

# Marketing Basics

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Making co-op values work for  
your business



# Agenda

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## Colorado Care Workers Unite

- 1 How we customized the story of homecare to various audiences across Colorado.

## Storytelling

- 2 How to frame a compelling story for meeting your customer's needs.

## The Four P's of Marketing

- 3 Basics on finding leads and sell your home care services.

## Now What?

- 4 How to set yourself up for successful follow ups once you have leads on the hook.



# Colorado Care Workers Unite

A case study in customizing messaging and targeting by audience and goals.



**Colorado Care Workers Unite (CCWU)** is a growing group of home care workers in Colorado fighting for industry-wide improvements for caregivers & clients. Together they are organizing, advocating and winning policy changes that will increase wages, improve training & win benefits.

## **With marketing assistance from the Samara Collective CCWU has:**

- Increased membership by over 100%
- Increased care worker leads by 105% and created a rapid response system to follow up on leads within 24 hours
- Passed *SB 238: An Act to Strengthen and Enhance the Home Care Workforce* which assures fairer compensation for workers providing care, created an industry wide wage floor, and created a stakeholder process to review home care training.



## What we knew about home care:

- More than half of home care workers in the US make below \$12/hour
- Due to low wages and few benefits, these jobs have turnover as high as 65%
- Increased home care wages help with worker retention, consistent care, and quality of care.
- Better trained home care workforce increases safety for both workers and clients on the job.
- 90% of home care workers are women, over 45% are people of color, over 50% are on public assistance
- Home care is one of the fastest growing industries in the country:
  - Over 10,000 baby boomers turn 65 every day
  - There are not enough home care workers, the Bureau of Labor Statistics projects that the country will need another one million new home care workers by 2022



## CARE WORKERS

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**Sign up to fight for higher wages!**

Are you a home care worker? Do you have everything you need to care for your clients? We are a growing group of home care workers in Colorado fighting for industry-wide improvements.

NOW IT'S YOUR TURN! Sign up and let's make a change together.



## **PUBLIC/CLIENTS**

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**Tell your legislators you support Care Workers and their clients!**

Colorado caregivers are there every day to care for our loved ones. Now they need our support!

Demand for care workers is projected to increase by 60%

but with low pay and few benefits, these jobs have turnover as high as 65%

**SIGN THE PETITION TODAY** and demand legislators address the care crisis in our state.

# POLICY MAKERS

Tell your legislators that you support Colorado caregivers and their clients!

1 Details 2 Messages 3 Confirmation

First Name  
Jannae

Last Name  
Knospe

Street Address  
34 test st

Postal Code  
08088



I am a Colorado voter who cares about our aging population and I urge you to support SB 238: Strengthen and Enhance the Home Care Workforce, which increases access to trainings and raises the wages for home care workers.

As our aging population grows, Colorado is ill-prepared for this enormous responsibility. There are not enough care workers to support and care for this important segment of our society. Even worse, the essential home care workers and personal care attendants we do have regularly report insufficient resources and lax or non-existent training, which hampers their ability to deliver quality care. With low pay and few benefits, these jobs have turnover as high as 65% and do not attract the number of workers needed to fully address the growing demand.

Colorado needs to invest in a reliable, trusted, and well-trained group of people to take care of our loved ones. We can continue to grow this caring and supportive workforce by investing in home care jobs. The time to act is NOW!



# The Power of Storytelling

From “I to they” Tell a story about your customer and the impact or experience they will have. Stories build connections, amplify, and support the co-op movement metanarrative we’re creating together.



## **The Protagonist:** Your customer

### **The Problem:**

Need for quality care

### **The Setting/Context:**

The comfort of home

### **The Conflict:**

How to access care

### **The Solution:**

Your organization

### **The Secret Ingredient:**

Co-ops

### **The Climax:**

Your team providing affordable, safe, quality home care.



