

HEARD NOW

Exhale SEMI April Workshop
Crowley Webb

exhale  CrowleyWebb
THE FAMILY
CAREGIVER INITIATIVE

**HARD WORK
WORKS HARD** (OUR MOTTO)

130+
HARDWORKING
PEOPLE

FOUNDED
'86

**FULLY
INTEGRATED**

GENERALISTS,
NOT
SPECIALISTS

LOCAL, NATIONAL,
& GLOBAL CLIENTS

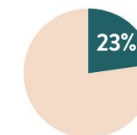
History of Partnership

- In 2021, we began our partnership with the Ralph C. Wilson, Jr. Foundation and The Philanthropic Initiative to create a logo, brand guidelines, presentation materials, videos, flyers, social media graphics and more for Exhale, The Family Caregiver Initiative
- We continue to be involved today throughout the two Western New York cohorts and the Southeast Michigan expansions offering marketing advisement, creative development, and market research studies

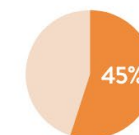
CAREGIVER RELIEF FOR YOUR COMMUNITY



In 2020, the National Alliance for Caregiving estimated there were **53 MILLION INDIVIDUALS** in the US caring for a parent, spouse, or loved one! These family members watching over older adults play a vital role in our communities, health system, and workforce. However, their duty comes at a cost.



CAREGIVERS WITH HEALTH IMPACTS



CAREGIVERS WITH FINANCIAL IMPACTS

With 23% of the US reporting that caregiving has made their own health worse and 45% citing negative financial impact¹, it's no surprise that family caregivers are at higher risk for stress, depression, and money problems² – a situation that's only been exacerbated by the COVID-19 pandemic.³

We're here to help.

Relief or respite care can improve caregiver well-being and effectiveness, leading to better health, better social-emotional outcomes, and even lower costs of care.⁴ But caregivers need support to find time to rest, clear their minds, take a breath, and take care of their own health and well-being.



MARKETING PLANNING

Situation Analysis

Based on the information available, a situation analysis is developed and should include, state of the respite category, target audience information, industry/competitive landscape, budget parameters, and any relevant information.

The situation analysis may also answer these kinds of questions:

- What are the strengths, weaknesses, opportunities, and threats?
- What are your projects key differentiators?



Target Audiences

Paint a vivid picture of your audience using demographics (age, race, gender, income level) and psychographics (values, desires, goals, interests, and lifestyle choices).

Try to answer these types of questions:

- What keeps caregivers of older adults up at night?
- What are their pain points?
- What are their hopes?
- How do caregivers search for information?
- What media do caregivers consume?
- Who do caregivers of older adults trust for information?



Identify Marketing Goals

In this step, you want to define your overarching marketing goal for your initiative.

- Goals are big-picture, broad, and generally long-term.
- As you launch your new initiative, **awareness** should be your initial marketing goal.



Example Goals:

- Build/increase brand awareness and name recognition
- Drive traffic to website
- Grow social media following
- Attract caregivers of older adults
- Obtain coverage with key media

Identify Objectives

- In this step you want to outline your short-term objectives that will help you reach your marketing goal.
- Objectives are specific, measurable, and usually linked to specific tactics.

Example Objective:

- Reach 1,000 caregivers of older adults within 6 months of launch



Identify Strategies and Tactics

- Once goals and objectives are set and agreed upon, an overall campaign strategy and supporting tactics can be developed.
- Based on the strategy that rises to the top, think through specific tactics to support the strategy and how individual tactics can work together to form an overall plan.



Example Strategy:

Leverage healthcare providers.

Example Tactic:

Develop an informational flyer addressed to caregivers to be provided after doctor visits.

Outreach Examples

A wide range of tactics can be utilized. Caregiver outreach tactic examples include:

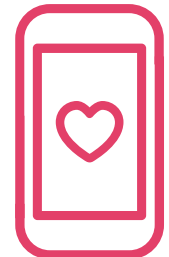
- Distribute flyers in physician offices, eye doctor offices, rehab centers, grocery stores, churches, etc.
- Personal mailed letters
- Geo-targeted digital campaigns
- Post in local community caregiver Facebook groups
- Run targeted banners ads on caregiver resource websites
- Leverage Caregiver resources like NY Connects
- Hold presentations at local organizations
- Email blasts using existing customer lists
- Cross promote with other Exhale initiatives

Memory Café Survey Results



70%

prefer to use
email
communication



51%

prefer to use
social media

Budgeting

When you're building your plan, consider the following items for your marketing budget:

- Outside Marketing Services – determine what outside talent you need for graphic design, web development, copywriting, video, etc.
- Printing – budget for initial, as well as reprints
- Online Expenses – website hosting and domain renewals
- Postage & Shipping Fees
- Email service fee – MailChimp is an inexpensive option
- Mailing List Fees
- Advertising Fees
- Photography



Outlining KPIs

Lastly, your plan should include Key Performance Indicators (KPIs) to assess the performance of your marketing efforts.

Example KPIs for an awareness campaign:

- Impressions
- Number of visitors to the website
- Time spent on website
- Social interactions



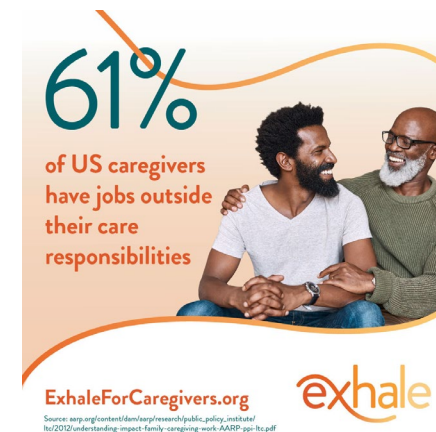
Plan Activation: Creative Development

Once the plan and budget is approved, the items in the plan can be developed.

It's important to remember that your marketing and outreach materials should have a consistent look and feel and clear message keeping in mind what's important to the caregiver.

For marketing design services there are resources to consider including:

- [Catch a Fire](#) (free services)
- Design tools like [Canva](#)
- Graphic design interns through Universities (paid or free internship)
- Local advertising companies (pro-bono opportunities might be available)





QUESTIONS?



THANK YOU.