

INFORMATION AND KNOWLEDGE BASE

PUBLIC RELATIONS AND MARKETING

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“The real measure of your wealth is how much you’d be worth if you lost all your money.” – Anonymous

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PUBLIC RELATIONS AND MARKETING

15.1 Logo

With all facilities having good security and similar services being offered it is important for the facility to differentiate itself to increase the value for residents. The logo and slogan need to be designed to set the organization apart from other facilities. The logo is its mark of distinction and needs to be something special like location, environment, building style, etc., or a combination thereof. The slogan describes what the organization stands for.

15.2 Marketing

A marketing and communication plan, including advertising, (internal and external) should be in place to make investors continuously aware of the facility and its attractiveness. A dedicated governing body member to perform this task is highly recommended. The following areas should be focussed on:

- Promote the organization in its totality.
- Identify the market segment the organization is and want to be operating in.
- Make sure of what you market. The product and services
- Use the logo and slogan where you can.
- Publish articles and respond to issues that affect the organization.
- Advertise and arrange for advertorials.
- Maintain and upgrade the Website, Facebook, Twitter, WhatsApp, and other media being used.
- Arrange for promotional materials and gifts to be made and ensure correct distribution.
- Good brochures spelling out the “nuts and bolts” of the facility in print or in electronic form are a must.
- Use the fund-raising events to market the organization. **See Chapter 18**
- Measure the marketing action and see if they are effective.

15.3 Public Relations

Public relations (PR) is the practice of managing the spread of information between an individual or a facility (such as a business, government agency, or a nonprofit facility) and the public. Public Relations include gaining exposure to audiences using topics of public interest and

news items that do not require direct payment. Public relations is the idea of creating coverage for free.

The facility must work a plan and concentrate on selected ways of promoting the facility with churches, hospitals, medical facilities, medical personnel, and the public in general. The right person (knowledge, experience, and present ability) must be found to do this job and the right targets must be selected to execute the PR function.

15.4 Outsourcing

Some of the facilities have automatically outsourced their marketing and PR by appointing property practitioners to market the units in the facility. These agents can do a lot of good but can also damage your reputation. Good training and listening to their complaints and proposals are of cardinal importance.

15.5 Residents

Existing residents are your most important PR and marketing staff. The degree of satisfaction with his/her living experience in the facility is crucial. Word of mouth (good or bad) spreads like wildfire and you must have existing residents completely happy and content.

15.6 Personnel

Personnel are another great marketing help if professionally managed and people believe in the facility, its employment practices, and the treatment they receive from management and residents.