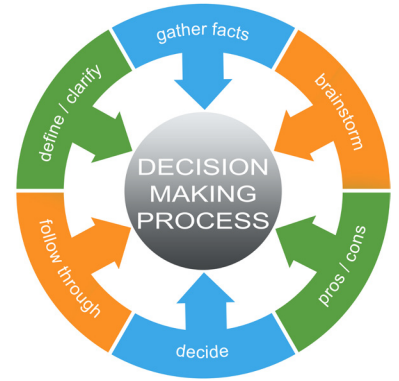




CREATE A BUYER EXPERIENCE THAT DRIVES OCCUPANCY

Monday, October 14, 2019
2 - 3 p.m.



PURPOSE

Understanding a potential resident's journey through the research and decision-making process will inform a smarter marketing strategy. This webinar will reveal the six distinct stages of a customer journey using real-life examples from a senior housing community. Participants will receive actionable strategies to implement in the marketing and sales processes to ultimately drive occupancy rates.

LEARNING OBJECTIVES:

- Define the six stages of a buyer's journey to understand your sales process from the decision maker's point of view.
- Explore creative ways to engage residents and their families to drive word of mouth referrals that garner qualified, motivated leads.
- Learn to think like a digital marketer and utilize specific tactics at different points in the sales process.
- Take away actionable strategies to increase occupancy.

SUGGESTED AUDIENCE

- Marketing and Sales Professionals
- CEO/Campus Administrators/ Site Manager
- Other Interested Staff

PRESENTER

Erin Perry Borron, Chief Strategy Officer and Andrew Leintz, Vice President of Sales, DAYTA Marketing, St. Cloud

REGISTRATION INFORMATION AND FEES

LeadingAge Minnesota Members – \$65 per connection
Prospective Members – \$90 per connection

Registration includes one web connection and handouts.

LeadingAge Minnesota reserves the right to cancel this webinar.

CEUS

CEUs are not included in this value priced webinar.

HOW TO REGISTER

Register online at <https://store.leadingagemn.org/eventlist>. Contact Ashley Rogers arogers@leadingagemn.org for assistance or if your registration has not been confirmed.

QUESTIONS

Ashley Rogers, Education Coordinator
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Registration
Cut off date:
**Thursday,
October 10,
2019**