

## Focus! Focus! Focus!

### The First Rule for More Efficient Use of Your Senior Housing Advertising Budget

Probably the biggest advertising mistake small-to-midsize senior housing operators make is that we try to do too much with too little. We start looking at all the opportunities that are available to us. We can make a good case for pursuing every opportunity. We can't bear to eliminate any of them, because they're all good. So what do we do? We allocate a little money to pursue Opportunity #1. We budget a little money for Opportunity #2. We throw a little more money at Opportunity #3. And on. And on. And on.

What happens? We ultimately spread our limited advertising dollars so thin, that there is not enough budget allocated to pursue any single opportunity effectively.

To maximize the success of *your* advertising, focus your advertising budget to ensure you are making an impact on your highest-potential prospects.

- **Focus** your advertising *geographically* – within ten miles of your community
- **Focus** your advertising *where your prospects will be looking for you* – search engines, online directories, targeted direct mail, localized media channels that offer senior-oriented content
- **Focus** your advertising at times *when your prospects will be looking for you* – like following holidays when families traditionally get together – Thanksgiving, Christmas, Easter, Independence Day
- **Focus** your advertising *message* – don't try to tell your prospects too much. Concentrate on what it is that makes your community different and better than the other communities that are located nearby

If you don't have the dollars to fully address all every opportunity that is available to you, figure out how you can reduce your advertising focus to make sure you effectively address the best of those opportunities. Continue to refine and reduce your focus until you LOOK BIG to whatever audience you can afford to reach.

This principle of "focus" does not demand that you *overspend* against a marketing opportunity you have targeted. Once you have allocated sufficient marketing resources to LOOK BIG to your primary target, you can begin to expand your focus to exploit other opportunities.

Continue to expand your focus, but only after you have allocated sufficient resources to impact thoroughly the previously selected targets.

We like to say: **It is better to overwhelm a few than to underwhelm many.**

For more information, contact CIRCA 46 president Paul Flowers at [paulf@CIRCA46.com](mailto:paulf@CIRCA46.com).