

# Marketing Roadmap - Action Items

Presented to:

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**Presented by:**

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# Roadmap Summary

Online Products and Branding for

## **Assisted Living Compliance Services**

Talk about the brand, products and ideas to automate several steps of the process for Jeff to automate the delivery of services to the assisted living communities.

### **Purpose and Mission - To help the assisted Living Community understand WHY?**

- ALCS (Assisted Living Compliance Services) was founded in response to the lack of credible resources and services for assisted living facilities caused by the multiple rule changes in 2013 and 2014. We provide the services and documents to help new and existing homes and centers reach and maintain compliance with Arizona's assisted living laws, rules and regulations.
- ALCS is the only company in Arizona that has regulatory documents not only designed by a professional with an Arizona Department of Health Services' background, but also has the only documents that are individualized for each of its clients.

**Your Ideal Client:** Someone that understands and acknowledges they need help in the area of compliance.

### **Target Market:**

Assisted Living Locations that need to update their policies and procedures

### **Online Opportunities:**

Develop a product to help educate the assisted living community that their policies and procedures need to be reviewed and refreshed with the most recent information.

- Online opportunities also include improved lead generation process.
- Ability to receive and pay for forms and policies from <http://assistedlivingcomplianceservices.com/>
- Develop a process that allows you to validate the policy or procedures to limit liability.
- Create an online program to offer online consulting services
- Improve the lead generation and sales funnels for your business

**Recommendations:**

- Develop a program that will allow the facility management they need to take action and help qualify them for a follow up consultation.
- Create a lead generating sales funnel and email follow up program that will save you hours and hours of time and travel by helping the contact to self select their requirements
- Develop a marketing roadmap, follow up sequence and online products
- Create an online policy purchasing process for new locations and locations.
- Create a marketing program to sell your consulting services and get paid without having to visit the location.



## Our Understanding

### Current Online Position

As of today we understand you have an online reputation with limited social media impact. You have an effective website with an new URL that you want to use to shift your business goals for your online impact.

We will be focusing on brand recognition, online traffic, and increasing **communication through email and reputation marketing. (Local Listings)**

We understand by increasing traffic and leads it will improve the opportunity to expand your brand, book sales and clients. Our mutual goal will be to increase the amount of brand awareness so you can share your value and benefits to your growing community.

### Target Audience

For inbound marketing to be truly effective you have to know who you are talking to. We believe we are targeting a wide range of people and will create our marketing library to include reduce and focus on your ideal clients. Some of the questions we will explore are

- Why your content and programs deserve to exist
- Who is going to need and use your services (And pay for them)
- Deliver your message or content to individuals looking to improve their relationships

Your content marketing plan, the evaluation of your different audiences (both inside and outside your local area) should occur regularly along your content marketing journey.

## What's Your Story?



## **Website**

It's critical to make sure your website(s) have the ability increase its visibility on Google.  
Your Website needs to be updated to improve conversion

We will develop the website to be a homebase to provide products, consulting services, blog posts, courses, training and video that will inspire the target audience take action for their transformation.

## **Content Creation | List Building**

Our mutual goal will be to develop content to educate people until they are excited to purchase your services.

### **Specific Goal: Email List / Online Products**

Next we'll develop your content and product mix, brand and message to build on what already exists. Steadily building on your previous efforts, we'll increase the opportunity of collecting leads immediately while working on new material for the future.

We develop libraries of evergreen content to be repeatedly distributed over time. By increasing the depth of your online material, we can automate the process and focus on other list-building activities like webinars, new social videos and improving content.

**GOAL:** Creating a simple workflow that doesn't overwhelm, you the team or the audience.

## Social Media Marketing - Establish the Brand and Real Estate

To keep content flowing smoothly, we'll create a collaborative editorial calendar that will keep all content flowing on all the channels we have selected. Channels include your website, LinkedIn, Twitter and Instagram. The only way we can maintain long-term success is to continually engage people.

We will start with your website, blog posts, social videos and branded graphics.

## Email Marketing - Define the Workflow

We recommend creating a personalized email automation and client nurturing campaign. We develop this for you to increase the engagement of your community and increase the communication within your community and build long-term relationships.

Newsletters and one-off campaigns are included in the email marketing strategy and we also will be developing your personalized automation strategy to measure results.

Our goal is to setup automated email campaigns triggered from the user's actions on your website.

Nextstepnext provides countless options for automation and will be working closely with you to create the best results for your business.

We work together to personalize every aspect of your marketing. We collect the data we are tracking and create highly effective campaign automations, utilize segments to expand the details for your contacts, so we and can view a contact's full individual history, and send highly personalized emails and followups.

Our goal is to develop behaviour based responses as we improve the understanding of each individual in the community. By developing the systems early, we can create a database of users and improve future messages and campaigns.

We have the opportunity to develop a deep community of raving fans that know, like and trust your business and will continue to share your products and services in their community.

There are a few tools we recommend adopting, which can be different for each client. We recommend Thrive Themes for your website and for the email AutopilotHQ. These two tools provide the data collection and automation solutions required to receive data, initiate campaigns, wait for certain things to happen, and nurture your sales processes. Developing relationships is the goal.

We develop and document your workflows to provide a way to improve results and enhance all of our marketing efforts.

You will end up with one of the most valuable assets your business can develop. **Your List!**

## **Monthly Consulting & Reporting**

We'll provide ongoing strategy and monthly reporting of our progress so you can feel confident that things are moving forward. We'll provide this counsel through a monthly 1 to 1.5 hour phone call/video-meeting. We'll also spend time helping you analyze your existing results, and strategizing for each next step, outside the time frames of these meetings.



# Recommendations

## Our Recommendations

- Refresh your existing website to focus traffic to <http://assistedlivingcomplianceservices.com/blog/>
- **Develop the products for purchase on your site (Policies and Procedures)**
- Update the fresh design to be more conversion focused website.
- Create and Deliver your branding across social media outlets
- Use existing blogs and create content upgrades for your social media
- Create and develop an email autoresponder and follow-up campaign
- Establish baseline analytics to measure grow and report progress
- Monthly coaching to help you with strategy, product development and position.





# Proposal

## Working Together

Nextstepnext works as a partner and, as an extension to your business. We work side by side with you and your team to provide the best possible results in your product development and digital marketing strategy.

Our offer is as equally simple to work with. We require a six-month commitment to ensure the programs and efforts have the opportunity to mature and grow. We know that digital marketing is a process and your business deserves the attention that only time will provide.

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The fee is a monthly recurring amount due at the start of the program.

- Development of your online PDF Program to allow users to purchase your Policies
- Update the website to include the ability to purchase your products.
- Consult on the development of a coaching program that will provide new revenue

**One Time Development Fee: \$1500.00**

**Monthly Recurring Amount : \$300.00**

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Additional Fees will be charged (at cost) for any additional approved services recommended for marketing growth or campaign expansion.

### Additional/Optional Fees:

- Adobe PDF and any required programs to the delivery of services
- Marketing Paid Ad Campaigns (Recommended: \$20 per week to start)
- Printed Brochures and Graphic Design (As Required)
- Website Hosting, Software and Tools (As Required)
- Recommended Email Accounts

**Intent to Proceed:**    **Signed:** \_\_\_\_\_    **Date:** \_\_\_\_\_