



# *Effective, Affordable* Strategic Marketing-Communications



# Marketing-Communications Plan

## *Overview*

A new marketing initiative is an opportunity to take a fresh perspective on how to effectively and efficiently acquire and convert new leads. What you have done in the past no longer guarantees success in a competitive and rapidly changing world of marketing communications.

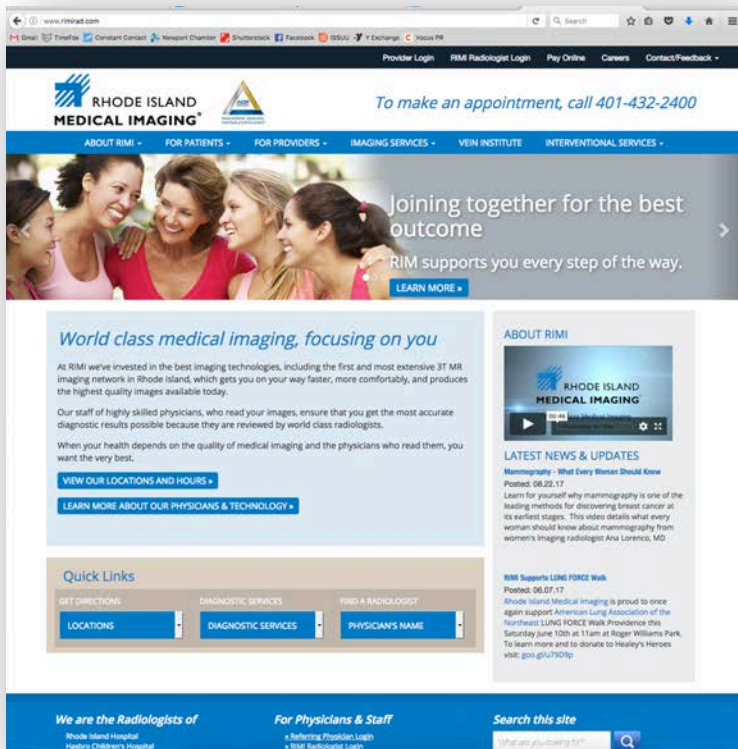
Is television or radio effective and the right medium to reach your targeted audience? Is digital advertising a more efficient marketing tool than traditional print advertising? What is the most dynamic format in which to communicate your message online? These are the questions that need to be answered and will be addressed in this proposal.

Upon taking on a new marketing initiative, our first step in the process is to conduct a marketing audit. We want to analyze where your marketing dollars are currently spent to help you determine a more robust program to effectively reach your target audience. Having met with you initially to discuss your budget and current activities, the following pages provide new programs to better reach your future resident.

## ***Website Redesign***

- A new custom designed website that properly showcases the concierge lifestyle of Laurelmead Cooperative should be the foundation of your marketing program.
- The website should include a new graphical display that is more representative of the level of Laurelmead's beauty and sophistication.
- This new responsive website, complete with a new content management system, will be easily updatable by internal staff, allowing for the website to be more interactive with residents and prospects.
- The site could feature a password protected resident's page, which will include a message board, resident's recommendations on vendors and contractors, photos, etc.
- The site will be optimized and SEO compliant, and feature a blog that includes content that residents and prospective residents are searching for related to concierge living.

# Website Design



## ***Video Production***

- The website will feature an introductory video on the home page which will guide prospective residents through the luxury apartments and expansive offerings of Laurelmead.
- The video will include aerial drone footage of the building and grounds as well as footage taken throughout the building (i.e. dining room, pool area) and through apartment units.
- Additional videos (3) will include testimonials from residents, in which their candid, genuine responses will be taken from discussions from a professional interviewer.
- Videos will be displayed on the new website, on a dedicate YouTube channel, and on Social Media (i.e. Facebook).

# TV & Web Videos



To view these videos, visit [jhcom.net/laurelmead](http://jhcom.net/laurelmead)



## ***Digital Marketing***

- Video will be a central component of a digital marketing campaign, with videos boosted to reach a wider audience on Facebook.
- Digital Banner ads, and video display ads, will be used in retargeting visitors to your website and competitor websites.
- A comprehensive Google Adwords budget will be implemented in which key search terms (i.e. retirement living; concierge retirement; cooperative living, etc.) will be optimized when prospective residents are performing online searches.
- A combination of online search descriptions and display ads will be served to prospects performing key word searches.

# Digital Marketing



Life insurance is probably the last thing you are thinking about this time of year. However, there have been far too many funerals in the past few years of friends, families and colleagues who have not had any life insurance to protect their families or businesses.

