



Strengthening Reputation Builds a Better Brand Experience



Case Study:

Reputation Management
Phoebe Ministries

Website:

Phoebe.org

Industry:

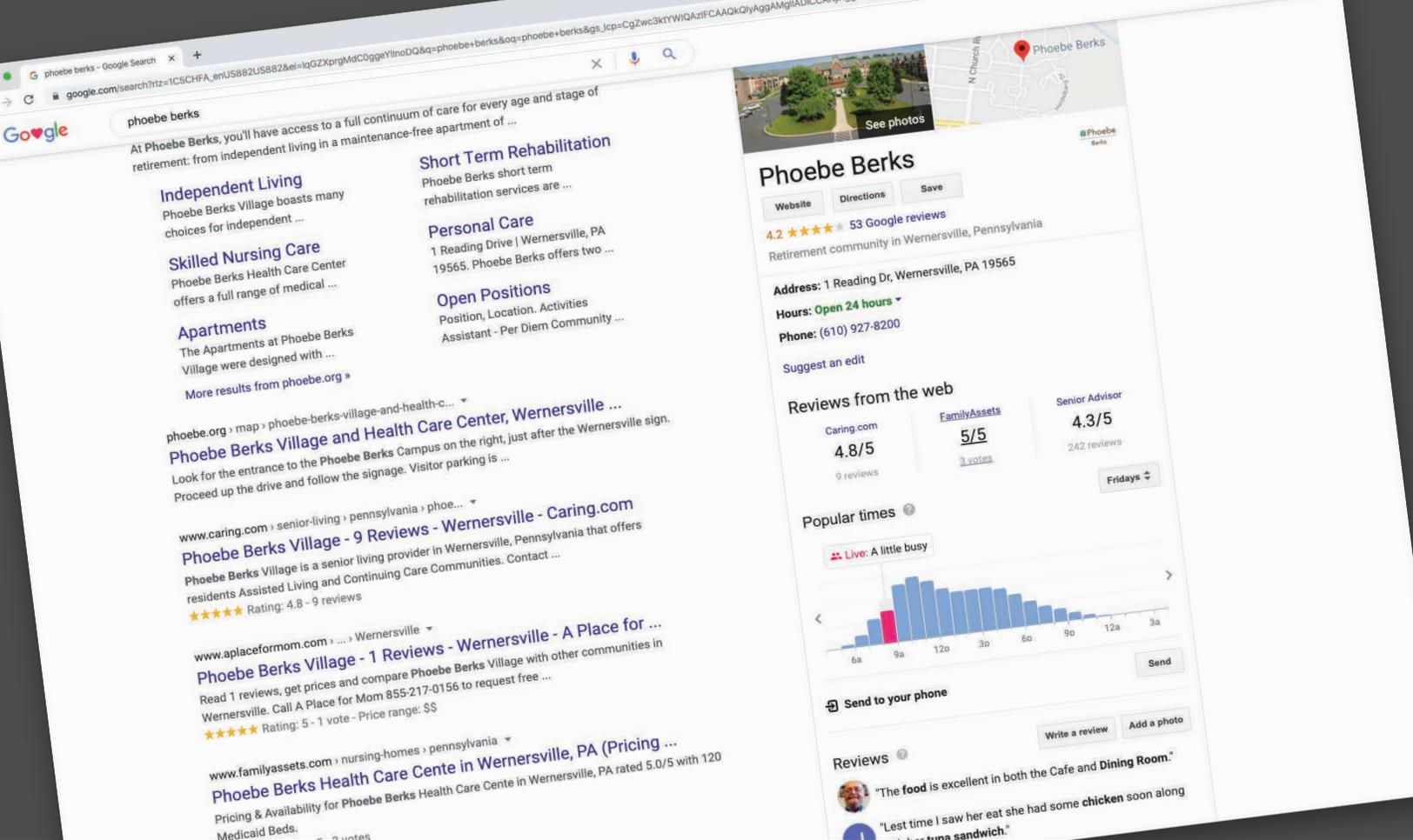
Senior Living

The Situation

Beginning in 2017, Creating Results partnered with Phoebe Ministries to reposition their communities from a need-based care focus to a more lifestyle and residential focus. The Creating Results team began developing a strategy to reshape prospects' perception of Phoebe from a nursing care provider to a leading regional provider of senior services.

