Give them to Physician office staff, Community Centers, YMCAs, Partners, Seniors Groups, Social Workers, etc.

Thank You.