While it is easy to put off, this could be the greatest gift you give your family. Please take a moment to watch this video to understand the importance of life insurance and how it protects the ones you love.



17,813 people reached

8.9K Views

Like Comment Share

Doreen Blanchard Milligan, Devy Marie Fleming and 61 others

11 shares



**Koch Eye Associates**

Published by Pete Lucas [?] · September 23 ·

Did you notice the Patriot's LeGarrette Blount wearing a tinted visor last night? Football players wear visors for protection, vision correction, filtering light and also to hide their eyes from opponents. The history of eye protection in sports dates back more than 800 years. Check out this article from the [American Academy of Ophthalmology](http://www.AmericanAcademyofOphthalmology.org/ttkMtv).



473 people reached

Boost Post



**Center for Breast Care at University Surgical Associates**

Published by John Houle [?] · February 3 ·

Meet Doreen Wiggins, MD, Center for Breast Care at University Surgical Associates. Like our page for news and resources on Breast Cancer Care and Cancer Survivorship. For more videos like this visit: <http://ow.ly/XTQ1C>



12,725 people reached

7.8K Views

Like Comment Share

Deb Ventetuolo Lombardi, Jen Joseph Coccia and 160 others

87 shares



**Andrea Concepcion** She is the best!

Unlike · Reply · Message · February 3 at 5:40pm

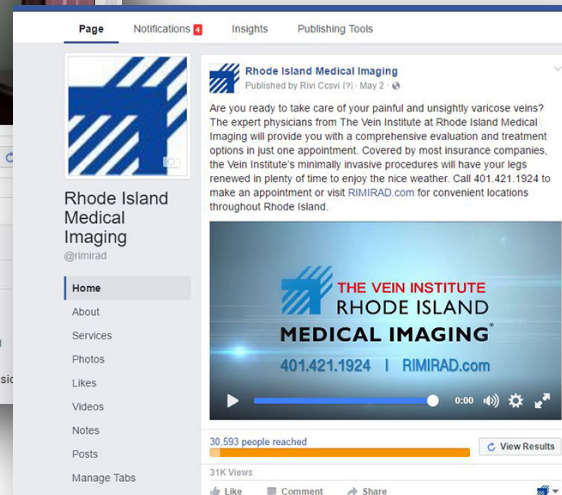


**Maureen Morse** Very lucky to have found her. She is amazing!

Unlike · Reply · Message · February 3 at 6:05pm



**Maria Gemma Corcelli** One of the kindest and most compassionate people I know!!





## ***Print Marketing & Collateral Materials***

- A print campaign in select publications should continue with new professionally designed ads with a targeted message.
- Ads will vary between ¼ page and 2/3<sup>rd</sup> pages and alternate in different months through select publications such as *Rhode Island Monthly*, *East Side Monthly*, and the *Jewish Voice*.
- A bank of hours will be dedicated towards incorporating new designs and brand standards into internal collateral and marketing materials that may be used for advertising open houses and select events throughout the years (i.e. flyers, invites, posters, brochures, folders).

# Print Marketing & Collateral Materials



**Break a Leg**

Or any of the 206 bones in your body and we have you covered.

We have more than 35 world class physicians and the only orthopedic surgeons on the faculty of the Warren Alpert Medical School of Brown University.

**UNIVERSITY ORTHOPEDICS**  
Healers. Innovators. Teachers.

Same and next day appointments at OrthoDIRECT

(401) 457-1500  
www.universityorthopedics.com



**Quality medical care is a team effort.**

**You choose who is on your team.**

Select the only medical imaging provider with:

- 60 sub-specialized radiologists with advanced training and expertise
- State-of-the-art technology in convenient community settings with locations throughout Rhode Island

Ask your doctor for Rhode Island's only ACR Accredited Diagnostic Imaging Center of Excellence.

**RHODE ISLAND MEDICAL IMAGING®**

World Class Medical Imaging. Focusing on You.  
401.432.2400 ■ RIMIRAD.com



**Center for Breast Care**  
*At University Surgical Associates*

**Excellence**  
of care every  
step of the way

Breast Oncology  
Multidisciplinary Breast Cancer Care  
Women's Cancer Survivorship  
High Risk Screening  
Benign Breast Disease

**BROWN**  
Alpert Medical School

**401.228.0650**  
centerforbreastcareri.org

## ***Electronic Media Budget***

- The majority of the direct advertising budget will be allocated towards broadcast television (i.e. WPRI Channel 12; WNAC Fox-64) and Cable television.
- The broadcast schedule will focus on the first two weeks of select months followed by a Cable TV schedule on the latter two weeks of select months.
- Phase 1 of TV campaign would launch in January, 2018 and extend through May, 2018; Phase 2 would run from September, 2018 – November, 2018.
- A robust TV campaign would be supplemented by a sponsorship and underwriting of Rhode Island public radio with 10-second live radio announcements and a RI Public Radio endorsement.

