

2020 Marketing and Communications Plan

Healthcare Company

2020 Goals

Building on the benchmarks of 2019, Marketing Agency sees great potential for continued success in 2020. Now that the website has been established and continues to improve and grow, social media channels are owned and standardized, and media lists have been created for Healthcare Marketing Agency's markets, we can continue our work with the following priorities established for 2020:

1. Establish top of mind awareness for the Healthcare Company buildings within local markets as the choice for quality of life care among individuals/families/caregivers and care decision-makers; with the continued outcome goal of increased census and qualified leads.
2. Continue to monitor, manage and execute on reputation management strategies that augment the work product and strategies that the dedicated SEO firm provides; with the stated goal of raising Healthcare Company corporate and individual buildings' positions within search results and the proliferation of more "good news & reviews".
3. Establish Healthcare Company as a forward-thinking and future-focused thought leader in the senior care and health services industry by continuing to focus on the corporate brand, as well as localized promotion of individual buildings.
4. Attraction and retention of high-quality team members by promoting and branding the "internal brand" and culture of Healthcare Company through "Why Healthcare Company?" initiatives and campaigns.

The following high-level plan is an outline of our recommendations based on the understood priorities/goals for the year ahead. The plan itself is intentionally designed to be fluid and allow for challenges and opportunities that arise throughout the course of the year; while building in the time for projects that have already been planned/started or will continue.

Based on the overarching priorities of building census and quality leads through awareness and affinity; brand and reputation management that build on our positive presence in online search; and attraction and retention of quality team members, we've outlined recommended meeting cadence, year-long marketing efforts broken out by discipline/platform, and a quarterly snapshot so that we can continue to modify as the year unfolds. You will see annual projects and campaigns, as well as recommendations for PR, thought leadership, internal marketing initiatives, social media, and the Healthcare Company website.

Marketing Agency will provide updated quarterly marketing / PR plans to John and Jane in the month prior to the start of the quarter that includes uncovered opportunities and reflect current needs in our meetings with John and Jane in December, March, June, and September.

Recommended meeting cadence

- Quarterly planning meetings with John and Jane (December, March, June, September)
- Monthly meeting / Weekly check-in calls with John and Jane
- Quarterly meeting with regionals
- Monthly SEO meetings review/calibration
- Biannual meeting with Owner for high-level insight on priorities and goals

Projects and Campaigns

Ongoing Initiatives: Public Relations

- Regular press releases to local/regional/national media markets
 - New acquisitions
 - New buildings
 - C-suite level hires
 - Monthly/quarterly news items
 - Work with regional leadership to surface stories and events
- New building construction and acquisitions
 - Open house/grand opening event
 - Newswire and local/regional media blitz
 - SEO support to establish them in the local market

Ongoing Initiatives: General Marketing

- Continued fulfillment of facility event/advertisement/promotional item requests and corresponding social media/web posts as needed
- More active tool in the onboarding of new buildings
 - To include social media quick start
 - Press release on newswire to promote new acquisitions
 - SEO support to establish ranking in the local market
- Proposal of Corporate Agency Budget for Paid Opportunities
 - Marketing Agency recommends the following budget breakdown for strategic execution of paid marketing opportunities/strategy
 - \$500 monthly (\$6,000 annually) for Healthcare Company **corporate page** to be used for follower acquisition, website referrals and boosted posts for brand awareness. Additionally, we recommend **each facility** set aside

\$100 per month (\$1,200 annually) in their budgets for follower campaigns or boosted events/posts. Funds will be spent based on business needs and priorities. Individual campaigns to be provided for each building

Ongoing Initiatives: General Marketing (continued)

- \$12,000 annually for public relations and media outreach. This budget can be used for newswire releases for new acquisitions, paid media opportunities in local and national print and broadcast markets, industry magazine advertorials or announcements, etc. Individual campaigns to be provided prior to media spend
- \$12,000 annually (\$3,000 quarterly) for advertising/sponsorship as needed to support regional and corporate business development