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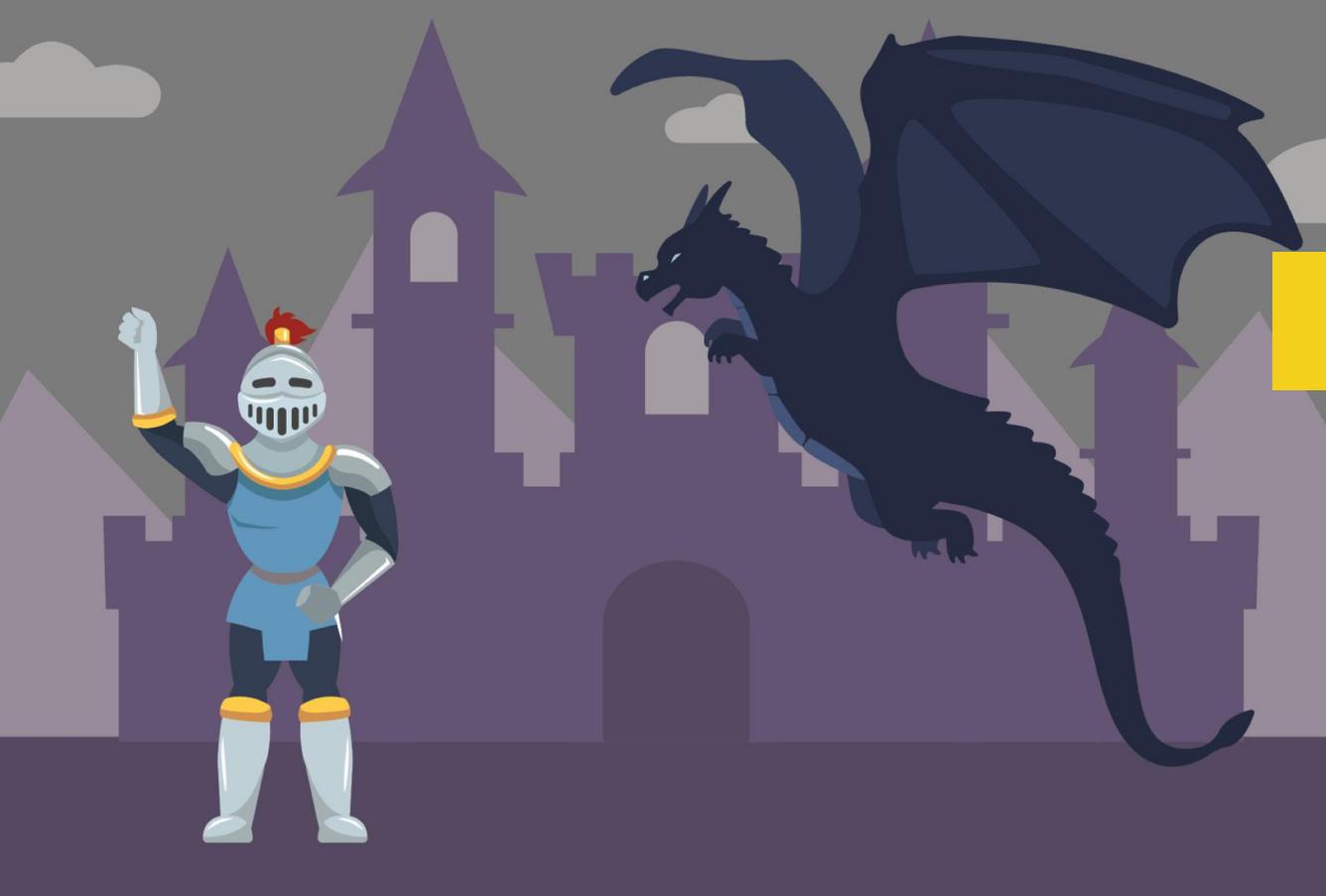
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## **Example:**

If a customer needs a bookshelf.

They don't care about the drill bit OR the hole.

They care about the shelving unit.

## **Tell the story**

of the problem they solved, how they feel, and the sense of accomplishment.



# The Four P's

“Marketing is simplistically defined as ‘putting the right product in the right place, at the right price, at the right time.’”\*



## PRODUCT

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WHAT you have to offer. A tangible good or service that solves a problem for your customer

Home care services, and...



## PRICE

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HOW MUCH you charge for your product, and to whom you charge it

Create incentives for steady cash flows...



