



# 5 EASY STEPS TO LEVEL UP YOUR MARKETING

An Icon Marketing Playbook



# 01

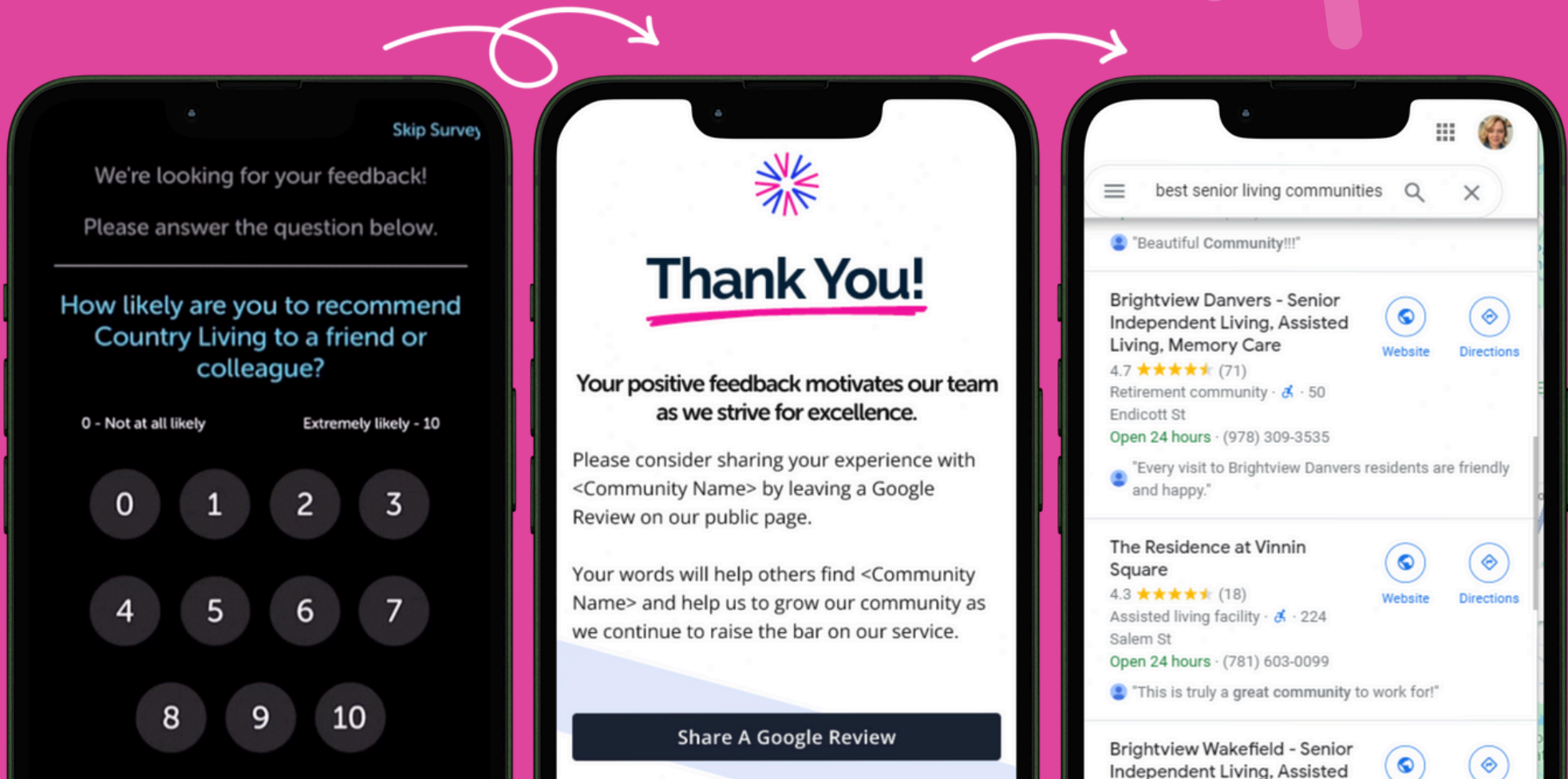
## Nail First Impressions

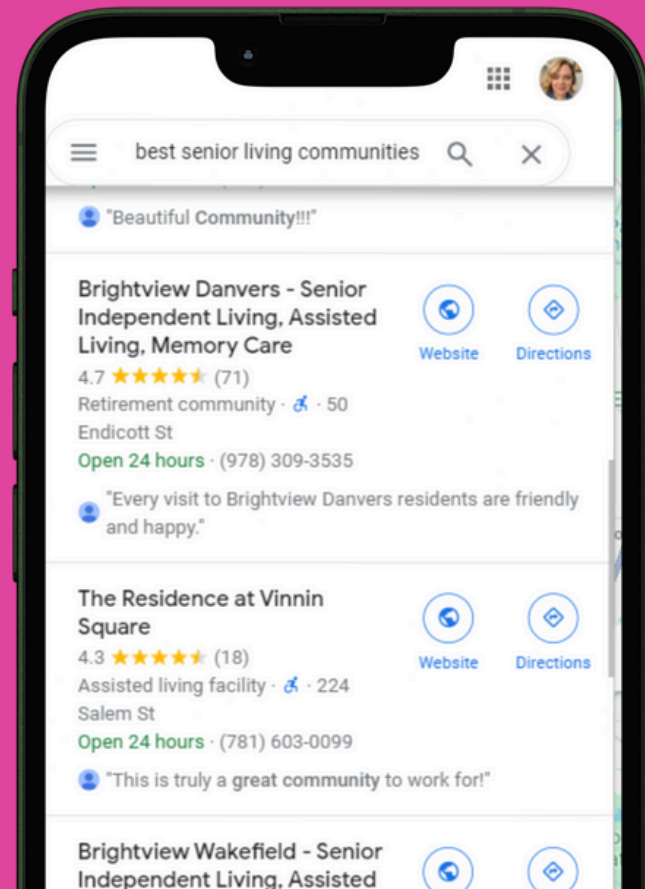
