



CAREFORTHEAGING.ORG

PRE-LAUNCH PROMOTION TACTICS

CareForTheAging.org Pre-Launch Promotions

GOALS:

1. Gain familiarity with the digital media assets and content that are currently hosted on carefortheaging.org to map out content that will require customization.
2. Build anticipation and get audience excited for the upcoming launch of your state-specific site
3. Develop a strategic marketing plan for a successful site launch.

PROMOTION TACTICS FOR JANUARY 2019

In order to implement a successful site launch, it is important that you plan early and develop a marketing plan for your site. You can begin promoting the website even before its official launch. This strategy is effective in generating an interest amongst your audience and getting them excited for the upcoming launch. Here're some ways in which you can leverage communication platforms to create awareness among your audience around this strategic initiative.

→ WEBSITE SPOTLIGHT:

- Craft and feature 150-200-word “Sneak Preview” article that introduces CareForTheAging.org to your audience and explains why your Association’s collaboration on this project is worth paying attention to.
- This article should establish this project as a strategic workforce development initiative and highlight the robust capabilities of the platform as a significant member benefit. Don’t forget to include a tentative launch timeframe in the article.
- This post will become the foundation for any promotions you plan and implement around CareForTheAging and can be used to create an environment of anticipation IHCA/INCAL will provide supporting graphics for website usage.

→ EMAIL MARKETING SPOTLIGHT:

- Feature a section on CareForTheAging.org and the upcoming launch of your state-specific site in your Association newsletter and link it back to the “Sneak Preview” article hosted on your website.

→ SOCIAL MEDIA SPOTLIGHT:

- Feature a “Sneak Preview” update on your social media properties including Facebook, LinkedIn and Twitter, and link it back to the website description article for more information.

IHCA/INCAL can provide supporting graphics for digital and social media display.

RECOMMENDED ACTION ITEMS – DECEMBER 2018:

→ Review resources developed by IHCA/INCA and mark up content and creative that will require customization on your site.

RECOMMENDED ACTION ITEMS – JANUARY 2019:

- Complete IHCA/INCAL's needs assessment survey
- Determine content customization needs and begin crafting replacement content
- Craft a brief "Sneak Preview" article that introduces CareForTheAging.org to your audience and explains why your Association's collaboration on this project is worth paying attention to.
- Implement the promotion tactics listed above by featuring the article on all your digital and social media promotions channels