

# SENIOR ~~LIVING~~ THRIVING.



## WELCOME TO THE PLUS SIDE OF LIFE.

YES, there is a direct correlation between making aging better and helping senior living communities thrive. It's what we strive for. As a values-driven company, 3rdPlus delivers un-ageist approaches to branding, marketing, public relations and dining operations for your success. Because when you live your mission, older adults live their best lives.

### ALL ASPECTS OF YOUR COMMUNITY ARE CONNECTED.

The holistic approach of 3rdPlus creates a positive outlook for healthier lives and a healthier bottom line. We nurture and support non-profit organizations with a menu of creative solutions that inspire positive aging and financial success.

# WE MAKE AGING BETTER.



## POSITIVELY BRILLIANT BRANDING & MARKETING.

**ASK YOURSELF:** If your competitors' logos were swapped onto your advertisements or website, could your target audience tell the difference?

At 3rdThird we know a distinctive brand keeps your community recognizable and outshines your

competitors, including any new communities popping up in your market.

Building a marketing program on a solid brand foundation that avoids generic content and stereotypical messaging is vital. We give all of your communications and lead generation

more power—across digital, direct mail, television and radio. Developing a clear brand message that spans all channels wins business.

Call us at (888) 776-5135 or email [ideas@3rdPlus.com](mailto:ideas@3rdPlus.com) to begin bringing your brand to life.

### 3rdThird's process works 100% of the time.

- Branding and positioning
- Blue Sky marketing
- Digital marketing
- Lead generation
- Content marketing
- Sales support
- Websites
- Social media
- Traditional media
- Identity and naming
- Photography and video
- Content marketing
- Events and webinars
- Podcasting
- Public relations
- Explainer videos
- Strategic marketing plans
- Focus groups
- Media planning and placement
- Marketing turnarounds
- Fractional CMO services





3RDTHIRD MARKETING

## YOUR TRUE PARTNER.

### EXPLORING AFFILIATION OPTIONS?

If you're a CCRC considering affiliation with another organization, you will likely need to invest in a marketing partner to help boost lead quality, sales, occupancy and marketing results. Numbers trending in the right direction make your community an even more attractive acquisition with a stronger negotiating position. Conversely, if remaining a single site or small system is your goal, we've helped other communities do that too.

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### How we support affiliations, acquisitions and census turnarounds:

- Fresh Eyes Marketing Review of marketing activities and sales to assess results, spot opportunities and benchmark results.
- Interim CMO during times of transition, including fractional expertise for marketing, sales, public relations, communications and digital expertise.
- Outsourced internal marketing to increase your performance while cutting costs.
- As a proactive partner, we act as an extension of your existing marketing team. A single point of contact can take care of most of your needs, and we bring with us fresh ideas.
- 100% accountable. You will receive a detailed results report every quarter that demonstrates results from every channel and provides recommendations for improving effectiveness.
- Our agency works with non-profit Life Plan Communities across the country. Through focus groups and intensive analysis, we apply proven techniques to ensure success every time.



## UNLOCK YOUR MARKETING POTENTIAL WITH A FRESH EYES REVIEW.

### OUR COMPREHENSIVE REVIEW PROCESS IS PERFORMED IN THE SPIRIT OF IMPROVEMENT AND GOOD-NATURED COACHING.

Our experts meticulously examine all aspects of your marketing, sales process, reporting, campaigns, CRM, website, digital, culture, operations, target audience and competitive landscape.

We uncover underperforming blindspots and suggest where you can improve the ROI of your marketing spending.

Moreover, we discover bright spots where your marketing and sales excel and recommend where to invest more into

channels that will yield the best results.

Finally, we look for promising but potentially overlooked opportunities to expand your market share to reach more of the prospects you want. Whether you are census-challenged or curious about where you can boost performance, a Fresh Eyes Marketing Review is a great place to start.

Uncover every opportunity and pinpoint areas for growth with a fresh, unbiased perspective.

Here's how we do it:

#### Focus Groups and Interviews:

We interview residents, leads and team members to gather insights and candid feedback.

**Data Analysis:** We sift through marketing metrics to identify trends, successes and areas ripe for improvement.

#### Competitive Landscape

**Review:** We examine what your competitors are up to, helping you stay ahead of the curve.

#### Community Immersion:

We spend time in your community to understand the unique culture that sets you apart.

### What a Fresh Eyes Marketing Review can do for you:

- Improve ROI on your marketing spends
- Boost your lead-to-tour and tour-to-deposit ratios
- Lower the average age of IL residents
- Benchmark KPIs compared to industry averages
- Elevate census through streamlined selling
- Get an in-depth strategy report for what to improve first based on needs and budget

### Ready to refresh your approach?

Find the hidden gems in your marketing strategy. Contact us today to learn how. Call (888) 776-5135 or email [ideas@3rdPlus.com](mailto:ideas@3rdPlus.com). Let's get going!





## CULINARY COACH

# DINING OPERATIONS HELP.

**COMMUNITY DINING IS MORE THAN JUST MEALS.** It's the center of community culture and a competitive advantage.

Culinary Coach was born out of the need for senior living communities to have direct access to experts in the culinary field.

Give us a call at (888) 776-5135 or email [ideas@3rdPlus.com](mailto:ideas@3rdPlus.com) to begin reimagining your dining program.

### Resident & Team Engagement

- Labor and staffing analysis
- Team and resident engagement survey moderation
- Focus group moderation

### Fresh Eyes Business Ops Review

- Hospitality program analysis around industry benchmarks
- Identify operational opportunities and deficiencies
- Fiscal accountability
- Operational excellence
- Resident sentiment surveys and focus groups

### Monthly Operational Review & Audits

- Full-service retainers
- Regulatory compliance monitoring
- Clinical review
- Financial review

### Dining Program Transformation

- Transitioning from (or to) an outsourced contract provider
- Hospitality and venue concepting and branding
- Innovative venue concepting and design support
- Point-of-sale solutions
- Meal plan assessment and implementation

### Culinary & Hospitality Training

- Culinary training
- Service training
- Hospitality training
- C-suite dining management training

### Menu Engineering

- Cycle menu support
- Production automation
- Menu and recipe platform support
- Procurement optimization and support
- Product and vendor sourcing

### Communications

- Venue concepting and branding
- Menu design and refresh
- Internal dining marketing programs
- Resident dining websites
- HR training and culture materials
- Dining public relations programs



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