Year-long Initiatives: Social Media

- Facebook
 - Continue to grow following and engagement on corporate page and existing individual pages
 - Continue to encourage individual facilities to send content for social channels
 - Strategic recommendations for social ad spending
 - Corporate budget: \$500 a month to be broken up into individual campaigns for follower acquisition, lead generation and boosted posts
 - Facility budgets: \$100 per facility
- Youtube
 - Facility video collection
 - Annual Meeting content
 - Series of Why Healthcare Company
 - Interviewing current employees on why they chose to work at Healthcare Company
 - For use for internal and external marketing efforts
 - Internal award winners
 - Create content based on the HR newsletter interview
 - Shareable on social media as well
 - Internal/external marketing
 - Facility video tours - walkthroughs of the buildings
 - Resident rooms, common spaces, dining facilities, etc.
 - “Day in the Life” series that follows a certain resident (with permissions) or staff member
 - Video testimonials
 - Utilize patient satisfaction surveys to build video testimonials
 - Text-only-based program explanations

- LinkedIn
 - Encourage all C-suite level executives Company-wide to leverage LinkedIn for networking, thought-leadership, and SEO.
 - Marketing Agency to provide best practices for distribution to leadership team to help guide them in the creation and management of their profiles
 - Marketing Agency to help create and/or manage Owners's profile as a top-level leader in the industry
 - Marketing Agency to produce a monthly content calendar for Owner's LinkedIn profile, Owner to approve
 - Marketing Agency to post, manage and monitor account
 - Encourage regional and facility-level involvement through monthly social media engagement calendars.
 - Provide visual social media toolkit for Regionals on a monthly basis to glean heightened social media engagement and consistency
- Healthcare Company Job Postings
 - Reputation Management across online hiring platforms to ensure updated brand messaging and standards are upheld

Year-long Initiatives: Internal Branding

- Leadership Annual Meeting
 - External promotion includes PR, onsite interviews and photos for social media and website use, ability to position Healthcare Company as a thought leader in the industry
- Campaign-in-a Box 2.0
 - Recommendation: To build on the momentum of the first two years, we'd like to encourage more original Healthcare Company generated content. Editorial calendar to include working directly with regional and business development leadership to bring insight from the field and share success stories across all facilities
 - Marketing Agency to provide prompts based on pop culture/in-the-news/timing of industry/healthcare awareness & recognition (i.e.: Nurses Week, National Skilled Nursing Home Week, Physicians recognition, and days/times of year that focus on health-related awareness
- Healthcare Company Spotlight Quarterly Newsletter Content Generation and Design
 - Supporting social media campaign
- HR Quarterly Newsletter
 - Content generation, design, and distribution via print and e-blast
- HR Recruitment/Onboarding/Employee Retention Initiatives
 - Direct Mail

- Year-round list of important dates/weeks to build social, digital and public relations

support and campaigns around (potential: Nurses Week, First Responders, Healthcare, Physicians, Social Workers, Activity Professionals, etc.)

Year-long Initiatives: Online

- Reputation Management
 - Building digital trust for Healthcare Company corporate identity and individual buildings
 - Integrate SEO keywords into review responses to strengthen the ranking
 - Utilize positive reviews on social media
 - \$750 / month for paid search utilizing ad extensions for top of page listing in Google search
- Website Recommendations*
 - Overall Recommendations
 - Add find a location zip code search to the footer of the site with service filters
 - Community pages
 - Enhance Programs & Services visibility
 - Increase call to action visibility to drive conversions
 - Photo gallery addition
 - Services pages
 - Update core service pages to reflect the brochures developed in 2019 ■
Add tertiary navigation and subpages for specialty services
 - Increase location visibility
 - PATH page
 - Content update
 - Graphic enhancement/sub-page creation
 - Enhanced location visibility
 - Life Enrichment Tie In
 - Add a sub-page for each individual community dedicated to promoting the Life Enrichment program
 - Add Life Enrichment information page to the website's navigation either as a primary or secondary page
- Ongoing SEO initiatives - content building, pushing positive stories/reviews

**estimates will be provided for new development initiatives as well as quarterly hours block for ongoing updates and maintenance support*