

Your Food. Your Story.

Turn Your Dining Program into Your Best Marketing Tool

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Learning Objectives

Following this presentation, you will be able to:

1. Explain strategies to create a brand for your dining program that stands out in a crowd
2. Identify examples of successful, innovative dining programs
3. List marketing tips to tell your story to the right audience through multiple formats

What services do seniors look for most when searching for a senior living community?


Exercise Room / Gym

Bistro / Pub

Tech Center

Movie Room

All of These



Additional popular answers included:

Restaurants
(Deli/First-Class)

Variety of Offering
(American, Chinese, Italian, Mexican)

Specialty Coffee

High Quality
Food Service



Dining is a
Daily Experience
and More



- Daily highlight
- Social interaction
- Central to events and celebrations



**(Big) Impact
on resident
satisfaction.**

- Improve wellness
- Prevent unintended weight loss
- Prevent dehydration

=

(Big) Impact on quality of care.

- High resident satisfaction
- High quality of care

=

Increased occupancy

Develop Your Brand
Brand Promise
Unique Identity

What should be in your brand promise?

- **Start with a honest assessment**

- What story are you telling?
- What are you doing well?
- Where are you falling short?
- What do your residents really want?
- Who are your potential residents; what are they looking for?

What should be in your brand promise?

- **Wellness**

- Balanced meals
- MIND Diet, plant-based, etc...

- **Specialty nutrition**

- Cardiac, diabetes
- Consistency modified

- **Excellent food quality**

- **Exceptional experience**
 - Hospitality & Service
 - Atmosphere

- **Stewardship**

- Environment
- Community
- Employees

Table or Future Discussion

Topic:

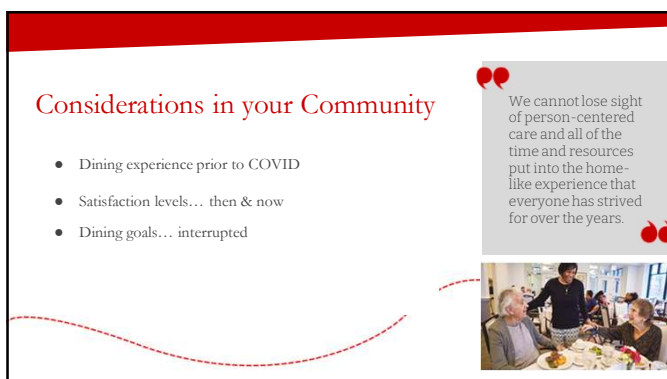
Can you describe what is special about your dining experience in one sentence?

Discuss:

- What are you most proud of about your communities dining experience?
- What do you want your dining brand to be?







Go back to basics in order to move forward

Establish Your Baseline

Current status:

- Self-audits & operational reviews?
- Are your systems hard-wired?
- Are you survey-ready?

Align & Improve

Back to the basics with best practices:

- Review department goals & objectives
- Ensure all audit processes are completed
- All organization hands on deck
- Garner assistance & support

Innovate & Activate

Reset and rethink to adapt to the next normal

- Implement your strategy for your review processes
- Creativity is essential
- Training & communication are key

Feast with Your Eyes



We need to **make food even more appetizing** because, for many of our seniors, mealtime is very important. It's their time to socialize with other residents and share a good meal.

It is important to give them a **great experience**, and **show them all the love** we are putting into each of these plates.

It's through social media that we show everyone that in the Cogir Group residence³, dining is a very important part of our residents' lives. And the **quality of the food is a very important** criteria when people choose a residence.



Chef Carl Morin
Manoir Manrèse - Résidences Cogir
Québec

Simple plate presentations

From simple garnishing and use of color...

- Herbs
- Produce
- Sauces

To more extravagant finishes

- Edible flowers
- Dimension/height
- Elegant china



Creative Dining Experiences



1

Teaching Kitchens

- Partner with a local restaurant, college or "special dignitary"
- Do a virtual demo of a recipe or meal
- Offer a DIY kit or share samples

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Provide meals to prospective residents/families

- Dine-In or Curbside pickup

Take pride in the to-go container/presentation that you provide residents or those considering your community

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3

Expand your business and provide meals to your local community



Culinary Competition

Keys to making it an EVENT!

- Community tie in
- Resident involvement
- Partnership
- Just go for it







Happy Hour

Is your pub thus busiest area of your community?

Opportunity for:

- Socialization
- Special events
- Extra nutrition
- Hydration

Elevate your options:

- Bar snacks
- Cocktails and Mocktails

*Don't forget
your serve-ware!*



Wine Pairing Lunch

Keys to making it an EVENT!

- Fun
- Education
- Partnership



Diverse, Equitable and Inclusive Menus

DE&I in Foodservice

- Culturally-**authentic** theme meal **celebrations**
- **Diverse** menu items
- **Inclusive** menu items
- **Equitable** food purchasing goals



**WOMEN
OWNED**

What's the most popular area of
your community?

