

# Online Marketing and Reputation Management

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# Overview

Support Your Goals  
Reach Your Audience  
Reputation

## PEOPLE

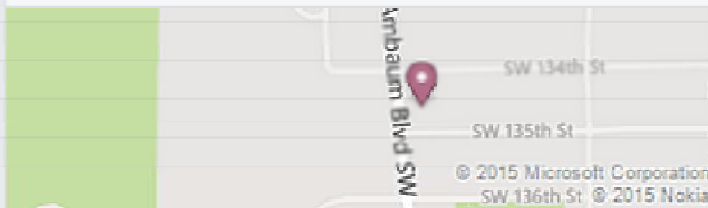


52 likes

5 visits

Invite your friends to like this Page

## ABOUT



13420 Ambaum Blvd SW  
Burien, Washington

(206) 433-1709

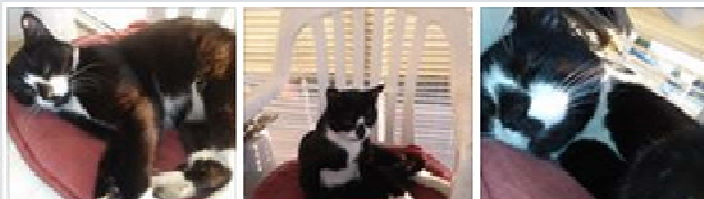
Open  
Today 8:30am - 5:00pm

Ask for Superior Repair's price range

<http://superiorrepairseattle.com/>

Suggest Edits

## PHOTOS



Post Photo / Video

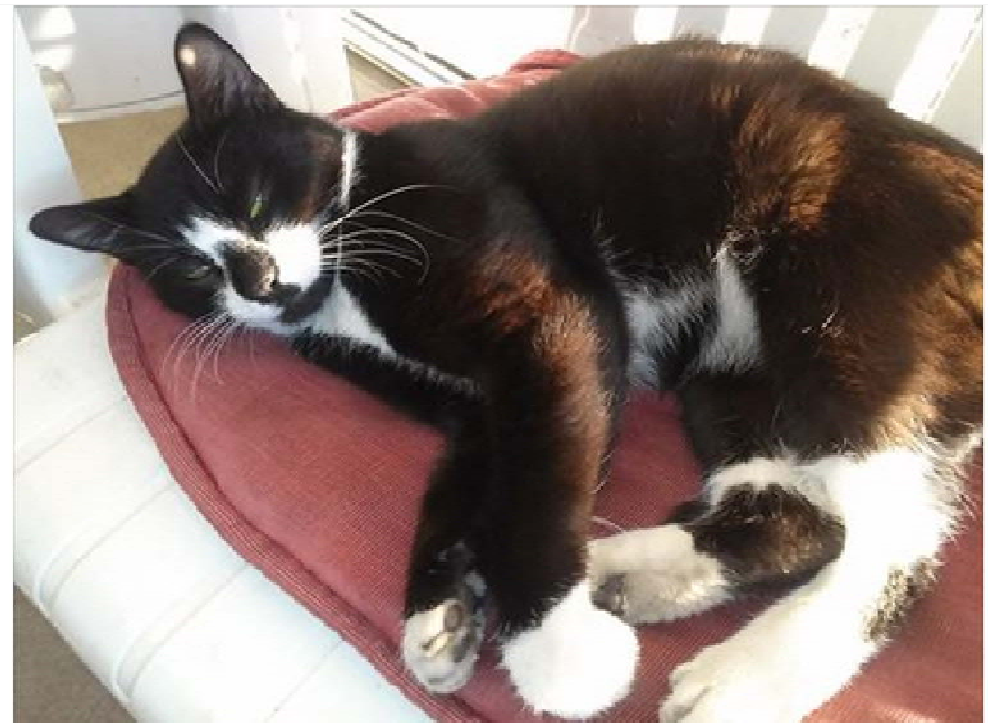
Write something on this Page...



## Superior Repair

December 16, 2013 · Edited ·

Dave needs a good home. He lives at the shop and Steve is worried he will get hit by a car. If you or somebody you know wants a new (approx. 1 yr old) VERY COOL! Friendly, loving, curious and happy new family member, please come on by the shop.. Steve will be interviewing potential families.. Dave needs to go to a really good home. If Steve does not approve, Dave stays at the shop with him. 😊



Like · Comment · Share · 3 2

# Types of Media

- Paid
- Owned
- Earned



# Who do you trust?

## Trust in Advertising

% of global online consumers, indicating that they completely or somewhat trust each form

**September 2013**

% point change  
from 2007

Recommendations from people I know	84%	6%
Branded websites	69%	9%
Consumer opinions posted online	68%	7%
Editorial content such as newspaper articles	67%	N/A
Ads on TV	62%	6%
Brand sponsorships	61%	12%
Ads in newspapers	61%	-2%
Ads in magazines	60%	4%
Billboards and other outdoor advertising	57%	N/A
Ads on radio	57%	3%
Emails I signed up for	56%	7%
Ads before movies	56%	18%
TV program product placements	55%	N/A
Ads served in search engine results	48%	14%
Online video ads	48%	N/A
Ads on social networks	48%	N/A
Display ads on mobile devices	45%	N/A
Online banner ads	42%	16%
Text ads on mobile phones	37%	19%