With the shift in focus to independent living and personal care, Phoebe began targeting a younger demographic. As such, it became increasingly important to monitor, maintain and improve the community's online reputation. Baby Boomers and adult children are more comfortable than ever sharing opinions, negative experiences and positive reviews on online review websites. According to a 2017 study conducted by KPMG¹, ratings and reviews are becoming increasingly influential in their decision-making process.

(1) KPMG. (2017). The Truth About Online Consumers. Retrieved March 20, 2020 from <https://assets.kpmg/content/dam/kpmg/xx/pdf/2017/01/the-truth-about-online-consumers.pdf>.



TESTIMONIAL:

"Reputation.com allows us to efficiently manage our online reviews with professionally crafted responses and gave us the ability to solicit more reviews from people who know and love our organization!"

EMILIE BATEMAN
 Director of Marketing & Community Relations, Phoebe Ministries

Strategy

With marketing strategies in place to increase brand awareness and lead generation for Phoebe, the Creating Results team recommended additional focus on online reputation management and review solicitation. Eighty-five percent of Baby Boomers research products and services online² before making a buying decision, according to a 2014 study by Synchrony Financial. This means that user-generated content such as blogs, pictures, videos and reviews all influence their perceptions of the products they're researching and their overall purchase journeys.

Creating Results began working on analyzing the types of reviews Phoebe's communities were generating to determine positive trends, as well as recurring pain points. From there, the team trained Phoebe on best practices for responding to and managing both positive and negative reviews. Creating Results then outlined an approach for soliciting reviews on a more regular basis to help protect and improve the Phoebe brand.

(2) ynchrony Financial. (2014). Balancing Multi-Generational Retail Strategies. Retrieved March 18, 2020 from https://www.synchrony.com/8131_SYN_MultiGenWP.pdf?cmid=OGOLABUS_NEO_OLA_0000549.

Improved overall reputation score by 12%
for all communities across Google, Facebook and Yelp year over year

In 2019, Phoebe **generated over 70 positive reviews**
(an increase of 43% compared to 2018)

Phoebe Allentown **increased its Google rating from 3.8 in 2018 to 4.1 in 2019**

In 2019, the Phoebe Ministries corporate **Facebook page improved its rating score from 2.6 to 4.2**

Phoebe Berks **increased its Google rating from 3.9 in 2018 to 4.2 in 2019**

SOLUTIONS

With the help of integrated marketing plans already in place and a strong presence in the market through various digital and traditional media, Creating Results employed a multi-pronged strategy to address, improve and maintain the Phoebe brand. This strategy included:

REPUTATION MANAGEMENT TOOL:

Creating Results recommended a reputation management tool, Reputation.com, to streamline the review management process across the internet. Within the platform, Phoebe could not only monitor and respond to reviews and comments from multiple sources (such as Google, Facebook and more) across all their communities, they could also send surveys, solicit reviews and continually evaluate common trends and opportunities for improvement.

REPUTATION MANAGEMENT TRAINING:

Creating Results trained Phoebe's team members on best practices for determining how and when to respond to both positive and negative reviews.

REVIEW SOLICITATION PLAN:

Creating Results developed a plan for soliciting reviews in several targeted categories. These categories included reviews related to personnel (staff, nurses, maintenance, etc.), transitions (move-ins or through the continuum) and event experiences. Phoebe's team solicited reviews both in person and online from people they felt could share an experience in one of those categories.



Results of Reputation Management

Phoebe increased its
**review response
rate by
98%**

Results

By implementing Creating Results' reputation management and review solicitation strategy, Phoebe Ministries improved its overall reputation as well as each individual community's online ratings. They also have a strategic plan in place to better manage and maintain the Phoebe brand for years to come.

everything mature consumers experience

Creating Results is a generational marketing agency with more than 25 years of experience in senior living and 55+ housing. Exclusively focused on 50+ audiences, we design solutions for each client's competitive landscape, assets and goals.

CreatingResults.com | 888.205.8899 | Info@CreatingResults.com



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