Table or Future Discussion Topic:

- What is something new you can implement in your dining program in the near-term without additional resources?
- What strategic changes do you want to start investigating now that could bring innovation to your dining program?

Marketing:
Spread the Word





TRILOGY
HEALTH SERVICES, LLC

Video



CULINARY SERVICES
— Flavorful Living —

<https://drive.google.com/drive/folder/1T1YR8B44dXSzYQvuuONJW-4cS5nTD8Q>

Share your dining promise to:

Build brand awareness — *show what makes you stand out*

Intensify culture — *through caring*

Build trust — *nutrition expertise as foundation of wellness*

Create loyalty — *from consumers and employees*

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Be purposeful about who you tell your story to:



Residents and families



Future residents and families



Local healthcare organizations



Current and prospective employees

Market yourself deliciously

To assure your reach to all these audiences, make dining a part of every marketing platform you use:

- Signs
- Newsletters
- Event Advertising
- TV, Radio
- Flyers
- Digital (website & social)

SHARE THE LOVE

Get the local community, residents, staff and family members talking about how good your food is. Word of mouth speaks volumes.

Source: "Building a High Performing Sales Team" webinar

Digital marketing in long-term care

Sophisticated digital users — **Competitive gap!** — **Traditional marketing only**

Source: <https://www.pewresearch.org/internet/fact-sheet/internet-broadband/>

Digital marketing in long-term care

Digital marketing

Seniors have closed the digital literacy gap, and these channels are a top place to engage. The surge in digital use puts emphasis on your website and social media presence.

PLUGGED IN **70%**
adults 65 and older who use the internet

Source: Pew Research

Source: <https://www.pewresearch.org/internet/fact-sheet/internet-broadband/>

Best Content for Promoting Dining Strategies

- Short Videos
- Photo Carousels
- User Generated Content
- Dining Mission and Values
- Your Team
- Special Events
- Your Residents

Your website

- First touchpoint
- Primary digital communication tool
- Your digital billboard!

"When a prospect visits your website or more specifically a landing page you designed exclusively for your services, you have a maximum of 8 seconds to impress the customer before he/she leaves your website"

How is your dining program represented on your website?

Your social channels drive conversation

- Your customers are here
- Target customized audiences
- Learn & gauge relevant topics



Which channels matter?

Platform	Audience	Good For..
Facebook 2.7 billion users	70% of U.S. adults, primarily B2C	Curated content, video, live webinars or digital event invitations and promotions.
Instagram 1 billion users	37% of U.S. adults, primarily B2C	High-res photos, short videos, special promotions and fun how-to videos.
Twitter 340 million users	22% of U.S. adults, primarily B2B	Information based or re-sharing relevant information.
LinkedIn 766 million users	27% of U.S. adults, primarily B2B	Business and career information, job postings and professional content.

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<https://www.omnicoreagency.com/category/statistics/page/2/>

Best Channels for Promoting Dining Strategies

- Facebook & Instagram
- High user-base
- Can include photos and videos



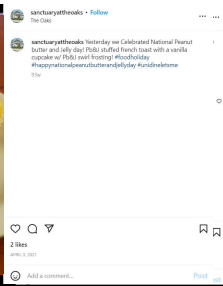
Use social media: Dining experience



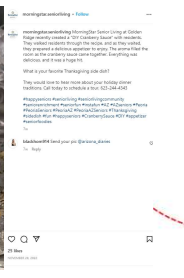
Use social media: Everyday menu



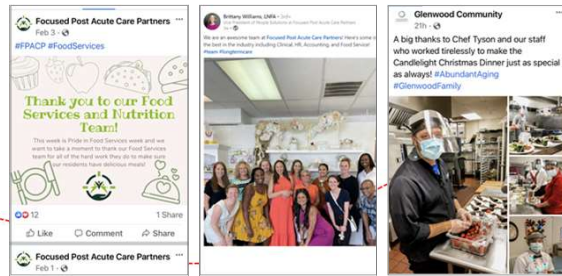
Use social media: Special offerings & events



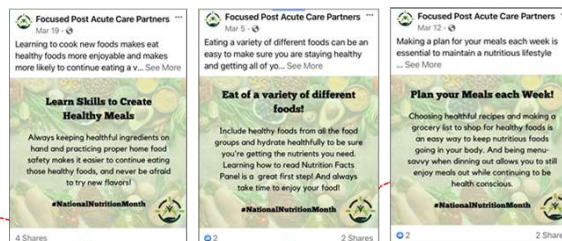
Use Social Media: Special Events



Use social media: Highlight your team



Use social media: Nutrition education



Your Food. Your Story.

Make your dining program your best marketing tool

1. Build an innovative dining program
2. Promote it

