

# Marketing Matters

## A Road Map for Growing Your Community

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# Your Marketing Goal

Connect → Engage → Commit

Those who are aligned with community

## Values & Vision

# Connecting

- Vision & Values Resonate
- Create Emotional Response
  - Interconnections
  - inner connections
- Inspire Action

# Vision & Values Exercise

Get clear about what you are marketing

- Consensus around vision & values
- Clearly stated vision statement
- What are your community's core values?

# 62+ Values Research

Results of Mature Market Group by rank:

- Self-respect
- Family ties
- Life purpose
- Warm relationships
- Kindness and compassion
- Intellectual curiosity
- Health & well being
- Fun & happiness
- Traditional attitudes regarding respect, rules, civility
- Financial security

# Your Core Values

Are they different ?

## LOHAS

Lifestyle of Health & Sustainability  
holistic/integrative perspective

# The Marketing Committee

## Plans and leads marketing efforts:

- Enroll others for their expertise and support
- Develop a plan – goals, tactics, tasks, activities
- Develop marketing messages and materials
- Website and social media, blog, Facebook page
- Maintain lead & referral database – CRM
- Follow-up with prospective members
- Organize marketing activities
- Monitor progress/results

# Developing Your Message

## Creating an Emotional Connection

- Emphasize feeling then features
- Share your community's story
- Identify affinity groups
- Articulate aspirations for community and this stage of life
- Use words & images that express community's vision and values



# Messages Linked to Values

- Control over community life (**self-respect**)
- Contribute to community (**kindness & compassion**)
- Engage interests, skills & service (**life purpose**)
- Affordable, service rich life-style (**financial security**)
- Supportive neighbors (**warm relationships**)
- Active lifestyle (**health & wellness**)
- Collective decision-making (**respect, civility, manners**)
- Gatherings and celebrations (**fun, happiness**)
- Sustainable environments & lifestyle (**health & well-being**)

# Community Features

## **After feelings come features:**

- Private and shared environments
- 40 residences with private kitchen and bath
- Walking distance to shops and transportation
- Fitness center/spa
- Sustainable design
- Community garden
- Classes/clubs/thought provoking discussions, parties
- Other?

# Identify Prospective Members

What is the profile of your desired member?

- age
- marital status
- distance from site
- health & fitness
- financial resources
- education
- interests
- knowledge or skills
- family
- other?

# Engagement Tools

Ready to reach out to your market

**Always include a call to action – Co-create**

- Tools for engaging and getting message out.
  - Flyers/brochure
  - Website
  - Blog/social media/digital newsletters & invitations
    - **explore your market's opinions & experiences.**
  - Newspaper & magazine articles (digital & paper)
  - Interviews (tell your story)
  - Presentations
  - Mailing lists

# Engagement Activities

- Outreach Audiences
  - Prospective members
  - Organizations and clubs
  - Referral sources
    - Real estate professionals, financial planners, estate attorneys
    - Family – adult children
    - Friends of prospects
    - Friends of members
    - Town leaders

# Engagement Activities

- Outreach Activities
  - Group and individual presentations & discussions
  - Events to promote community
  - Offer classes (healthy aging/aging in community)
  - Participate in fairs and other community gatherings
  - Celebrate something fun or meaningful
  - More ...

# Commitment

- Takes longer than you think
- Follow-up is key
- Popcorn
- When to cut bait?

