

**OPEN STRATEGY**  
**GROUP**

# FED UP WITH THE MARKETING CIRCUS?



OSG is a new kind of organization, one that works together with its members to generate more leads and engagement for all, by sharing insights into proven strategies, economies of scale, constant education and market advancement.

*Let's get started.*



A roller coaster track made of dark wood and silver metal rails, curving upwards against a bright, golden sunset sky with scattered clouds. The sun is low on the horizon, creating a strong lens flare effect.

# OUR STRATEGY IS BUILT ON PURPOSE.

*Say goodbye to the ups and downs of reactionary marketing that bounces from tactic to tactic.*

At OSG, we believe there's a better way to approach senior living marketing. We don't think strategy should come with a premium price tag. And we don't believe you should have to pay a penalty for tactics you may not be familiar with or have never used.

This is not your typical client/agency relationship. Our business is built on membership. OSG manages your digital marketing tactics and builds relationships with a variety of partners to streamline processes and develop economies of scale for the benefit of members. Ideas, strategies and successes are shared openly, transparently and freely, helping each member reach and exceed their goals.

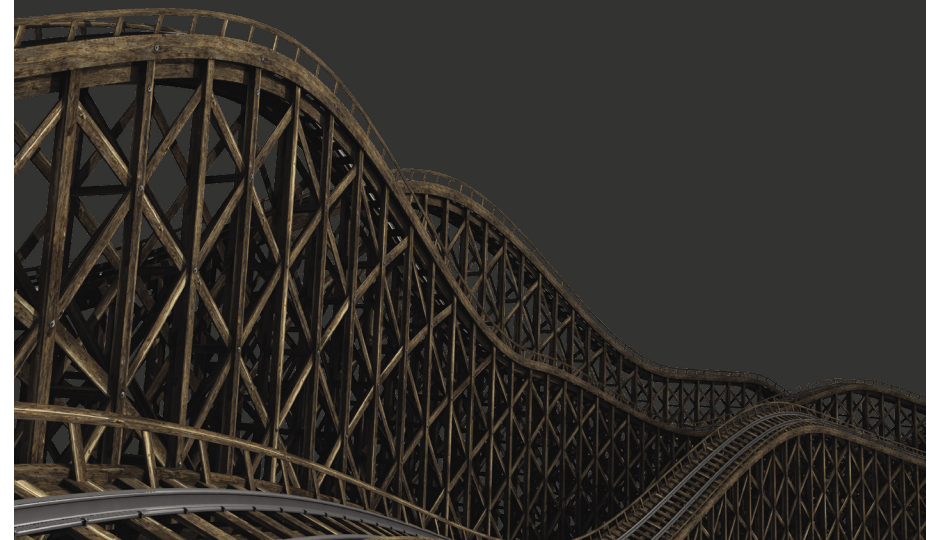
**The landscape of senior living marketing is changing.**


When you combine the ever-changing marketing landscape with the speed to which new automation tools and technologies hit the market, it's not hard to see that your approach to marketing might need to change as well.

***Don't rely on what worked in the past. Make what works today work for you.***

## **OUR HOLISTIC APPROACH**

- **BUILD A PLAN WITH THE RIGHT PIECES**
- **CONCENTRATE ON WHAT'S IMPORTANT**
- **COLLABORATE FOR SUCCESS**
- **REMAIN TRANSPARENT AND BUILD TRUST**
- **TRAIN & EDUCATE**





**STOP TRYING  
TO PREDICT  
WHEN & WHERE  
TO STRIKE.**

*Stop worrying about where and when your prospects will pop up.  
The reality is they are everywhere all the time.*

The number of marketing channels is growing rapidly, and there is no longer one silver bullet. Today, there are dozens of silver bb's, and your organization needs to utilize as many as possible. But how do you get the right message to the right place at the right time without blowing up your marketing budget? You need the right partner.

PPC, SEO and Local SEO are tactics that form the foundation of digital marketing, but they aren't what they used to be. New tactics are needed; tactics that have been vetted in the senior living market to maximize your marketing dollars. OSG can help, and our list of proven winners keeps on growing. Together, we build the right plan and employ the right tactics to best serve your organization.

**Our goal is your success—and we're not doing it alone.**

As an affiliate of one of the largest independently-owned, not-for-profit senior living organizations in the market, we have the experience and resources needed to provide the services our members need at an unequaled value. From marketing and recruitment to technology and development, OSG can help your organization make big marketing strides, quickly and cost effectively.

***We don't just recommend it.***

***We do it for ourselves.***

## **OUR SWEET SPOTS**

- **LEAD GENERATION**
- **RECRUITMENT ADVERTISING & MARKETING**
- **STRATEGIC PLANNING & INTERNAL RESOURCING**
- **SOCIAL MEDIA & CONTENT DEVELOPMENT**
- **REPUTATION MANAGEMENT**
- **MARKETING AUTOMATION PROGRAMS & CRM MANAGEMENT**
- **VIDEO PRODUCTION**
- **PUBLIC RELATIONS**



**WITH OSG,  
WHAT YOU  
SEE IS WHAT  
YOU GET.**

*Say goodbye to the smoke and mirrors.*

*We believe there is a better way.*

Everything we do is to help strengthen our members and the senior living industry as a whole. OSG helps member organizations cultivate the skills and resources needed to differentiate themselves in the market and to be self-sustaining, while building successful tactics to increase occupancy and census.

- We believe there is strength in numbers.
- We believe everyone deserves fairness and transparency.
- We believe in professional relationships and open collaboration.
- We believe in supporting our members, not creating dependency.
- We believe the focus should be on your bottom line, not ours.
- We believe you shouldn't have to be an expert on the digital revolution—and its effect on senior living—to benefit from it.
- We believe you shouldn't have to pay more just because you don't have in-house expertise.
- We believe you should know what you paid for, and get it.

***We all know what senior living marketing has been. Together, we can make it what it will be.***



## **MEMBERSHIP HAS ITS PRIVILEGES**

- **FREE SHARING OF IDEAS**
- **CONTROLLED GROWTH**
- **REDUCED COST AS WE GROW**
- **GROUP PURCHASING POWER**
- **EDUCATION ON NEW STRATEGIES**
- **BI-ANNUAL SUMMIT**
- ... AND MORE



# **GOODBYE CIRCUS. HELLO SUCCESS.**

*The senior living market is changing.  
Are you going to change with it?*

**Contact us today.**



**OPEN STRATEGY  
GROUP**

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**Your OSG Representative:**





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A service of **covenant**  **living**