## ***Sample Media Schedule***



- Three (3) ten-second announcements per week, Monday, Wednesday and Friday, on a rotating basis, during morning drive-time news and information programming, 5a-10 am. (\$48)
- Two (2) ten-second announcements per week, Tuesday and Thursday, on a rotating basis, during daytime news and information programming, 3p-8 pm. (\$40)
- Three (3) ten-second announcements per week, Monday - Sunday, on a rotating basis, during daytime news and information programming, 5a-8 pm. (Bonus)
- After one month, we will be invited to record a RIPR testimonial that will run all month long at no charge. :30 second Testimonial.
- Weekly Investment: \$240; 52-Week Investment: \$11,648


**Jan - April**

CBS and Fox					Jan	Jan	Jan	Feb	Feb	Mar	Apr	Apr	P35-64	
Station	Time	Days	Program Name	Length	1	8	29	5	26	5	2	9	#	RTG
WPRI	5:00a-6:00a	Wed-Fr	Eyewitness News AM	:30	2	2	2	2	2	2	2	2	16	2.0
WPRI	6:00a-7:00a	Wed-Fr	Eyewitness News AM	:30	2	2	2	2	2	2	2	2	16	2.0
WPRI	5:00p-6:30p	Wed-Fr	Evening News	:30	1	1	1	1	1	1	1	1	8	5.0
WPRI	6:00a-9:00a	Sat-Sun	12 EYEWITNESS NEWS	:30	1	1	1	1	1	1	1	1	8	1.8
				:30									0	1.0
WNAC	7:00a-9:00a	Wed-Fri	MORNING NEWS	:30	3	3	3	3	3	3	3	3	24	1.0
WNAC	10:00p-10:45p	Sun-Fri	10P NEWS (Sun-Fri)	:30									0	4.3
WNAC/WPRI	5a-2a bonus	M-S	Bonus	:30	5	5	5	5	5	5	5	5	40	1.0
FLIGHT TOTALS													112	



Product Nursing Homes & AE Jeannine Dugas  
 Sched Date 11/6/17 - 11/26/17 Asst Judy Maynard  
 Estimate # 106429 Phon 401-615-1032  
 Primary De Women 35-64 Fax 401-615-1559  
 Agency JH Communicati Email jeannine.dugas@coxmedia.com  
 Agency Id 6459  
 AE Id 350  
 Sales JeanDugas  
 Version 2



