



DON'T PANIC, PIVOT.

Nimble Communication Solutions to Respond to the Unexpected.

To help Life Plan community marketers successfully respond to COVID-19, the 3rdThird Marketing team has assembled a critical communication program focused on converting existing marketing plans to work with the new normal.

First come, first served. Because this program encourages Life Plan communities to cost-effectively share valuable content, it is limited to one community in each geographic marketing area.

The Pivot Program

- Converts your event marketing calendar to a virtual marketing calendar to attract and nurture leads.
- Adapts your marketing program to accommodate the “new normal.”
- Builds consumer confidence by reframing the conversation to emphasize the positives of community living.
- And most importantly, positions your community to be one step ahead in the coming recovery.

A future-proof plan. When face-to-face marketing returns in the future, you can apply a portion of your monthly contract to our other services and pivot to what’s next.

One thing is for certain: Now is not the time to withdraw. But it is the time to shift tactics, resources and how you communicate. The Pivot Program offers a predictable monthly retainer that will help deliver results. Visit 3rd3rdPivot.com.

Pivot Package Offerings	Pro	Business	Basic
Live Webinar Presentations Pro (Hosted); Business & Basic (Not Hosted)	4	3	1
Webinar Moderating & Coaching	•		
Podcasts/Community Radio	4	4	4
Virtual Visit Videos	3	1	
Live Chat Website Integration	•	•	•
eBook Lead Generation Offers (Annually)	4	3	1
Blog Articles Supporting the eBooks	4	3	1
Quick-Start Website Optimization	•	•	•
Flipbook Online Dream Brochure	•	•	•
Automated Email Nurture Series	•	•	•
Quarterly Direct Mail Postcards	•	•	
Social Media Advertising (see details)	•	•	•
Social Media Management	•	•	•
Moderated Live Facebook Events	•		
Pay-Per-Click Google Advertising	•	•	•
Digital Banners (see details)	•	•	•
Turnkey Web Edits	•	•	•
“Why a Life Plan Community is the Healthy Option” Brochure	•	•	•

PIVOT TOOLS FOR GENERATING LEADS AND VIRTUAL SELLING.



LIVE WEBINAR SERIES. Specialized webinar content that your prospects crave. Designed to be presented via ZOOM or other web sharing tools. Training included.

GROUP WEBINAR MODERATING & COACHING. One of our Community Coaches handles everything: the technology, scheduling, captioning, hosting and moderating. Your team just has to show up and talk!

PODCASTS. Your community radio show includes planning, interviewing, technical production, streaming and loading to your website. Plus text transcripts to boost your site's SEO.

VIRTUAL VISIT VIDEOS. We coach your team through the storyboard and how to effectively shoot raw video with an iPhone. Then, we take care of the rest: video production, streaming and loading it to your site.

LIVE CHAT WEBSITE INTEGRATION. Instead of tours with prospects, you can establish rapport using live chat. Chat integration includes training, language cues and instructions on how to move leads to depositors.

EBOOK LEAD GENERATION OFFERS. This substitute tool inspires leads to fill out a form. You choose from a list of popular booklets, and we customize for your community.

QUICK-START WEBSITE OPTIMIZATION. Applies Pivot Program to your site to generate leads. SEO review repairs basic pitfalls and implements strategic content.

FLIPBOOK ONLINE BROCHURE. A beautiful, magazine-style brochure lets prospects flip through the highlights of your community. A perfect tool for remote selling.

EMAIL AUTOMATION. Once prospects fill out the web form, an automated email program nurtures them with three different follow-up emails to move them to deposit.

DIRECT MAIL SUPPORT. We'll design quarterly postcards to promote attendance to your live webinars and kick-start content requests for eBooks and webinars.

SOCIAL MEDIA ADVERTISING. Target audience members will be online more than ever in the months ahead, so use this opportunity to demonstrate your community's competence and professionalism. Targeted advertising to promote the webinars, eBook giveaways and videos to drive traffic to your site and secure quality leads.

SOCIAL MEDIA MANAGEMENT. Showcases how your community is keeping residents engaged and happy during difficult times to build peace of mind with consumer-focused lifestyle content, communication updates and reputation management.

MODERATED LIVE FACEBOOK EVENTS. We handle everything: Scheduling, coaching, content/concept ideas, developing the private Facebook group, inviting prospects to attend unique events like happy hours, cooking classes, "yappy hours" and more. Invites potential prospects and residents to socialize online.

PAY-PER-CLICK GOOGLE ADVERTISING. Strategic brand-level program to present the positive and suppress the negative, especially searches related to COVID-19 and senior living.

DIGITAL BANNERS. Lead generation for upcoming webinars, virtual tours and eBook downloads. Geo-fencing, behavioral and contextual targeting.

TURNKEY WEB EDITS. We'll keep your website updated to make certain your content and navigation optimizes user experience.

"WHY A LIFE PLAN COMMUNITY IS THE HEALTHY OPTION" BROCHURE. Misconceptions about senior living communities and COVID-19 have the potential to dramatically impact your community's future. Build confidence in your Life Plan brand by demonstrating how living in a community is still a much healthier and safer choice than living at home. Brochure loaded to your website and used online.

REGISTER FOR OUR "DON'T PANIC, PIVOT!" WEBINAR

See available dates and times at 3rd3rdPivot.com

Learn what your community can do and what other communities are doing now to pivot their marketing. Call 877-573-6240 or email ideas@3rd3rd.com

ADD-ON PROGRAMS

Crisis Communications Planning

This engagement prepares your community to handle a public relations crisis by planning ahead, establishing processes, defining lines of communication and developing proactive messaging.

Positive Pivoting Public Relations

With so much bad news in the media, journalists are looking for feel-good stories. Now's the time to showcase your creativity and ingenuity with free press. Our public relations specialist honed her skills for 17 years at Starbucks!

Dining Delivery Upgrades

Now is an excellent time to not only make your residents happy with their in-room dining service, but also hone your grab-and-go offerings and in-room dining experience. The Culinary Coach team is here for you with retail and environmental packaging programs your residents will enjoy and creative in-room delivery recipes and ideas to keep them happy and engaged.

