Master Marketing Plans
That Attract New Clients

Bob Roth
Managing Partner
Cypress HomeCare Solutions

My Inspiration is Our Commitment

Joan Roth
Cypress HomeCare Solutions

- Founded 1994
- Serving Maricopa County – Phoenix
- 215 - 250 Clients
- 250 - 320 Caregivers
- 11 Staff
- Service Lines
  - Self Pay
  - State Programs (Medicaid)
  - Private Insurance (long term care insurance)

About Cypress HomeCare

- Ranked #1 Home Health Agency in Arizona for 2010 and 2012
- Grew out of Roth Family’s experience caring for their mother – this fueled the passion to care for people in their community the same way they cared for their own mother
- Established as a dynamic, progressive organization; strives to deliver client-centered care
- Dedicated to providing the highest quality, cost-effective home care solutions, so clients enjoy their independence, enhance quality of life and peace of mind
- Trained caregivers – experiences, compassionate and willing to support client needs
- Quality assurance standards – staff genuinely interested in satisfying each clients’ individual needs
So what does a Consumer Product Goods (CPG) Marketing Plan look like?

10 Step Marketing plan

By Mariel Angelou A. Parulan | 19 January 2011

Part I: Gatorade’s POSITIONING

1. Primary target market
2. Needs, Wants, Expectations
3. Competitors
4. Opportunity Gap
5. Market Sizes (3 Cs)
1. Primary Target Market

*Secondary target market: Young athletes*

- **The Actives**
  - 15-50 years old
  - Male & Female
  - Single & Married
  - Class AB to C

- **Behavior**
  - Hydrates after every workout
  - Wants to be at the best shape
  - Competitive: pushes self to the limit

- **Lifestyle**
  - Active & always on-the-go
  - Engages in health-oriented activities:
    - Gym, sports, running, climbing

2. Needs, Wants, Expectations

- I **NEED** to be fit for my activities.
- I **WANT** a drink that has everything that my body needs, from warm-up to cool down
- I **EXPECT** it to step up my work out and put me at the top.
3. Competitors

- **Direct**: Powerade, Lucozade
- **Indirect**: mineral water, tap water, C2, Fit n right
- **Variables**: Taste options (flavors), price, availability, health advantages

<table>
<thead>
<tr>
<th><em>Gatorade</em></th>
<th>Powerade</th>
<th>Pocari Sweat</th>
<th>100 plus</th>
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<tr>
<td>Hydrates</td>
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<td>Boosts brain fuel</td>
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*Unique positioning*: All-in-one sports drink that promises to provide you a hero’s winning formula

4. Opportunity Gap

- Gatorade is the world’s no. 1, scientifically-tested sports drink. Studies show that Gatorade hydrates 90% better than water and 45% better than any other sports beverage.
- Gatorade not only hydrates but also enhances muscle action, fights fatigue and boosts brain fuel.
- It is the **hero’s winning formula**! Science has proven it and athletes recommend it.
  - *Go ahead and step up your work out. Then do a heroes do.*
  
  *Drink Gatorade!*
5. Market Size

- The sports drink category is ~ $7.6 billion industry and takes up 21.3% of total beverage consumers
- With $654 million sales, the primary competitor (Powerade) takes 8.6% of the total market share
- With $2.6 billion sales, GATORADE takes 34.2% of the total market share

Part II: Gatorade’s STRATEGY

6. Product
7. Price
8. Promotion
9. Place
10. Generic winning strategy
6. Product

- Famous for its flavors – Blue Bolt, Grape, Tropical Fruit, Orange Chill, Pink Lemonade, Lemon Lime
- Available – 400 ml, 500 ml, 1.5 ml

*Its not just a drink, it’s the complete package!*

- It enhances muscle action... Ensuring adequate oxygen and blood to perform at their peak
- Fights fatigue... with adequate carbohydrates, delaying fatigue and maximizing energy
- Boosts brain fuel...by preventing low blood sugar to stay mentally at the top of your game
- Contains sodium to prevent water loss, potassium to improve muscle performance

7. Price

**GATORADE** is 20% premium priced

✓ Value of the brand (status)
✓ Value of the product itself

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<td>29.25/500 ml</td>
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<td>Price/ml</td>
<td>P 0.061</td>
<td>0.0585</td>
<td>0.044</td>
<td>0.066</td>
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</tbody>
</table>
8. Promotion

• Media advertising
• Print advertising
• Events and Experiences
• Online
• Tie-ups

Spying on the competition – advertising, online marketing, events/experiences
• 100 plus = “Outdo yourself”
• Pocari sweat = “Refreshing replacement”
• Powerade = “Keep playing”

9. Place

• In all leading groceries, supermarkets and convenient stores nationwide
• Supermarkets (SM hypermarket, Shopwise, Rustan’s)
• Mercury drug stores, Mini-stops, 7 Eleven, etc.
10. Generic winning strategy

- Well-differentiated target population
- Getting the best image models
- Use of science to emphasize the company’s expertise on the product

“For a better workout, exercise proper hydration with the world’s no. 1 sports drink. Gatorade.”