# Why

- Marketing Goals
- Successes
- Challenges



# For Whom

- Families & Caregivers
- Older Adults
- Referral Sources
- Media



# What

- Needs
- Wants
- Desires
- Fears





# Content Distribution

- Blogging
- Facebook
- LinkedIn
- Email Marketing





## Categories

[Alzheimer's and Dementia](#)

[Caregiving](#)

[Senior Health](#)

[Senior Living](#)

## Archives

Select Month ▼

## Emily's Blog



### [Making Mealtime Enjoyable for People Living with Alzheimer's](#)

*Mar 7, 2016* — According to a report from Alzheimer's Disease International, up to 45 percent of those living with dementia experience clinically significant weight loss over a year's time and up to half living in care homes do not receive an adequate intake of food. For people with dementia, eating may no longer hold much interest for... [Read More](#)



### [Caring for a Loved One from a Distance](#)

*Feb 22, 2016* — It's something that everyone who lives far away from a parent or elderly loved one dreads – a call from a parent's neighbor or family friend about an accident, an emergency trip to the hospital, or just concern about their overall well-being. Because we live in a much more mobile society than previous generations,... [Read More](#)



### [Socialization is an Important Part of Aging Well](#)

*Feb 5, 2016* — Winter weather can isolate seniors – blizzards, icy streets, and plunging temperatures can

# Bonus – SEO!

- Fresh and timely
- Keywords
- Meta data
- Links
- Engagement



# How to Blog

- 2-4 times per month
- Content goals
- Photo, video, illustration
- 250 – 500 words



“Yes, Grandma  
and Grandpa  
are now on  
Facebook”



# Posting with Gusto

- Frequency
- Visuals
- Tagging
- Reciprocity
- Popularity



# LinkedIn

- Build Network
- Referral sources
- Share Updates / Posts
- Brand Awareness



LinkedIn generated  
highest visitor-to-lead  
conversion rate...277%  
higher...

INTERNET

E.MAIL





- [Short-Term Rehabilitation Facilities on Chicago's North Shore Hosting a Car Wash & BBQ Fund-Raiser on August 9](#)
- [Growing Good Garden Habits](#)
- [Exercise That's Good for the Earth and the Body](#)
- [Five Alden Facilities on 2015 \*U.S. News & World Report\* "Best" List](#)



## Care Options


- [Short-Term Rehabilitation](#)
- [Assisted Living](#)
- [Memory Care & Dementia](#)
- [Skilled Nursing](#)
- [Independent Senior Living](#)

**EXPERIENCE THE ALDEN DIFFERENCE**

## Let's Keep In Touch

Friend on 

Follow on 

Watch on 

# Review Sources



SeniorAdvisor.com



# Negative Reviews

- Let them know they're being heard
- Invite them to provide specifics



# Negative Reviews

- Provide info that will help them resolve issue
- Challenge assertions



# Negative Reviews

- Point out that their view is in minority
- Validate feelings, but validate assertions



# Gardens At Monroe Health Care

189 Applegarth Rd, Monroe Township, NJ

 Write a review

4.1  6 reviews

Sort by: Most helpful ▾



**Josephine Farinella**

in the last week

★★★★★ Words alone can not express the gratitude and admiration that my family and I have for the staff and administration at The Gardens at Monroe. The care that my husband is receiving is beyond superior. . There is never a time that any any of ... [More](#)



**C Branch**

in the last week

★★★★★ My ongoing experience at The Gardens At Monroe continues to be superior. Everyone is warm and greets us with genuine pleasure. It is warming to be asked how you are faring, and know that it is genuinely meant. The professionalism, care and ... [More](#)



**Katie Sheridan**

3 weeks ago

★☆☆☆☆ HELL HOLE. DO NOT SEND ANYONE HERE. No one in this facility can speak English (nurses, aides, etc) so if you are looking for answers no one will help you. The staff does not care about anything or anyone - while here for rehabilitation for ... [More](#)

**Response from the owner** in the last week

We are concerned by your comments regarding the care you feel your grandmother received while at

# Positive Reviews

- Ask
- Instructions
- Web page
- Testimonials



# In Review

- Creating content and telling your story
- Blogs, social media, and email marketing
- Reputation management



# Learn More!

## **Engage eCommunications Walk-Through April 21**

Full Service Blogging, Social  
Media and Email Marketing

[www.illuminate.com/webinars](http://www.illuminate.com/webinars)





PRINT

NEWSLETTER

SOCIAL  
MEDIA

WEBSITE

CONTENT

EMAIL

**IlluminAge**  
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