

RE-IMAGINING YOUR 2021 SENIOR LIVING MARKETING BUDGET



WHAT HAS CHANGED?

In the age of the coronavirus, what *hasn't* changed? The senior living industry has been hit particularly hard by COVID-19. Re-evaluating and adjusting your annual marketing spend to the changes brought by the pandemic is necessary, and ultimately fruitful.

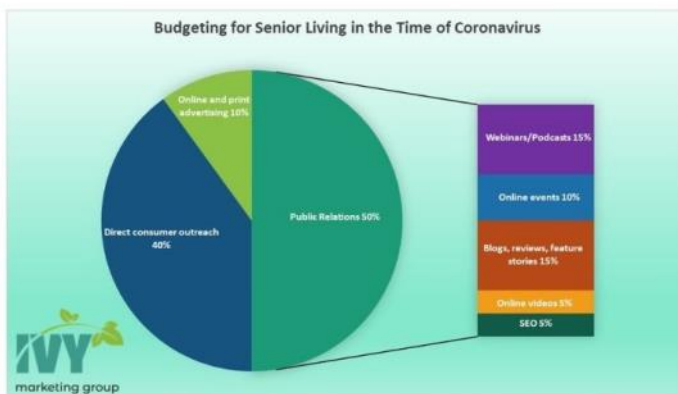
LIVE AND ONLINE

COVID-19 has imposed tremendous limitations on your ability to showcase your community in person and host such events as onsite tours, luncheons, educational seminars, and all manner of face-to-face occasions. As a result, technology has taken center stage, allowing for live, online events, virtual tours, webinars, and more. Investment in the technology and production expertise required to facilitate successful remote experiences should account for a considerable portion of your budget for 2021, and very likely beyond.



PR IS PARAMOUNT

Whoever said PR is dead hasn't seen 2020. The press has had a feeding frenzy over stories of illness and death in senior communities due to the virus. The resultant negative narrative has damaged reputation and overshadowed the creativity, ingenuity and genuine heroism that have made life in many senior communities not only tolerable, but enjoyable and fulfilling. Your good news is not only worth sharing, it's your lifeline to recovery, and PR should occupy a greater portion of your marketing budget than ever before.



Contact IVY Marketing Group today to discuss your 2021 budget and learn how we can help you make the most of your marketing dollars.