10 Step Marketing plan
Now What?

Okay Bob, I get it! You worked 2 large CPG Companies, their Marketing budgets and plans are rather extensive.

How does my little home care agency put a Marketing Plan together when we don’t have the resources that these big company's have?

*First let’s start with a question....*
Who Are You?

We know you are a non-medical, private duty home care company, but really *who are you*?

**What Are Your Spheres?**
- What are you focused on?
- What best describes you?
- Your spheres define you.
These are my spheres:

- Caregiving & Caregiving Training
- Jewish Community
- Business – Entrepreneur
- Sports – Golf
- Healthcare

You Need to Decide...

Would you like to be fishing in an ocean?

Or would you rather be fishing in a barrel?
Ways to fish in the Home Care Ocean

• Yellow Page Ads
• Senior Magazine Ads
• Newsletters – Use only if targeted to your Key Influencers.
• Multiple offices - No one cares where your offices are located.
• Bolting on additional services – geriatric care services, plastic surgery, baby sitting, Dog poop removal.
• Television and Radio – Without connected to an overall plan

Ways to fish out of a Barrel

When it comes to MARKETING home care
2 keys to remember:
• Who are you MARKETING to?
  – When is the greatest propensity of need?
• What is your Message?
  – And how does the person hearing the message relate to it?
It all begins with 3rd Party Influencers

What is a 3rd Party Influencer?

• Home Care is one of the few industries that you really are not MARKETING your services to the ultimate end user (in our case The Care Recipient)

• You are MARKETING to what we define as the 3rd Party Influencer.

• 3rd Party Influencers are in many cases the ultimate/final decision maker(s) relative to home care.
  – So who are your 3rd Party Influencers?

3rd Party Influencers (just to name a few)

• Adult Children
• Geriatric Care Managers
• Trust Bankers
• Elder Law Attorneys
• Estate Planning Attorneys
• Hospital Discharge Planners
• Medical Professional Community
• Home Health Care
• Hospice
• Medical Equipment Companies
When is the greatest propensity of need?

Usually around the Holidays is when family members, friends and neighbors notice a change in a person’s physical and behavioral well being.

– Easter
– Passover
– Thanksgiving
– Hanukkah
– Christmas
– New Year’s

Now we know that a good foundation to an agency’s **MARKETING** plan is centered around:

• Reaching 3rd Party Influencers
• Greatest Propensity of Need
• What is your message? And how can the receiver of this message relate to it?
When you are **MARKETING** it is imperative to that you create your message so that the person receiving your message can relate to it.

Example of radio ad:

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**What is customer acquisition?**

- Customer acquisition is the process of obtaining new customers

Your “business life cycle” consists of five stages: suspects, prospects, clients, referrals, and retention.
• Everyone starts off as a **SUSPECT**.
• Smart **MARKETING** will identify your **PROSPECTS**.
• Though your marketing and opening process you’ll convert them into **CLIENTS**.
• As successfully satisfied **CLIENTS** they’ll send you **REFERRALS**.
• Through service, results, and fear of disconnect you’ll **RETAIN**.

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**The difference between making and losing money rests on understanding the business life cycle.**

• If you don’t target a niche then you don’t have **SUSPECTS**.
• If you can’t market to them you have no **PROSPECTS**.
• If you can’t convert the prospects then you have no **CLIENTS**.
• If you can’t successfully keep them as **CLIENTS** then you will generate no **REFERRALS**.
• And if you can’t **RETAIN** your clients then you’ll never have enough money.
"A business absolutely devoted to Customer Service Excellence will have only one worry about profits. They will be embarrassingly large."