## PROMOTION

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WHERE and HOW you communicate about your product: online and offline, by you and through others

Shareable social media, multimedia, health fairs, community events, etc..



## PLACE

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WHEN and HOW your product is delivered

The benefits and drawbacks of home...



## **BONUS P: PEOPLE**

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This is the strategic advantage of co-ops

Both workers and customers/clients..



## BONUS P: PEOPLE

This is the strategic  
advantage of co-ops

Both workers and  
customers/clients..



## WORKERS

What problem do  
you solve for  
them? Besides  
money?

Why a co-op?

Why you? Why  
your co-op?

## CLIENTS

What problem do  
you solve for  
them? *Be specific.*  
(*Time, Money, Stress*)

“Switching costs”  
between home  
care providers

Why a co-op?

Why you? Why  
your co-op?

## PARTNERS

What problem do  
you solve for  
them? *Be specific.*  
(*Quality, Reputation,*  
*Credibility*)

“Switching costs”  
between home  
care providers

Why a co-op?

Why you? Why  
your co-op?

# REFERRAL PARTNERS

## TYPES OF PLAYERS IN A REFERRAL PARTNER

Any individual or institution that can be a source of potential clients for you.

(e.g., a hospital, clinic, community center, healthcare providers, therapists, companies, etc.)



### ADVOCATE

The person(s) who serve a related need for potential client or customer (e.g. discharge coordinator, nurse, doctor). Advocates may enthusiastically endorse your product

### DECISION MAKER

The person(s) who acts as a gatekeeper for communication to your potential clients or customers.

### BUDGET HOLDER

The person(s) who control financial resources.

### INFLUENCER

The person(s) who can formally or informally hold power over the others who can refer clients to you.



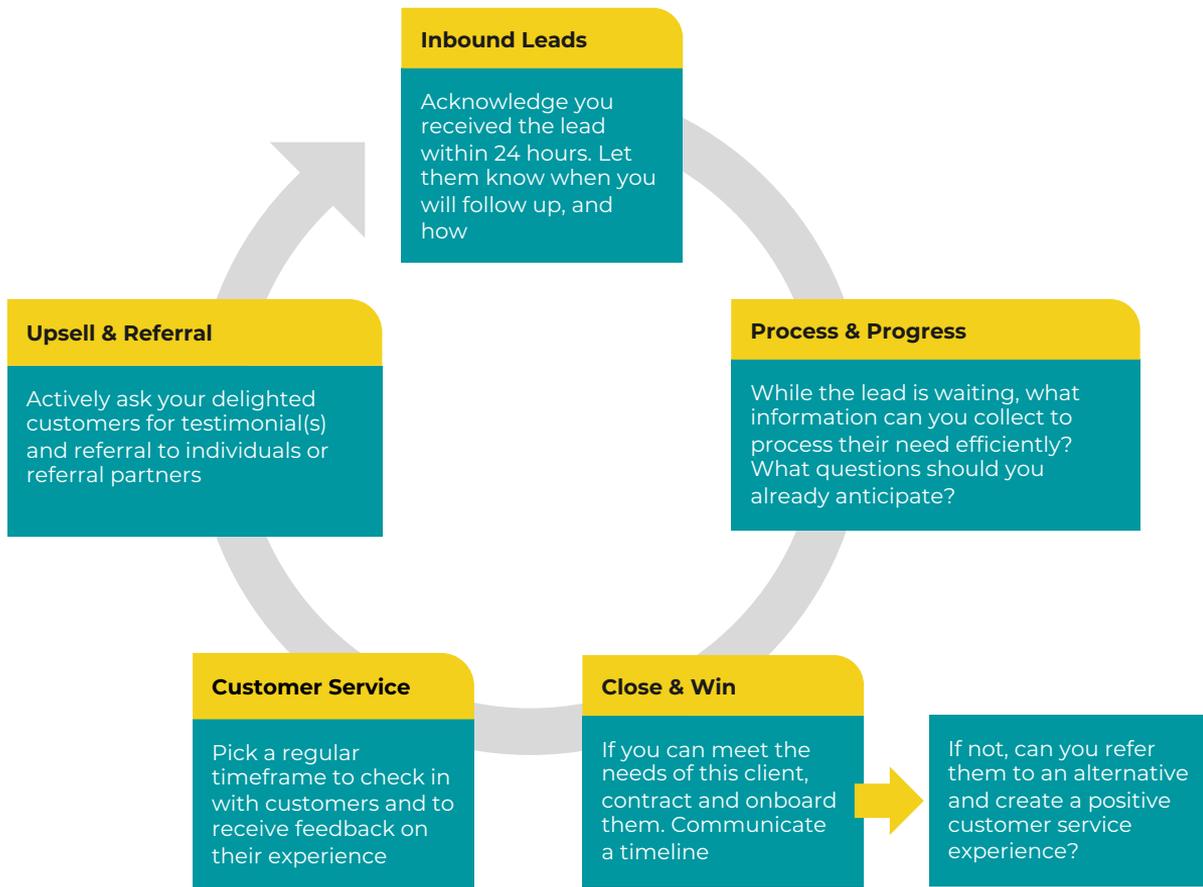
# Now What?