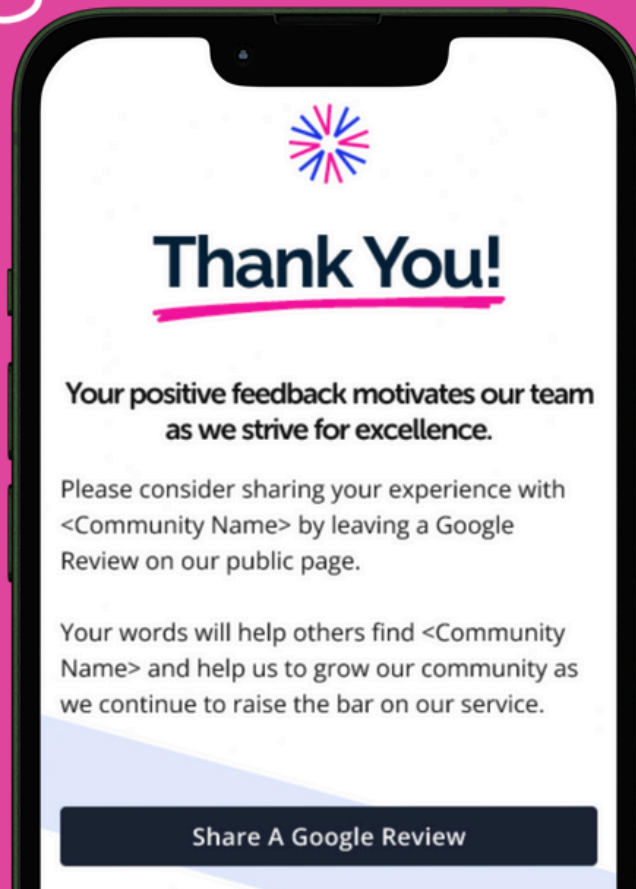
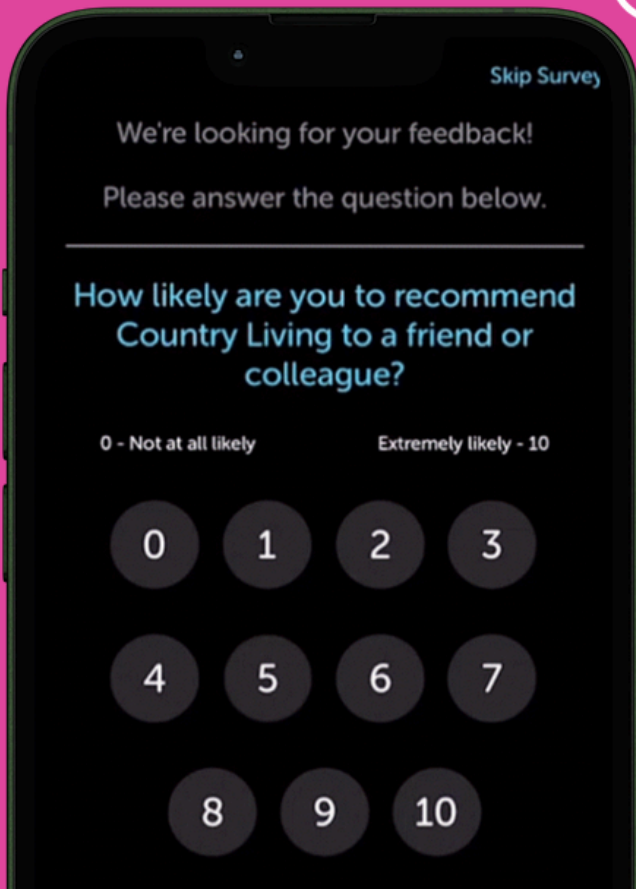
Effortlessly elevate your digital presence with automatic community reviews. Website integrations ensure every visitor leaves impressed.