-Sir Henry Ford

**Concierge**

- This is the TRUE difference between you and the next agency, the customer service difference.
- It is keeping in mind that you not only want to MEET your client’s expectations you want to EXCEED them.
Check this out

From: Jonathan Roth [mailto:Jonathan.Roth@teralowines.com]
Sent: Thu, 15 Mar 2012 5:58 PM
To: Flanagan, Denny [OREDO]
Cc: Customer Relations
Subject: Thank you

Captain Denny,

I wanted to take a moment to thank you for the note that you sent back to me on last night’s flight from ORD to SAN.

So far this year, I have flown over 50,000 miles on United and over 50,000 miles on American. And this was the first time ever that someone took the time to thank me for my patronage. As you can imagine, I spend a lot of time on airplanes with my job, and it is nice to be appreciated.

It is folks like you that truly understand, that customers do have a choice in flying, and those little things make it easier to choose United over other carriers.

Thanks Again,

Jonathan Roth

Mr. Roth,

Thank you for your kind words. Statistics shows that for every compliment or complaint that there are 100 others thinking of doing the same thing. Feedback is so important to know you are on the right track. In the service business the recipe for success is quite easy and it has three ingredients; choose your attitude for the altitude you want to maintain during the day, anticipate your customers needs and exceed their expectations. I have a few work philosophies and they have proved effective of the years;

-- I believe that each customer deserves a good travel experience whether on United, Continental, American or Delta...train, bus, taxi or with your best friend in his car. You deserve a safe and comfortable ride.

-- Treat each customer as if it is their first flight and have no expectations...I lead by example and this helps motivate the crew to do a better job. When they see me stow bags, assist moms with strollers and answer questions as if it is the first time I heard it they are brought back to their new hire days.

-- It is easier to keep the customers you have than to find new ones...United has a devoted sales team to find new customers and it is time consuming and expensive but necessary. My job is somewhat easier and less expensive and that is to provide a safe and customer-oriented service. If I do my job then the folks in the sales department will have less pressure on themselves.

Jonathan, I look forward to seeing you on many more of my flights flying the “Friendly Skies” of United Airlines. If time is available I will buy us a Starbucks and we can chat for a few minutes.

Denny
Questions?

- It is all about Customer Acquisition
- How do you identify your PROSPECTS?
- Where do I spend my marketing dollars?
- When do I spend my marketing dollars?
- How much marketing money should I allocate to the Marketing Plan?
- What does the Greatest Propensity of Need mean?
- Wouldn’t you like to fish in a barrel versus fishing in the ocean?
- Why is it important to Market during the Holidays?
  - This is when it is most readily recognized because family members have not seen one another since the last holiday
- When Developing your Marketing Plan you have to look at the entire year

Building Your Marketing Plan

Let’s look at Cypress as our example in putting together a MARKETING plan for a Home Care Agency.

- It begins with who is Cypress
- Then we build from there

I will then show you how we build our MARKETING plan and why we analyze our spends
Who is Cypress?

- Service
- Integrity
- Honest
- Ethical
- Diversity
- Dignity
- Respect
- Professional
- Family
- Dignity
- Family Integrity

Brand Attributes

- Dignity
- Family
- Integrity
Situation Analysis

Cypress HomeCare Solutions is recognized throughout the Phoenix Market as one of the preeminent homecare providers.

Cypress HomeCare Solutions is recognized Nationally as one of the preeminent homecare providers.

Cypress wants to keep its name front and center through social media, traditional and untraditional marketing and PR outreach in order to grow market share.

100% of Cypress’s focus is on marketing to 3rd Party Influencer’s.

Strengths
• Reputation
• Innovation in industry
• Personalized attention
• External marketing

Weaknesses
• High price point
• Internal communication

Opportunities
• 83 million baby boomers began turning 65 in 2011
• Economy – people wanting (or needing) to stay home

Threats
• Healthcare Reform
• Unionization
• Low-cost sole practitioners with lower standards
• Economy
• Contract workers / registries
Goal

For Cypress to be the industry leader in homecare solutions

2013 Objectives

- $5 million in revenue
- 5,200 – 5,500 hours per week
- Positive increase by 12 to 15 caregivers per month
- 75% Private Pay – 25% Medicaid
Key Messages

Cypress is a locally owned and operated family business that has been in the Valley for 18 years.

Cypress is dedicated to providing “compassionate care” for its clients and assisting adult children as their roles reverse.

Cypress is committed to its employees, focusing on five keys: recruit, train, empower, support, and retain.

