

Today's senior communities are different. Their marketing approach should be, too.

Senior communities face several unique challenges when it comes to branding and marketing.

- Breaking through the stereotypes of retirement homes from years past
- Easing the worries and anxieties of both seniors and their adult children
- Navigating a sales cycle that takes more touchpoints—and more delicacy—than other industries, due to the emotional nature of the topic
- Finding ways to differentiate from competitors with similar offerings

Succeeding in this landscape requires a deep understanding of these challenges, the expertise to create the right strategies, and the capabilities to execute on them flawlessly.

That's why 10+ senior communities across the country trust BMC Luxury Collective.

Our one-stop, tailored approach to branding and marketing has been proven at properties from Los Angeles to Brooklyn. Managing both strategy and execution, we helped each community:

- Analyze the competition to identify key differentiators
- Position their community in the market
- Create an elevated yet approachable look and feel
- Drive engagement with distinct audiences through digital and print advertising, social media, direct mail, email campaigns, and other marketing efforts
- Deliver messaging to maintain relationships with the existing lead base



We understand senior living.

Whether your community is in the planning stages, under development, or seeking a marketing and branding refresh, BMC Luxury Collective can craft a package designed around your needs.

OUR SERVICES

BRANDING AND POSITIONING

We create a consistent brand and story for use throughout your marketing efforts.

- Naming, logo development
- Brand pillars, overall and audience-specific positioning
- Visual style guide—fonts, color palette, design aesthetic

ASSET DEVELOPMENT

We develop the assets you need to tell your brand story effectively.

- Management of photography, videography, copy, and design along with production
- Website development
- Digital and print advertising creative
- Brochures, signage, and other marketing materials
- Email campaigns

MARKETING PLANNING AND EXECUTION

We build a robust strategic marketing plan, and then work to help execute it.

- Social media management
- Press outreach and media pitching
- Digital and print advertising—buying, management, and creative execution
- Direct mail
- SEO management
- Content creation, copywriting, design, coding
- Event planning and other tactics to drive qualified leads

SALES DEVELOPMENT

We provide the tools and expertise to help you drive sales.

- Hiring, training, and ongoing management of your sales team, including talent review and creation of an effective sales culture with KPIs
- Reporting and analysis from strategic pricing reviews to market research
- Oversight and refinement of sales process, including design of overall strategy and solutions utilizing data and task analysis, CRM, and other tools
- Lease-up strategy and implementation for new development

See how BMC Luxury Collective can help elevate your community.

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