



**Marketing for Continuing Care Retirement Communities.** For over 10 years, Fenzi Senior Marketing has provided marketing agency services to Senior Living Communities across the full spectrum of senior community life from independent living, assisted living and memory care to skilled nursing.

**Marketing for On-Site, 24-Hour Skilled Nursing** We market available beds to non-residents in need of professional care. Our Marketing scope covers Skilled Nursing, Long-Term Care, Short-Term Rehabilitation, Assisted Living and Memory Care to non-residents, under the oversight of a Medical Director.

## FENZI STRATEGIC INITIATIVES

Fenzi adopts a marketing strategy that includes analyzing the needs of your senior community, your target audience and details about your community.



### Marketing Objectives

Fenzi provides marketing objectives and strategies for a clear focus from the Fenzi marketing team.

### Marketing Strategy

Fenzi develops strategies to stabilize occupancies and/or market share despite attrition and competition.

### Marketing Branding

Fenzi creates brand awareness and solidifies your competitive edge by implementing online marketing and print advertising strategies.