You've told your story. You've got their attention. Now how do you set yourself up for successful follow-up and make that lead a member/customer/partner?

# FOLLOW UP

“Our research indicates that **many firms are too slow to follow up on leads.** [Of 2,241 U.S. companies], 37% responded within an hour, 16% responded within 24 hours, 24% took longer — and 23% of the companies never responded at all. The **average response time was 42 hours.**”

*Harvard Business Review*





# THANK YOU

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## **JOIN US FOR OUR BREAK OUT SESSION!**

1. Practice telling your story
2. Map out your marketing plan
3. Learn about existing follow up tools
4. Discuss basic design principles

# Who We Are

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Samara Collective is a strategic media and communications firm, working towards a more equitable world where communities have the agency to create sustainable change and the bridges needed to build deeper connection between them.

Together we bring more than forty years of experience to organizations, ranging from labor unions to political campaigns, to nonprofits and small businesses. Samara also maintains an affiliate network of trusted vendors in printmaking, human-centered design, back-end web development, photography, multimedia production and editing.

We are women-owned worker cooperative that is 50% POC and majority queer.



# Our Expertise

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## **Marketing & Public Relations**

Advertising, Campaign Development & Implementation, Content Strategy, Event Planning, Press Outreach, Research, Social Media, Writing

## **Design Services**

Branding, Graphic Design, Front-end Web Development

## **Capacity building and sustainable organizational consulting**

Group Training, Facilitation, Leadership Coaching, Culture and Team Building, Somatic Practice, Mindfulness





# Arianne Graham

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brings expertise in healthcare leadership and innovation for non-profit, for-profit, tech, and coop organizations. Her acumen for strategic marketing, partnership development, fundraising, and business development has enabled millions of dollars to be directed towards mission-based work. In addition to her role at Samara Collective, she runs product strategy and innovation for the [March of Dimes](#). Arianne earned a Bachelors of Science in business administration at Georgetown University, as well as an MBA from Harvard Business School, where she was involved in initiatives focused on healthcare, management, public policy, and social entrepreneurship.

**Arianne@SamaraCollective.com**  
**404-291-4255**





# Jannaé Knospe

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has over 12 years experience in print, design and social media for progressive movements. With a Bachelors of Fine Arts in print and a concentration on “Art’s Effect on Social and Political Change’ she is Samara’s social media and print advertising expert.

Formerly, Jannae served as the senior graphic and new media designer for [1199SEIU Massachusetts](#), where she was a leader in home care outreach, coalition work, and building the local [Fight for 15 campaign](#). In her current work for [Colorado Care Workers Unite](#), she increased homecare worker sign ups by 150% and helped collect over 650 signatures in less than 20 days for key legislation, which increased the minimum wage for homecare workers and established a process to review and to enforce training requirements.

