

Omni-channel Experience – Ideas that Sell

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Friends Life Care Partners



Marketing & Sales

Brand Promise – Thrive in Place while you Age in Place

- Reason to Begin to Believe -- Quaker-Value Based Foundation
- Award-Winning philosophy of wellness and prevention: VigR®
- Focused on making homes safer, easier to live in and more comfortable
- Care with dedicated care coordination when needed
- Financial benefit to help pay for it all
- Life-long decision requires fostering, re-engaging leads for years

Customer Journey

1. Customer FIRST
2. Marketing omni-channel strategy
 - Traditional: digital radio, hyper-local print, direct mail
 - Website destination: content, videos, free resources, webinars
 - Pipeline managed: email, online/social advertising – display, SEM, guerrilla
3. Sales approach complements direct sales with inside sales and now adding e-commerce tactics

Rita & Frank Precopio, members since 1992



“We look at this program as a safety net...a form of insurance that lets us stay in our home and enjoy hobbies like gardening. We hope we never have to use it, but if we do, we know we will get the best care available.”

“Our main concern was wanting to free our children from concerns about our daily care.”

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