# Make it Easy for Residents and Family to Be Your Biggest Advocates

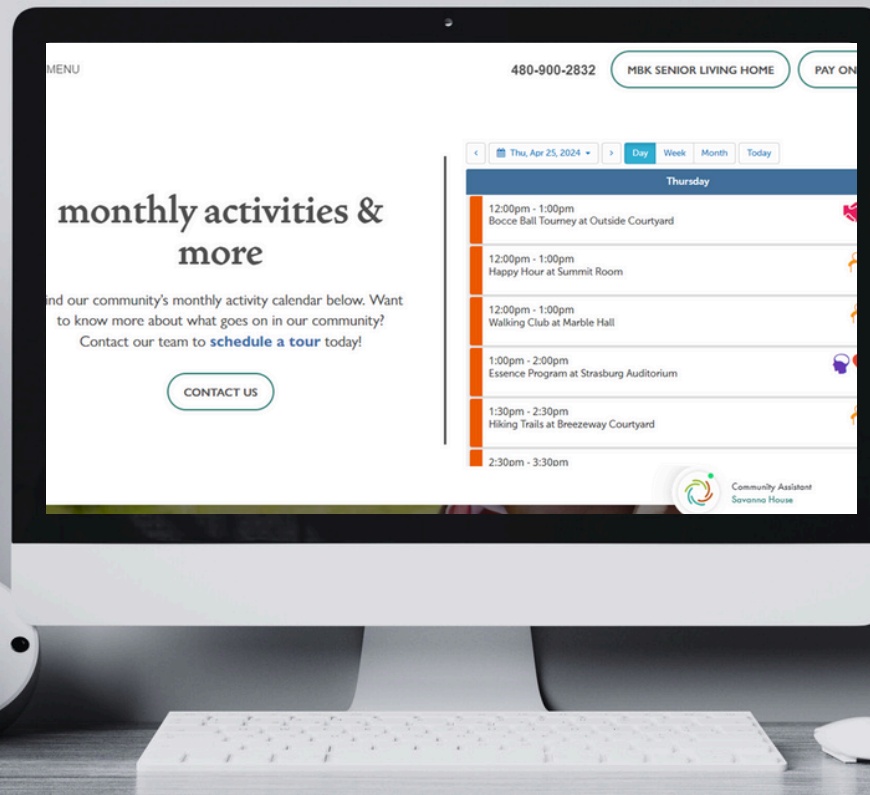
With Icon, capturing positive reviews is a breeze. The platform regularly asks residents and families for feedback, and positive responses can easily turn into Google reviews with streamlined automation, boosting your brand through organic search.