Targets

Consumers
- Children with older parents

Referral Sources

3rd Party Influencers
- Hospital
- Discharge Planners
- Banner Alzheimer’s Institute
- Geriatric care managers
- Fiduciaries
- Trust Bankers
- Estate Planning Attorneys
- Elder Law Attorneys
- Home Health Care Agencies
- Hospice
- Medical Equipment Companies
Integrated Approach

- Implement a social media program to build more relationships and foster Cypress' innovative message.
- Use community relations and sponsorships to influence and build goodwill.
- Utilize proactive and reactive media relations to position Cypress and its executives as leaders in the homecare industry.
- Utilize grassroots / gorilla outreach to break through the clutter.
- Capitalize on the most important holidays – Easter, Passover, Thanksgiving, Christmas, New Years.

My Spheres

- **Caregiving & Caregiving Training**
  - AZ Direct Workforce Committee
  - AG's Office – Task Force Against Senior Abuse - TASA

- **Business – Entrepreneur**
  - Created Home Care Consulting Company
  - Assist other company's in our trade and related areas
  - Invited to teach at ASU in the Entrepreneur Program

- **Jewish Community**
  - Jewish News of Greater Phoenix
  - JFCS
  - Local Congregations
  - Support other Charities both Jewish and non-secular causes

- **Sports – Golf**
  - Sponsor and Participate in Causes that are near and dear to us in specific Golf Tourneys

- **Healthcare**
  - Banner Health Board – Benefactor Chair
  - Banner Alzheimer's Foundation
  - AZ Geriatrics Society Board Member
  - PDHCA Board Member – 2007 to Present
  - AZ NPDA Chapter – 2009 to Present
Develop a non-political pitch that addresses both sides of the issue and how it will impact consumers.

Flu season
- Proactive pitch to media on what Cypress is doing to prepare

Survey
- Partner with an organization such as Alzheimer’s Assoc., Parkinson’s Foundation or Eldercare Workforce Alliance

Baby Boomer Explosion
- With the numbers of baby boomers booming, position Cypress as the go-to source

Letters to the Editor
- Write and submit letters to local and national publications in response to the state of the homecare industry

Healthcare Reform
- Monitor current news trends and position Bob as the expert

Responding to the News
- Healthcare Reform

Marketing Angles

Key Awareness Months

October
- Alzheimer’s Memory Walk
- Cold and Flu Awareness Month
  - Healthcare Quality Week – 2nd week of October.

November
- Alzheimer’s Disease Month
- Home Care & Hospice Awareness Month
  - Hand Washing Awareness Week – 1st week of November

March
- American Red Cross Month

May
- American Stroke Awareness Month
Valentine’s Day: February 14

Valentine’s Day 2013
Marketing Budget

- How much should we spend and how much is it going to cost?
- In Consumer Products Goods business, marketing budget is calculated at 3% gross revenue
- According to Home Care Pulse the number is 2.5% of your revenue
- The way I see it, if your agency does $2 million in revenue then it would be reasonable to spend $60,000 to $70,000
Marketing Plan – Putting it Together

• You need to put your plan together **NOW**
• Realistically it should be completed in **October/early November** for the following year
• Get a sense of where you are going to finish the year and I would take 3% of that number to use to put your plan together
• **Remember to analyze your spends!**
• What if something comes up during the year?
  – Keep a reserve for such situations or be prepared to “pare back” a promotion or allocate some dollars from another “bucket” in your budget

Examples of Cypress Marketing:

• Online – website, social media
• Advertising – print
• Videos
• Presentations/events/conferences
• Award opportunities
• Promotional Products
• Car Wraps
• Public Relations
Direct **EVERYTHING** to your website
cypresshomecare.com

Keep website content **current and relatable**
cypresshomecare.com/blog
Website

Keep website content **current and relatable**

cypresshomecare.com/laceysblog

Social Media Presence
Videos

• Recruitment
• Holiday
  – Cypress has been doing holiday videos for 5 years now, and each year we send it to more than 4,000 key influencers, family and friends
  – Save on paper (environmentally friendly), no postage, and a personal way to introduce your team to the recipient
  – Lives virally on the web

Sense of Purpose
Extended Family

2012 Holiday Video
Presentations/events/conferences

A Brighter Tomorrow Luncheon

Sponsored by

Jewish Family & Children’s Service
cordially invites you to be our guest

Wednesday, March 3, 2010
11:45 a.m. – 1:15 p.m.
Phoenix Art Museum
1625 N. Central Avenue
Phoenix, AZ 85004
RSVP by February 24, 2010

