

# Marketing to Serve More

- Expectation:  
Why Serve More?

- First Visit:  
The In-Center Experience

- Conversion:  
Visitor to Participant

**Why All Staff Make a Big  
Difference in Recruiting  
and Retaining Participants**

## **Expectation: Why Serve More?**

- Many Could Gain:  
Your Value-Add
- Diversity and Quantity:  
More People, More Fun
- Funders:  
Return-on-Investment
- Numbers are Tangible:  
Results are Intangible
- Critical Mass:  
Tipping Point for Support

## **Eight Strategies to Serve More!**

1. Culture of Inclusion
2. Welcoming Environment
3. Individual Relationships
4. Choices and Customization
5. Improve the Meal Experience
6. Go Beyond Just the Meal
7. Seek Feedback and Respond
8. Chance to Give, Not Just Get

## **Marketing: Serving More**

- Marketing:  
Recruit, Retain, Upgrade
- Everyone:  
Markets All of the Time
- Promotion:  
Pre-Visit, Visit, Post-Visit
- First Visit:  
Value, Affiliation, Satisfaction
- Continuous Engagement:  
Promotion and Scheduling

The  
“Visitor to Participant”  
Process

Generate First Visit



Ensure First Visit Success



Get Second Visit



Upgrade Intensity of Use



Keep Longer

*Continuous Improvement?*  
*Conversion Ratios?*

**First Visit:**  
**The In-Center Experience**  
*Value, Affiliation, Satisfaction*

- Merchandising (Value)
  - Moment of Truth
  - Transition Zone
  - “Personality”
  - Value Proxies
- Welcoming (Affiliation)
  - Staff Bonding: Peer?
  - Peer Bonding: Invader?
- Motivation and Satisfaction

# Conversion: Visitor to Participant Promotion and Scheduling

- Celebrate the First Visit
  - Liked Best? Suggest?
  - Compliment and Wallow
- Present Menu Of Options
  - Customize Benefit
  - Promote Tag-On
  - Easiest and Most Likely

- **Schedule Next Visit**
  - 3-Day Motivational Window
  - Anchor Commitment
  - Tangible Reminder
  - The Down Payment
  - Get and Contribute
- **Follow-Up and Remind**
  - How? Who? When?
  - No Show? You Were Missed!
  - No Show? Reschedule

# *Best Bets!*