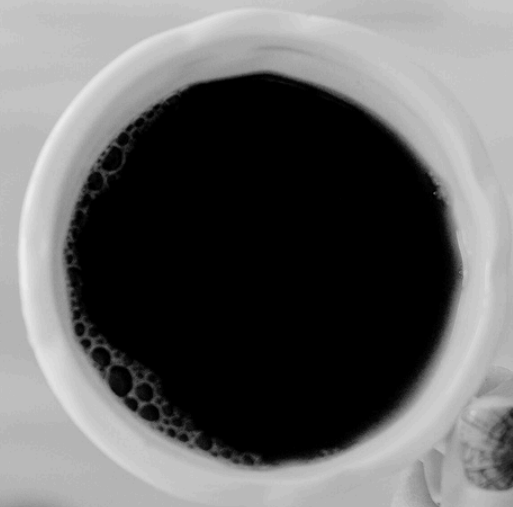
# Let Your Website Be a Window Into Your Community for Prospects

The Icon platform helps you build an engaging life enrichment program. With real-time website integration, you can easily showcase your life enrichment calendar to give potential new residents a taste of community life.



# Easily Position Your Community as a Tech Leader with Icon's Help

More seniors see tech as essential. Show them your community is innovative with help from the Icon Marketing team! We offer case studies, social media campaigns, and speaking opportunities to share your tech story. Let us do the heavy lifting!



