



Transforming  
Lives

# AFH Administrator Training

## Module 8: Licensed! Marketing Your Home!

*Adult Family Home Administrator Manual, Version 5.2*



Washington State  
Department of Social  
& Health Services

*Transforming lives*

# Agenda

- Liability Insurance
- Marketing
- Developing a Business Identity
- Who your Competitors are and why do you need to know
- Networking



# Learning Objectives

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At the end of this module, you will be able to...

- Share the required time frame for buying liability insurance
- Explain what marketing is
- Identify your market
- Summarize your target market
- Define your marketing Identity
- Develop your marketing plan
- Share what networking means

# What Do You Know?

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## True or False

1. You only need liability insurance if you hire professionally licensed staff
2. It is important to know who your competition is
3. A Tagline is a phrase that helps customers remember your AFH

# Liability Insurance

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- It's time to purchase **BOTH** your commercial and professional liability insurance
- It must be purchased **BEFORE**
  - You admit your first resident after you obtain your license **OR**
  - 10 working days have passed since your license we issued - whichever comes first
- Make sure you have met any additional insurance requirements **PRIOR** to getting your license
- Notify the CRU if your license expires

# What is Marketing?

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Marketing is the process of getting potential clients or customers interested in your products and services. The keyword in this definition is "process". Marketing involves researching, promoting, selling, and distributing your products or services.



# The Four P's of Marketing

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Marketing makes use of the "marketing mix," also known as the four P's :

- **Product** – What you are selling
- **Price** – How much you are charging for your product
- **Place** – Where you are selling your product
- **Promotion** – How you going to let people know you have a product to sell





# Why Marketing Is Important

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- Marketing could help you bring in residents to:
  - Keep your business running
  - Provide a steady income for you to pay your expenses
  - Have enough money to pay yourself



# Identify Your Market

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- Knowledge of the market for long-term care is the foundation of a successful marketing plan
- AFHs are part of the larger LTC market
- It is essential to know what other similar products or services are offered in your area



TAKE HOME ACTIVITY: Define Your Target Market

[AFH Locator](#)

# Develop Your Avatars

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- Who is your ideal resident? Family?
- Who would be a good fit for your niche or specialty...
  - A 32-year-old Male, Downs Syndrome, works part-time, able to communicate verbally?
  - A 78-year-old, Female, mentally aware, in a wheelchair, has a hearing aid?
- Does the resident family live close or out of town?



# What Potential Residents and Their Families Consider

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- Location
- Trust
- Competence and professional skills
- Safety measures, protocols
- Quality of your work
- Value they will get
- Likeability
- Why you do this

# Specialty Market

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- Focus your marketing on a specific community
- Customize both your marketing message and your target market area where you can reach those clients
- Work closely with other organizations that support the same types of clients

# Unique Features and Benefits

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- What unique features and benefits will add appeal and value to your AFH?
- Which will make your business more attractive?
- What features would appeal to you if you were looking for an AFH?
- Why would someone choose your AFH over another?



## Activity - Identifying Your Uniqueness

<b>Features</b> <i>What are my business' unique features?</i>	<b>Benefits</b> <i>What is the ultimate benefit of this feature to my potential resident? Why would they want it?</i>	<b>Uniqueness</b> <i>HOW is this feature, and its benefits, unique and different from other providers?</i>
<b>Example:</b> We have a lip-free or curb less shower stall	<b>Example:</b> The resident can easily get in and out of the shower even if their mobility is impaired	<b>Example:</b> It's larger than most shower stalls so it's easier to navigate if you have a large chair and safer to get in and out. My competition has a regular tub or an older non-remodeled bath.
1.		
2.		
3.		



# Geographical Target Market

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- Place
- Urban/Rural
- How far will you need to distribute your marketing materials?





## ACTIVITY – Location, Location, Location

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1. The features of my business's geographic location can be described as:
2. The benefits to my customers of this location are:
3. The features of my adult care environment can be described as:
4. The benefits of this environment are:
5. Is your home appealing to customers from the street?
6. What simple things can you do to make your home and yard look cheerful, inviting, and safe?
7. Are there other homes or buildings nearby that need attention?
8. What can you do to draw attention away from or disguise the appearance of other less attractive homes or buildings around you?
9. Are there enough parking places?

# Your Business Identity

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- Your Business Name
- Your Business Tagline
- Your Business Logo



AT HOME ACTIVITY: Create Your Business Name, Logo, and Tag Line

# Developing Your Marketing Message

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- Be careful what you say – don't look desperate
- Are you unique? Specialized? An Expert?
- Decide what marketing materials you will use to get your message across
- Should have a professional and consistent look

# Types of Marketing

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## Offline Marketing

- Business Cards
- Brochures
- Flyers
- Newsletters
- Promotional products - Pens

## Online Marketing

- Website
- Emails
- Social Media – Facebook
- Search Engines – Google

# Marketing Plan

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- Includes your:
  - Marketing actions done each month, quarter, or year
  - Marketing tactics, goals and strategies to keep your AFH full as much as possible
- Develop a marketing calendar
- Part of your Business Plan



## Activity

# Develop Your Six-Month Marketing Plan

Caring Home's Marketing Plan	
Month 1	Month 2
<ul style="list-style-type: none"><li>• Create and distribute flyers</li><li>• Design and order business cards</li><li>• Call local ALTA/DDA office to let them know that you have been licensed</li></ul>	<ul style="list-style-type: none"><li>• Record a friendly professional greeting for your business phone and cell phone voice mails</li><li>• Send press releases to local papers</li><li>• Ask for marketing ideas and referrals</li></ul>
Month 3	Month 4
<ul style="list-style-type: none"><li>• Review and update admission forms</li><li>• Research cost of yard signs</li><li>• Research cost of door hangers</li></ul>	<ul style="list-style-type: none"><li>• Offer current clients a finder's/referral fee</li><li>• Search provider websites for ideas</li><li>• Create a newsletter</li></ul>
Month 5	Month 6
<ul style="list-style-type: none"><li>• Distribute more flyers</li><li>• Join an AFH Association</li><li>• Clean up the yard, plant flowers (season dependent)</li></ul>	<ul style="list-style-type: none"><li>• Start a photo album</li><li>• Create a birthday/holiday schedule for cards</li></ul>



## Networking

**Play now!**

- Networking is essential – Learn networking skills
- Meet people you will do business with or introduce you to those who will
- Make a plan, commit to it, and execute it
- Be Proactive
- Carry your business cards



# Summary Review

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## In This Module We Learned...

- The required time frame for buying liability insurance
- What marketing is and the importance of good marketing
- How to determine your target market
- How to define your marketing identity
- How to create a marketing plan
- What networking is and the critical role it plays in marketing your AFH

# Test Your Knowledge

1. You have 6 months to obtain your liability insurance after you receive your license.
2. A good marketing plan can help you keep your home full.
3. Networking is essential to the success of your business.





## Get Ready For Your Next Class

- Read assigned modules