



Personalized Marketing Presentation

Prepared for

Mr. Tom Vollrath,

Assisted Living Administrator

By

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Overall Campaign Objectives

- Effectively brand the new name and management of the facility to overcome a negative image in the market due to previous management and ownership errors.
- Generate new applications for both RN and CNA positions with an emphasis on increased pay structure, better working conditions, and new management philosophy.
- Improve the ability for families/interested persons to find Pride TLC when searching online via desktops or mobile devices.
- Facilitate a more robust presence on Facebook and You Tube with relevant information to support the overall branding and recruitment campaigns.



Campaign Marketing Recommendations

Pride TLC has the unique opportunity to gain significant market share by positioning themselves as the premiere therapy and living campus in Marathon County. There are some significant negative factors to overcome, but the proposed campaign details outlined below are designed to address and overcome those issues. This is a multi-faceted marketing campaign that will utilize the following elements:



- On-Air Branding Schedule (WBCV and WYTE) May, 2017 – Jan, 2018
- On-Air Recruitment Schedule (WBCV and WYTE) Feb, 2017 – Apr, 2017
- Targeted Branding (Saturday Morning Polka Party) Feb, 2017 – Jan, 2018
- Search Engine Marketing
(Targeting Marathon County and select competitors) Feb, 2017 – Jan, 2018
- Social Media Management (Facebook and You Tube) Mar, 2017 – Dec, 2017
- Geo-Fencing & Retargeting (Branding – 100,000 Imp/Mon) Feb, 2017 – Jan, 2018
- Geo-Fencing & Retargeting (Recruitment – 100,000 Imp/Mon) Mar, 2017 – May, 2017
- Video Production and Editing (:30 and :15 commercials) As Needed



Total Campaign Initial Investment: \$56,034



Campaign Marketing Elements Overview



LUXURY STYLE ASSISTED LIVING

SCHEDULE A TOUR

Pride TLC
Therapy & Living Campus

CNAs & RNs NEEDED

APPLY NOW

SKILLED NURSING REHABILITATION ASSISTED LIVING

FIND OUT MORE >>

<https://www.youtube.com/channel/UCM0nQCPaEuKtlxEFRSa33kg>

Pride Therapy and Living Campus
Published by Steven Brown [?] · July 5 at 12:59pm · 🌐

We are looking for CNA's and Nurse's to join our team! Click on the link below to apply or learn more about Pride TLC. We are located across the street from St. Clare's Hospital in Weston.

<http://www.pridetlc.com/employment-application/>

49° 📧 📰 📧 🔔 📶 91% 8:20 AM

← Employment Application 🔍

Employment Application **Employer**

👍 Like 💬 Comment ➦ Share

1,236 people saw this post >

408 Organic Reach **828** Paid Reach **21** Post Clicks

👍 You, Sujay Kollipara and 3 others

Write a comment... 😊



"I LOVE these! I want to have a video gallery on the new website where we can post all of these, and also incorporate the "Ask Sally" videos!"

MEREDITH HARRIGAN | Marketing Manager

Campaign Results Overview

Radio + Digital: The recruitment portion of their radio and Geofencing campaign has been impressive. Prior to any advertising they would generally get one application for employment per month. After only two months on the radio, they have scheduled interviews daily. They are now able to hand-pick their employees.

Geofencing: Pride TLC's Geofencing/Geo-Retargeting campaign has grown in CTR's month over month. They are currently receiving a CTR of .25%. The campaign has been going so well that the client invested an additional \$11K to increase their Geofencing impact in both the Wausau and Chicago markets!

Video: We just finished creating 6 commercials for them to put on one of the local television stations. We are also using these videos for their YouTube and Facebook pages, as the client was struggling for content that would engage people. Comments, shares and likes have increased since doing this for Pride TLC.

SEM: *"I wanted to share that I received a call from a woman out of DeForest, WI. She was googling "credentialed therapy staff" in central WI and Pridetlc.com came up. She read the bios and called to ask if we were in her network [for insurance], and we are. She is making a reservation for her foot reconstruction at UW Health, to rehab at PrideTLC. I do believe, our marketing efforts are paying off my friends."* **Tom Vollrath, Assisted Living Administrator.**

Since the initial campaign started in February, the client has added incremental dollars for Geofencing, Social Media Management, and Video Production. The additional Geofencing that was added for the Chicago market came specifically from analyzing the client's Google analytics to pinpoint where people were searching. To date, the total investment for the year is **\$72,434**.

THANK YOU!