# 02

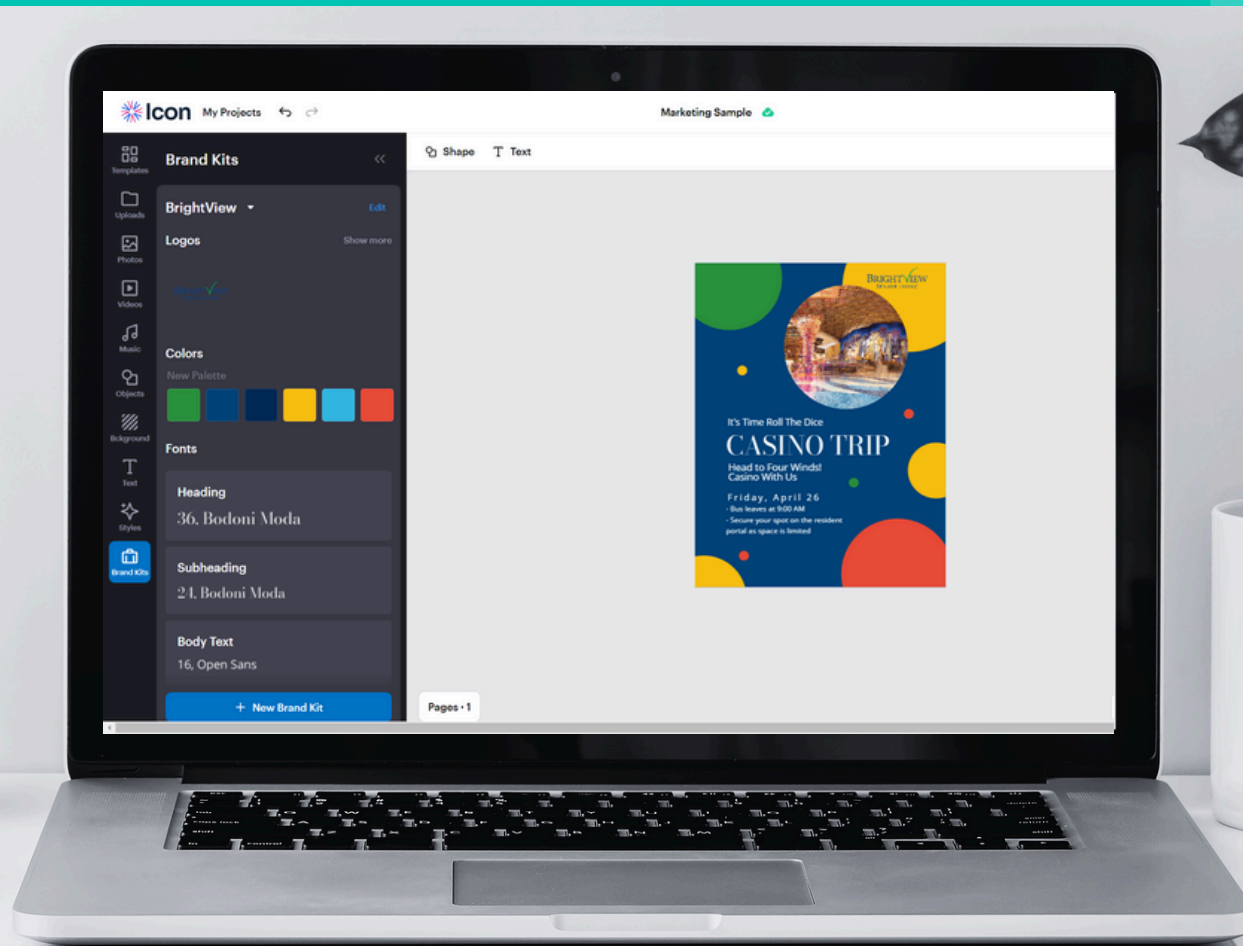
## Standardize Your Brand

Keep your brand consistent across all your communities with eye-catching emails, sleek designs, and integrated event details, all standardized with custom brand controls.



# Elevate Design With Professional Ready-Made Content

Boost your brand with Icon's intuitive Design Studio, which seamlessly integrates event details and offers a vast library of design elements. With brand kits and controls, safeguard your brand across communities while enjoying endless creative possibilities without expensive design subscriptions.





