

Jeff House

Posted: Saturday, October 18, 2014



Let's give them something to talk about

When was the last time you surveyed your prospects or hosted focus groups? This work gives you a great return on investment in the form of cost-effective lead and sales generation that also creates great content and a good event plan. You may be surprised what you get when you ask people for their opinion, thank them and share what you learned from them. Reciprocity works... these potential customers will make time in their days for you, and you can return the favor.

RD has found two effective approaches to leverage your investment in market surveys or focus groups. Your investment will be somewhere between economical and free because of the high volume of leads which come with charts and graphs that your market will love. By "re-purposing" the research results as a content and marketing strategy you can stretch your budget just a little further.

CONTENT. Pull together a baker's dozen factoids to publish in your newsletter. Better yet, send a thank-you note to those who participated that says, "Here's what you told us. Thanks!"

- Reinforce that their opinions matter and will help you do a better job serving them.
- If it's true, give them a "for instance" of some improvement you've made based on their input.
- Press to Impress. Create press releases that hit the highlights of the research results and stress the point that you want and your customers want.
- Digital Links. Post the highlights on your web and social media as stand-alone articles or incorporate some of the findings in a letter from the CEO or Marketing Director.
- Consider using the same information as the foundation for a presentation to other local organizations such as the Rotary or church groups.

EVENT PLAN. Invite people to see and hear the results at a presentation at your community—and to meet other people who have similar interests. It gives people a chance to put themselves in your picture. At one community that RD serves, two families joined the community within 3 months after they came to a presentation of the results, even though they were part of the 97% who had not replied to the survey!

- Be prepared with a few "show of hand" questions to encourage involvement and to tease out the questions or answers the survey might have brought to mind.
 - People want to be special, but they don't want to be alone. Look for examples of how these folks stand out and for ways they are a part of a larger opinion trend.
- Helpful Hints .
- Start the gears turning. Include a few questions in the survey that are intended more to stimulate thinking than to get data. Survey respondents frequently tell us they respect the retirement community for starting a needed thought process.

- Underscore the importance of listening to your market by having your leadership staff complete the survey by trying to forecast the answers that respondents will give.

Very interesting!

After over 90,000 surveys over the past few years RD's clients are averaging over a 2.75% return rate!

The "HOT Algorithm" RD uses to predict prospects' propensity to move-in is improving and the sales "bounty" keeps our clients informed after our work with them is through.