

Sage Age Mature Strategies

Company Description

Sage Age is a highly respected leader in senior living and care strategic marketing, branding and sales consultation services. Proven experience, strengthened by strategic marketing and sales excellence, unmatched creativity, and a pro-active approach, provides our clients with successful marketing and sales efforts that exceed expectations. For nearly 25 years, we have partnered with senior living and care providers throughout the country – both large and small – who desire to efficiently and effectively assess, introduce, market, and ultimately, successfully achieve desired sales and occupancy goals.

Our services include marketing and sales consultation; market feasibility assessment and demand analysis; strategic planning and campus master planning; census enhancement; marketing and sales planning, implementation and sales training; mystery shop services; product positioning and branding; advertising and public relations; media management; creative services; and website design, development and management.

All Sage Age services are completed in-house by a team of highly skilled and experienced strategic consultants, media managers, creative designers, creative writers and web specialists.

Geographic Area Served: U.S. & Canada

Segments Served: SNF, AL, IL, CCRC

2010/2011 Product & Service Innovations

- **Consumer Connect:** An innovative approach to uncovering consumer preferences, views and expectations to help clients better understand their market and assess the appeal of their product offerings.
- **MyCareCommunity:** An innovative, caregiver support website providing key strategic marketing advantages for Sage Age clients.

Suggested Consultative Discussions

- **Surviving Today's Economy - An "In the Trenches" Perspective:** We'll help you understand how to overcome the variety of challenges the senior market is facing in this economy through real client experiences and efforts in all levels of senior living and care.
- **Getting the Most Out of Online Marketing:** We'll share with you the key features your website should include, essential search engine optimization efforts and new social networking opportunities you must consider to be competitive in today's online world.
- **Thinking Outside the Box:** We'll tell you about the latest creative service, program and product offerings that are helping all levels of senior living and care providers set themselves apart in their market, increase their occupancy and generate revenue.



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