# Easily Reinforce Your Brand Identity on Icon's Solutions

Icon's platform and apps can be easily customized to match your community's unique brand with logos, color palettes, and more. This ensures brand consistency and recognition among all your community stakeholders.



# 03

## Automate Follow Up

Simplify your communication with follow-ups via text, email, and calls, so no lead is missed. Plus, save time with a central inbox.



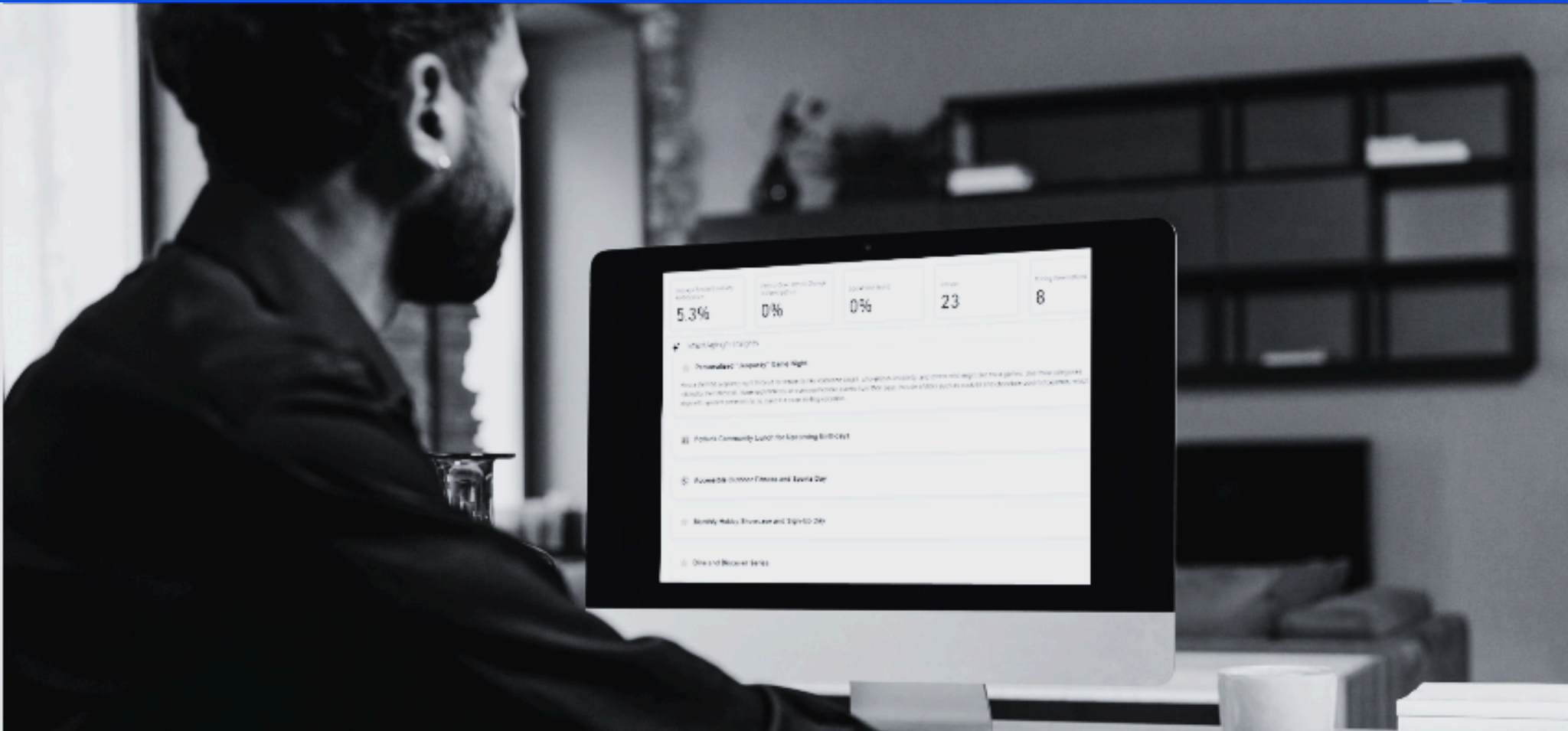
# Optimize Prospect Follow Up With User-Friendly Automation