All-Wks Avrg

	Notes	Rate \$.00	Unit / Wk	Unit Tot	Unit Dur	Wk 1 - Wk 4										Wk 1 1/15	Wk 2 1/22	Wk 3 2/12	Wk 4 2/19	
						Women 35-64					Women 65+									
						Prog Name	Rtg	Freq	Imp	CPM Imp	Rch %	Rtg	Freq	Imp	CPM Imp					Rch %
Total		5720.00		284			0.5	2.5	171704	51.72	68.8%	0.9	3.2	123571	71.86	87.8%	82	81	81	81
Providence-Warwick Fusion Oct16 DMA Nielsen CBL Live+7		5720.00		284			0.5	2.5	171704	51.72	68.8%	0.9	3.2	123571	71.86	87.8%	82	81	81	81
1532, ZG: Cox Plus-Providence, RI; 1533, ZG: Cox Plus-Warwick, RI		5720.00		285			0.5	2.5	171704	51.72	68.8%	0.9	3.2	123571	71.86	87.8%	82	81	81	81
FXNC-TV		640.00		24			0.7	1.6	15802	40.50	10.0%	2.3	1.6	24629	25.99	33.9%	6	6	6	6
M-F 4p-11p		35.00	2	8	30	News, Talk, Opinion	0.8	1.2	836	41.87	5.8%	3.2	1.2	1407	24.88	20.8%	2	2	2	2
Sa-Su 8a-12m		25.00	2	8	30	News, Talk, Opinion	0.5	1.2	521	47.98	3.6%	1.9	1.2	859	29.09	13.2%	2	2	2	2
M-F 6a-10a		20.00	2	8	30	FOX AND FRIEND<	0.6	1.2	618	32.34	4.1%	1.8	1.2	813	24.61	12.0%	2	2	2	2
HALL-TV		352.00		36			0.6	1.8	22755	15.47	12.7%	1.0	1.7	15673	22.46	21.3%	9	9	9	9
Sa-Su 7a-11p		7.00	4	16	30	Movies	0.9	1.4	846	8.27	10.0%	1.6	1.4	693	10.11	18.3%	4	4	4	4
M-F 7p-12m		12.00	5	20	30	Movies	0.5	1.5	461	26.05	6.1%	0.5	1.5	230	52.27	6.8%	5	5	5	5
CNN -TV		528.00		24			0.6	1.6	13701	38.54	8.7%	1.2	1.6	13226	39.92	18.7%	6	6	6	6
M-F 4p-11p		30.00	2	8	30	News, Talk, Opinion	0.7	1.2	741	40.49	5.1%	1.6	1.2	694	43.21	10.8%	2	2	2	2
Sa-Su 8a-12m		20.00	2	8	30	News, Talk, Opinion	0.6	1.2	567	35.29	3.9%	1.3	1.2	570	35.07	8.8%	2	2	2	2
M-F 6a-10a		16.00	2	8	30	NEW DAY<	0.4	1.2	405	39.51	2.7%	0.9	1.2	389	41.17	5.8%	2	2	2	2
MNBC-TV		320.00		24			0.4	1.7	10678	29.97	6.5%	1.2	1.6	12742	25.11	17.6%	6	6	6	6
M-F 5p-11p		20.00	2	8	30	News, Talk, Opinion	0.5	1.2	528	37.86	3.6%	1.5	1.2	662	30.19	10.2%	2	2	2	2
M-F 6a-10a		10.00	2	8	30	MORNING JOE<	0.5	1.2	530	18.86	3.5%	1.4	1.2	618	16.19	9.2%	2	2	2	2
Sa-Su 8a-12m		10.00	2	8	30	News, Talk, Opinion	0.3	1.2	276	36.18	1.9%	0.7	1.2	313	31.99	4.8%	2	2	2	2
HGTV-TV		1440.00		24			1.0	1.7	22642	63.60	13.7%	1.4	1.7	15382	93.62	20.7%	6	6	6	6
M-F 7p-12m		100.00	2	8	30	Home and Garden Shows	1.1	1.2	1108	90.23	7.5%	1.8	1.2	798	125.27	12.1%	2	2	2	2
Sa-Su 8a-11p		40.00	4	16	30	Home and Garden Shows	0.9	1.4	861	46.46	10.0%	1.3	1.4	562	71.15	14.7%	4	4	4	4
TLC -TV		880.00		24			0.6	1.6	14005	62.84	8.6%	0.7	1.6	6997	125.76	9.7%	6	6	6	6
M-Su 7p-12m		50.00	2	8	30	Women's Shows	0.6	1.2	613	81.55	4.2%	0.7	1.2	297	168.62	4.6%	2	2	2	2
Sa-Su 8a-11p		30.00	4	16	30	Real Housewives, Celebrity Shows	0.6	1.4	569	52.75	6.6%	0.7	1.4	289	103.78	7.5%	4	4	4	4



## ***Creative Account Management and Media Relations***

- JH Communications will charge a monthly management fee to implement and manage all creative aspects of the campaign.
- Professional services will include professional strategic planning and media placement management, as well as messaging and direction of a new creative theme.
- Additional creative services will include a bank of hours for creative services for content development, graphic design, website updating.
- Public relations services will be provided to schedule interviews on radio, television and in print publications and develop press releases on news worthy events such as building enhancements, new staff, new offerings, and major milestones.
- Understanding your residents are your best referral source, we will develop a special publication (every 6-weeks) that details events, offerings, and softly promotes a referral initiative.
- A total of 30 hours per month will be allocated to provide professional marketing services.

# Media Relations



## ***Marketing Budget***

• Website Redesign	\$7,500
• Video Production (4 web Videos and 3 TV ads)	\$6,000
• Digital Marketing (Facebook, Adwords, Display Ads)	\$18,000
• Print Advertising (RI Monthly, East Side Monthly, Jewish Voice)	\$24,000
• TV and RI NPR (WPRI, WNAC, Cox Media , RI NPR)	\$50,000
• Account Management and Design (30 monthly hours for PR, Graphic design and content generation)	\$36,000
Total	\$141,500