Jewish Family and Children Services – Brighter Tomorrow Luncheon

Presentations/events/conferences

2009 NAHC Strategic Planning
Awards Opportunities

• Family Owned Business Award
• Health Care Heroes – Phoenix Business Journal
• Alfred P. Sloan for Business Excellence in Workplace Flexibility
• Gallup Great Workplace Award
• Better Business Bureau Ethics Award
• AZ Fast 15 Awards – Arizona Business Magazine
• Industry Lists and Rankings
  – Ranking Arizona (Cypress ranked #1 Home Health Agency for 2010 & 2012)
  – The Book of Lists
  – Best Places to Work – Phoenix Business Journal

Awards Opportunities

2010 Spirit of Philanthropy Awards – Jewish Family and Children Services

“Companies to Watch” Award – Arizona Small Business Association
Promotional Products

- Limit what you offer but at the same time make sure you have Tchotchke (pronounced: CHOCH key) that will be used and of course will be memorable
- Everybody has them, make sure you don’t over do it - this gets charged to your marketing budget

![](image1)

Car Wraps

- **Idea:** Park wrapped vehicles in hospital parking lots
- **Audience:** Referral sources and consumers
- **Description:** These are mobile billboards. Cypress sends fleet to high-traffic areas that serve as referral sources such as hospitals and lawyers offices, and park them in parking lots to raise brand awareness. Events are key too.

![](image2)
Car Wraps

Public Relations

- It’s FREE – this will not impact your budget at all
- The local media loves human interest stories, and all of us have some really good stories!
- Find opportunities:
  - Newspapers
  - Magazines
  - Television spots
Executive pushing legislation to regulate home care industry

By Jesse Metcalfe
jmetcalfe@arizona.com

As people age and their ability to function on their own deteriorates, many end up in assisted living communities or nursing homes. In this economic climate, however, making it impossible to afford that option. In such cases, companies like Cypress HomeCare Solutions L.P. can assist people with their daily activities at home, said Bob Roth, managing partner for the Phoenix home care provider.

Home care differs from home health care in that there is no medical aspect involved. Cypress and other companies may not give clients medications or provide meals because they lack the medical Aides. Home care is an unregulated industry, so some providers may be more responsible to clients, or they may employ people who lack the proper training, Roth said.

“Consumer protection is the most important thing,” he said. “Our clients have unreliable, medical issues are potentially happening every day.”

Bob’s innovative ideas have made Cypress the only home care provider in the state with training in dementia. Because the Arizona Non-medical Home Care Licensee Coalition, which was created earlier this year, has 13 members working to develop legislation in 2011, its owners are looking toward home care agencies.

Roth, who has been in the industry since 1997 and 2008, said, “We’re getting ready now, so we want to take our time and craft some legislation that will make sense.” Roth said.

Previous attempts have failed because of the lack of education, the lack of clarity about who would be affected, and the state’s budget situation, he said.

“We’re really pushing to get this legislation,” he said. “We don’t want to get caught up in the shuffle, but we’re watching others of those other providers.”

Along with trying to help the industry, Roth enhances his core company by using new technology and offering a comprehensive training program for caregivers. All potential Cypress employees must go through a three-hour, one-on-one interview process, pass a background check and a pre-employment drug screening before being certified in CPR and first aid, and provide six references.

“Newly hired, employees undergo two days of classroom and lab training. Lab practice, or simulators, learning how to move a person without injuring them and working with 30 clients, many people need to assist them in their daily lives. Cypress also offered quarterly sessions to learn how to deal with each person’s dementia and Alzheimer’s.”

Roth, managing partner of Cypress HomeCare Solutions L.P., Arizona’s license provided by the coalition, said service will be provided.

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Roth, managing partner of Cypress HomeCare Solutions L.P., Arizona’s license provided by the coalition, said service will be provided. 1/15/2011
Getting Started

• Who are you?

• Analyze how you go to market.
  – Are you presently fishing in an Ocean or in a Barrel?

• Develop your Marketing Budget for the upcoming year.
  – We use 3% of our Revenue, what would that mean for you?

• Think about what will enable you to reach your Key Influencers
RECAP

• Commitment from Management and Team to plan out your MARKETING plan for the year
  – Remember the old adage; If you “fail to plan, than you plan to fail”
  – Patient – try some new things to reach your “key influencers”
  – Upfront investment might be more, but TRUE savings and ROI will be realized down the road – Attracting New Clients

• Who are your Key Influencers?
• What is your Message? And how can the receiver of your message relate to it.

Finally...don’t forget to have some fun!

Lacey the Lab
Questions