Icon's Communication 360 makes prospect follow-up a cinch with automated messages via email, phone call, or text. Plus, you'll save on subscriptions with our easy-to-use email marketing tool that offers pre-built templates, AI smart content, and custom brand styling.



# Create Campaigns That Resonate with Smart Aging™ Insights

Understanding your residents' unique interests, wants, and needs gives you valuable insight into what potential residents are looking for in a new home. With Icon's Smart Aging™ Insights, you can easily gather this information, helping you create content, messaging, and campaigns that truly resonate with prospective residents.



# 04

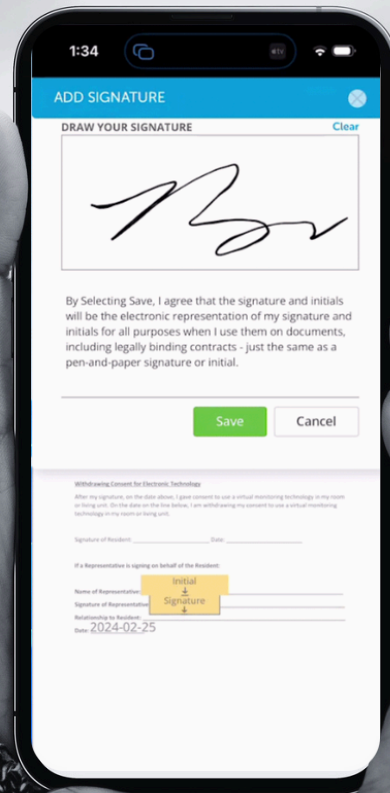
## Make Move In Seamless

Dazzle prospects with resident-centric tools and easy to use eSignature. AI adds a personalized touch, enhancing their new lifestyle journey.



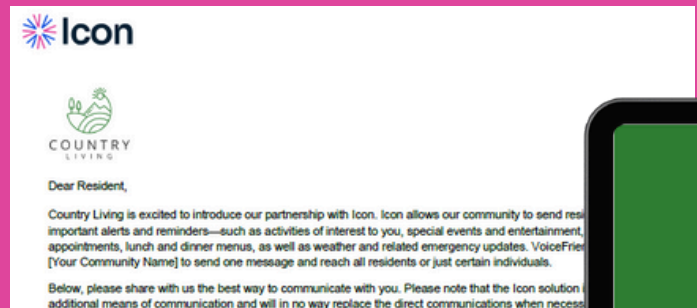
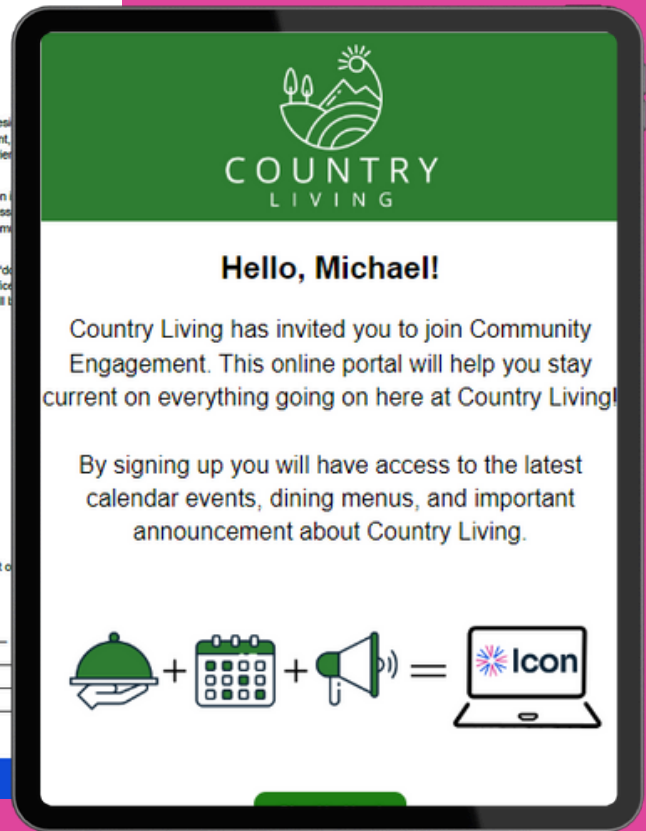
# Save Valuable Time with Document Sharing and eSignature

