

CUSTOMIZE YOUR MARKETING TO YOUR AUDIENCE

Today you are creating an ad to **get new clients!**

1 Here is what we know about Home Care and Cooperatives. Which facts do you think would appeal most to potential client's and their families?

- Number of Operational Home Care Cooperatives: 13, operating in 8 states across the US
- Annual Average Caregiver Turnover Rate at Home Care Cooperatives: 34% versus 82% average in the industry at large
- Average Caregiver Tenure at Home Care Cooperatives: 23 Months versus 1 year or less industry average
- Cooperative businesses give all workers the power to make business decisions including but not limited to: wages, hours, and benefits.
- Home care is one of the fastest growing industries in the country: Over 10,000 baby boomers turn 65 every day,

2 Below is the list of key story telling components. Identify who or what each component would be when trying to get new clients. The first one is done!

The Protagonist: _ A potential client's family _

The Solution: _____

The Problem: _____

The Secret Ingredient: _____

The Setting/Context: _____

The Climax: _____

The Conflict: _____

The Feeling/Resolution: _____

3 Using the facts you identified, what you learned about storytelling, and any other information about your co-op you think would be important to write a short paragraph explaining why the family member should trust their loved one with your co-op.

4 Now make a quick mock up of your ad. Think about hierarchy — what are the most important things for the potential client and their families to know?

What's your headline?

Do you need a subhead? If so what is it?

Would an image help tell your story? If so what type of image would support your story?

Tell your story.

What do you want the potential client to do and how will they get in touch with you to do it?

5 Where should this ad go so that potential clients/families will see it? Newspapers? Facebook? Craigslist? A bus stop? _____

6 Now think about potential referral partners in your community — a hospital, clinic, community center, healthcare providers, therapists, companies, etc. Think of the roles below and who holds each one at that organization.

If you don't know your homework is to find out. If you do know your homework is to find out what they need from you to move your partnership to the next level. A brochure that they can display in their waiting room? A contact person to have their nurses schedule a meeting with? A proposal to give to the decision makers and/or the budget holders?

Advocates: _____

Budget Holders: _____

Decision Makers: _____

Influencers: _____