**Jannae@SamaraCollective.com**  
**617-942-1439**



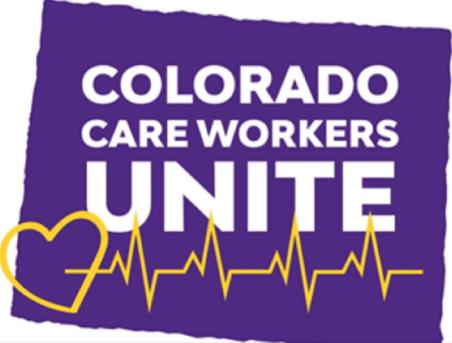
# Social Media Testing



 **Colorado Care Workers Unite**  
Sponsored · 

Are you a care worker? Do you have everything you need to care for your patients? We are a growing group of care workers in Colorado fighting for industry-wide improvements.

NOW IT'S YOUR TURN! Sign up and let's make a change together.



COLORADOCAREWORKERSUNITE.ORG  
**Colorado Care Workers Unite**  
Sign Up to Fight for Higher Wages for Caregivers Caregiver...

**Timeline:** 3 months

**Goal:** New care worker engagement

**Sign-ups:** 340

**Reach:** 70k+

**Platforms:** Facebook, Google, YouTube

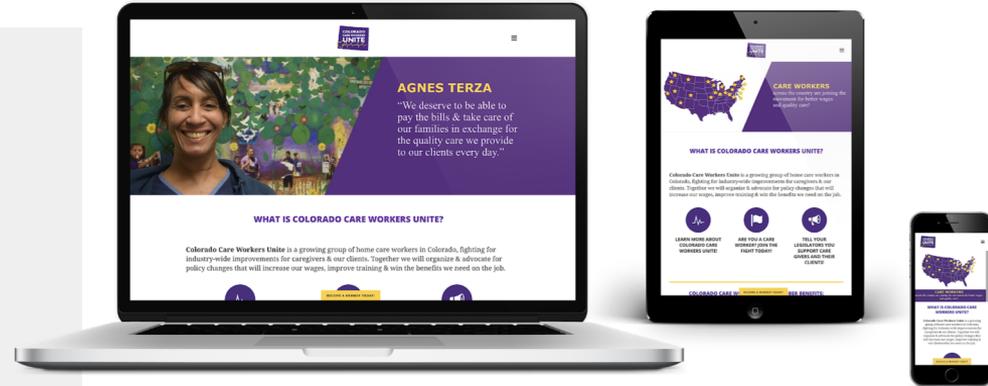
Samara designed and tested combinations of logos, audience, ad timing and messaging to attract over 300 homecare workers and CNAs to sign-up to become members of the new pilot program Colorado Care Workers Unite (CCWU).

Potential members shared contact information, employment, and elected to share personal testimonials with other workers and politicians. These digital tests enabled CCWU to pinpoint how and when and why caregivers will sign up and customized the campaign to yield an average of 30-50 new acquisitions per week despite such a high-effort call to action.

# WEB DESIGN: SEIU105 - Colorado Care Workers Unite

**Colorado Care Workers Unite** is a growing group of home care workers in Colorado, fighting for industry-wide improvements for caregivers & our clients. Together we will organize & advocate for policy changes that will increase our wages, improve training & win the benefits we need on the job.

Samara created a website to centralize member signups, events and resources.



## HIGHLIGHTS:

- [Member Portal](#)
- [Course Registration](#)
- Integration with EveryAction
- [Interactive Turf Map](#) for booking calls with organizers.

# WEB DESIGN: SEIU105 - Colorado Care Workers Unite



## AGNES TERZA

"We deserve to be able to pay the bills & take care of our families in exchange for the quality care we provide to our clients every day."

### WHAT IS COLORADO CARE WORKERS UNITE?

Colorado Care Workers Unite is a growing group of home care workers in Colorado, fighting for industry-wide improvements for caregivers & our clients. Together we will organize & advocate for policy changes that will increase our wages, improve training & win the benefits we need on the job.



LEARN MORE ABOUT COLORADO CARE WORKERS UNITE



ARE YOU A CARE WORKER? JOIN THE FIGHT TODAY!



TELL YOUR LEGISLATORS YOU SUPPORT CARE GIVERS AND THEIR CLIENTS!

