



advertising & marketing assessment



COST SAVINGS



ORDERING/APPROVAL PROCESSES



DESIGN & BRANDING

- Logo effectiveness
- Market perception
- Consistency



PHOTO/VIDEO

- Quality
- Representation
- Amenities
- Showcased/staged



RENDERS

- 2D & 3D floor plans
- 2D & 3D community maps



MARKETING COLLATERAL

- Brochures, sell sheets, and other materials
- Message consistency and overall quality
- Industry products utilization



ACQUISITION PROCESS



OUTREACH CAMPAIGNS

- Marketing campaigns
- Demographics
- Platforms



CURB APPEAL

- Prospect signage & banners
- Amenity signage & banners
- Branded decor



PROMO & GIVEAWAYS

- Prospect giveaways
- Resident gifts
- Move-in gifts
- New hire kits
- Employee onboarding
- Uniforms/apparel
- Recruitment giveaways
- Community events
- Employee appreciation (gifts & awards)



DIGITAL MARKETING



SOCIAL MEDIA

- Online presence
- Platforms
- Information consistency
- Reputation/review management process
- Ownership
- Engagement
- ILS



WEB

- Look & feel
- User experience
- SEO & messaging
- ADA compliance

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