

# FOR ASSISTED LIVING AD AGENCIES ONLY

Dear Assisted Living Marketing Partner,

Thank you for taking a few minutes to allow me to introduce myself, Adam Diesselhorst. Let me share with you how we help marketers increase occupancy for several of the most successful Assisted Living establishments throughout the nation.

Allegiant Marketing Group has a 15-year history of helping its clientele increase their bottom line profits through the effective use of direct mail and other marketing materials. Some of the Best Practices for significantly increasing your occupancy with a high response rate direct mail campaign are:

1. Gain access to perfectly targeted lists utilizing example filters such as:
  - A. \$50k+ Household income
  - B. Age 70+ with education level filter
  - C. Gender demographics and more
2. We share with our marketing partners how to apply the 6 Principles of Persuasion and the 4 Rules of Direct Mail Layout. Utilizing these Best Practices, overcome your target audiences' fears and concerns and motivates them to act now.
3. We can measure the response rates and calculate your return on investment while also reviewing your analytics of each campaign to make continuous improvements on your overall marketing efforts.

There are more than just these 3 Best Practices to creating successful direct mail campaigns. I would like to share with you the additional advantages that benefit you by partnering with AMG. Take advantage of working with a direct mail team that specializes in providing occupancy solutions to its marketing partners.

Throughout our relationship, we will continually show you how we will save you a tremendous amount of money while increasing occupancy levels and revenues for your clients.

All the Best,



Adam Diesselhorst  
VP of Sales  
Allegiant Marketing Group  
1-800-648-3107 Ext. 243  
Adam@MailAMG.com

Ps. A rising tide lifts all boats. We believe that when your clients maintain very high occupancy levels, then it also means those same locations have high revenues. In turn, this secures a premium level of care for its residents.

You will experience  
tremendous savings,  
quality presentation,  
and significantly  
increased occupancy  
rates for your clients.



Phone: 1-800-648-3107 Ext 243  
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eMail: [Adam@MailAMG.com](mailto:Adam@MailAMG.com)  
eFax: 1-800-391-7437

Schedule a Tour!  
13930 N. Harvey Avenue,  
Edmond, Oklahoma 73013

Assisted Living MK 0715



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We enhance the  
response rates of your  
direct mail marketing.

To learn how, visit  
[www.MailAMG.com](http://www.MailAMG.com)  
to view helpful  
educational resources  
such as our Blog, FAQs,  
Case Studies, Videos,  
and Infographics!



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## Direct Mail is one of the MOST EFFECTIVE Tools in your Marketing Plan!

When you order a direct mail campaign through AMG, your response rates will be well above industry benchmarks as they have been for so many other life care providers.

Key attributes such as age, household income, home value, and many other demographics help you target your ideal occupant. **Call now to see how we can help YOU increase the number of new occupants!**

### Here are some Best Practices for us to discuss:

- We will inform you of the many choices available for targeting your ideal audience. Knowing WHO to mail to means you can mail less pieces and save money, while also garnering a better result.
- Our design consultants are here to facilitate your design team. They are here to help you enhance your response rates, while lowering the cost of your direct mail. Ask us for our white paper "The Art of Persuasive Direct Mail".
- Having 15 years of expertise with mail piece dimensions, USPS postage rules, and shipping saves our clients time and money.
- Take advantage of fast turn-around times and in-home date psychology that increases response rates for your direct mail campaigns.
- We will share our methods of how we measure and continually improve your response rates.

**Call me, Adam Diesselhorst at 1-800-648-3107 Ext 243 today!**