### COLORADO CARE WORKERS UNITE MEMBER BENEFITS:

By becoming a card-carrying member of Colorado Care Workers Unite, you're adding your voice to the movement to lift wages in the industry and to improve care delivery. Members are also eligible for FREE trainings and legal resources to help care givers in our fight to provide the best for our patients, our families and our careers.

Not yet a member? You can sign up on the site today to be eligible or we are please to offer non-members classes at a lower than average rate.



LIFE SAVING TRAININGS

Trainings increase rates of hire and wages, while also improving client care.



LEGAL RESOURCES

Knowing your rights is key to protecting them. Learn more.

[VIEW ALL COLORADO CARE WORKERS UNITE BENEFITS](#)

### BECOME A MEMBER TODAY!



**CONTACT**

202 W. Nevada Ave  
Denver, CO 80202  
303.733.1000  
ccwu@ccwu.org

[CONTACT US](#)

**PRIVACY POLICY**

By providing us your name and email address, I understand that Colorado Care Workers Unite and its affiliates may use your contact information to communicate with you about our programs and services. We will never sell your contact information to a third party. You can unsubscribe from our emails at any time. We will never give your contact information to a third party for their own marketing purposes. We will never give your contact information to a third party for their own marketing purposes. We will never give your contact information to a third party for their own marketing purposes.

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### EVENT CALENDAR

Members are eligible for FREE\* trainings and legal resources to help care givers in our fight to provide the best for our patients, our families and our careers.

Not yet a member? Sign up today to be eligible or we are also please to offer non-members their first class at a discounted rate!

AUGUST 2019							MEM	NEW	SAT
SUN	MON	TUE	WED	THU	FRI	SAT			
1	2	3	4	5	6	7	1	2	3
8	9	10	11	12	13	14	1	2	3
15	16	17	18	19	20	21	1	2	3
22	23	24	25	26	27	28	1	2	3
29	30	31					1	2	3

### UPCOMING EVENTS

#### COLORADO SPRINGS QMAP

Qualified Medication Administration Personnel (QMAP) Training is a 2 day training to certify home care workers in administration and monitor medication — a critical service clients and their families rely on. This training is free for CCWU members and only \$80 for non-member care workers. August 19th is the training starting at 9:00 am and ending at 5:00 pm.

**VENUE: COLORADO SPRINGS QMAP**

- Address: 7125 Cascade St., Colorado Springs, Colorado, 80903

[View Details](#)

#### DENVER CCWU MEET & GREET

Join other care workers from across the state to discuss industry issues, care worker victories, and what we all can do to support each other, our clients and our State's long-term care system. August 19th 12:30pm - 2:30pm FREE FOR ALL CARE WORKERS! (Event is 1)

**VENUE: CCWU OFFICE**

- Address: 202 W Nevada Ave, Denver, Colorado, 80202

[View Details](#)

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**VENUE: COLORADO SPRINGS QMAP**

- Address: 7125 Cascade St., Colorado Springs, Colorado, 80903

[View Details](#)



### GET INVOLVED

#### Learn More About Joining the Fight for Higher Wages for Caregivers!

Compass across the country are joining the movement for higher wages and dignity on the job. NOW IT'S YOUR TURN! Fill out the form below to book an evening with a CCWU organizer today and find out more!

Colorado Care Workers Unite is a movement of caregivers fighting for industry-wide improvements for caregivers and their clients in Colorado. We're building power through education and advocacy and making real progress for the backbone industry — for clients, home care workers, care providers and all Coloradans.

**Contact Information**

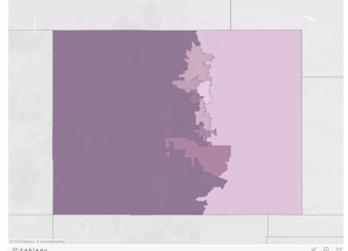
First Name:

Last Name:

Street Address:

### BOOK A MEETING

Want to learn more about Colorado Care Workers Unite (CCWU)? Talk to a member! Click your region on the map to book a call or in person meeting and find out what CCWU is doing for care workers across the state!



[JOIN THE FIGHT TODAY!](#)



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