



Sales & Marketing Strategies During Social Distancing

A webinar

Wednesday, May 20, 2020

11 a.m. – 12 p.m.

During this time when you can't offer onsite tours, there are many ways to market your senior living community and stay engaged with your prospects.

At its core, relationship sales is all about your customer. How can you use this time to improve their quality of life in their own homes right now and keep that relationship strong?

Join this free, one-hour webinar and gain some resources to help you think differently about your sales and marketing efforts when you can't meet in person.

Purpose

This program is designed to equip marketing and sales professionals with insight, tools and strategies to operate effectively during social distancing and visitor restriction orders so that prospects remain engaged and ready to visit when it's safe to come back.

Content

- Find strategies to stay connected with your prospects now so you don't lose the relationships you have built.
- Explore how to conduct virtual tours and personalized video tours through technology apps.
- Think about creative ways to share your community's unique stories through social media.
- Discuss the possibility of lingering fear after life returns to normal and how that may require a fresh approach to cultivating your relationships.
- Is it time to review your website and marketing materials? Discuss how to avoid deceptive marketing and embarrassing goofs during this time.

Presenters

Peggy Scoggins, Owner/Consultant, Adept Selling, St. Paul; **Kari McHenry**, Director of Marketing, Guardian Angels Senior Services, Elk River; **Angi Moore**, Director of Digital Marketing, Cassia, Edina; and **Kate Blessing**, Community Relations Director, Martin Luther Campus, Bloomington

Registration

There is no cost to participate in this LeadingAge Minnesota webinar. Please [click here](#) to register.

Closer to the webinar you will receive the handout and another reminder on the link to participate. CEUs are not available for this webinar. CEUs are not available for this webinar.

Questions: Contact Ashley Rogers arogers@leadingagemn.org.