With move-in comes paperwork, but it doesn't have to be a headache for you or your new resident. With Icon you can easily share documents, request electronic acknowledgement, and secure eSignatures quickly and painlessly.



# Help Residents Settle Into Community Life with Easy Onboarding

Brochures, letters, and email invitations are effective tools for welcoming new residents to your community's fantastic amenities like Icon's Community Engagement App and Portal. Icon provides a variety of tools to streamline these efforts, so you can focus on what's most important - residents.



### With Community Engagement you can:

- Check the activity and event calendar
- Register for activities and events
- View dining menus
- Create and manage your own internal resident-led groups
- Discover and connect with like-minded residents
- Fill out forms and surveys
- Much more!

**Download the Community Engagement App**



### Get Started with Icon's Community Engagement Portal!

- 1 Set up your profile
- 2 Add hobbies and interests
- 3 Update and customize settings and notifications
- 4 Post to the community feed
- 5 Find and connect with other community members

**Icon**

goicon.com  
(888) 996-6993  
support@goicon.com

### Icon Community Engagement Resident Portal

Easily find community information and connect with fellow residents



information below legibly. Thank you

Signature: \_\_\_\_\_

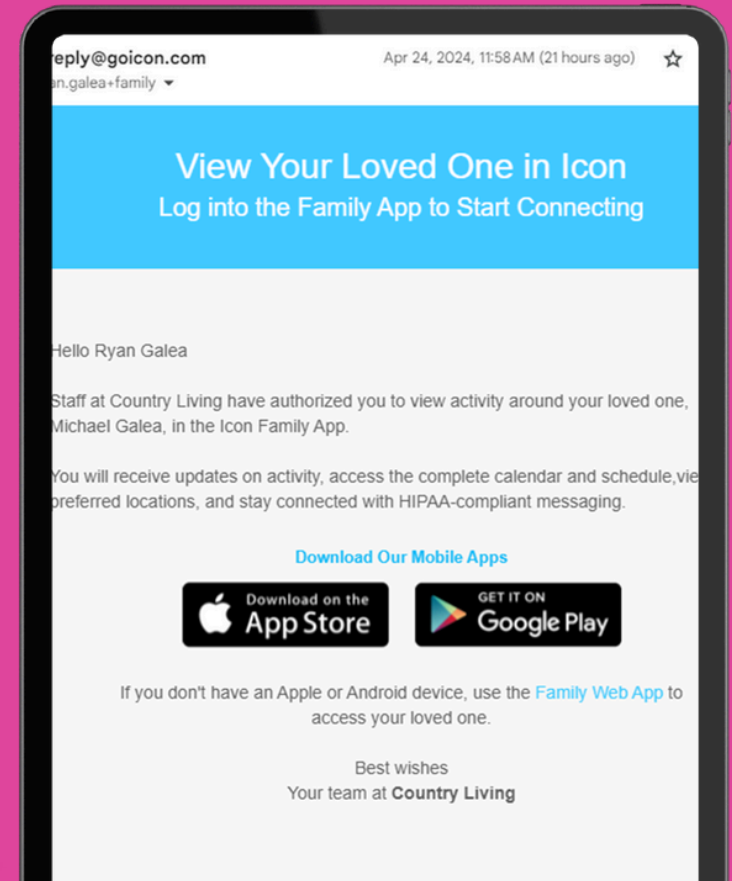
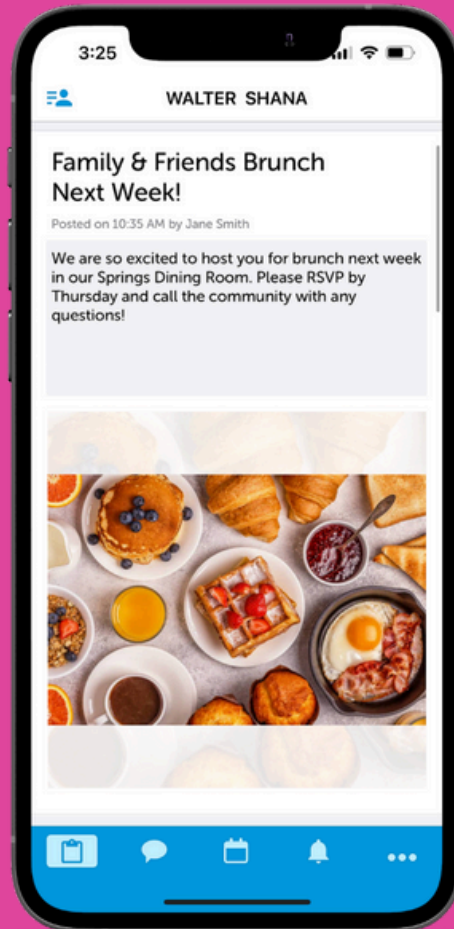
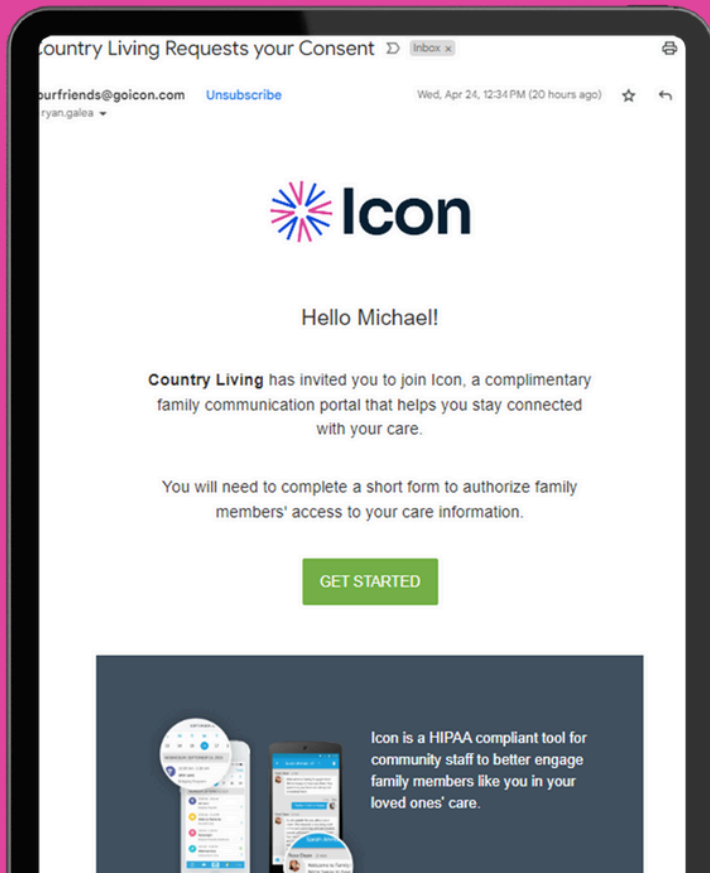
Date: \_\_\_\_\_

Best way to receive communications from Country Living.  
10-digit phone number including your area code. Please note you can opt out.

Cell Phone: \_\_\_\_\_

# Give Family Members Peace of Mind With Regular Updates

Icon's all-in-one, HIPAA compliant Family Engagement App and Portal helps communities engage meaningfully with residents' families. It keeps them informed and encourages active participation in their loved one's enrichment journey.





# 05

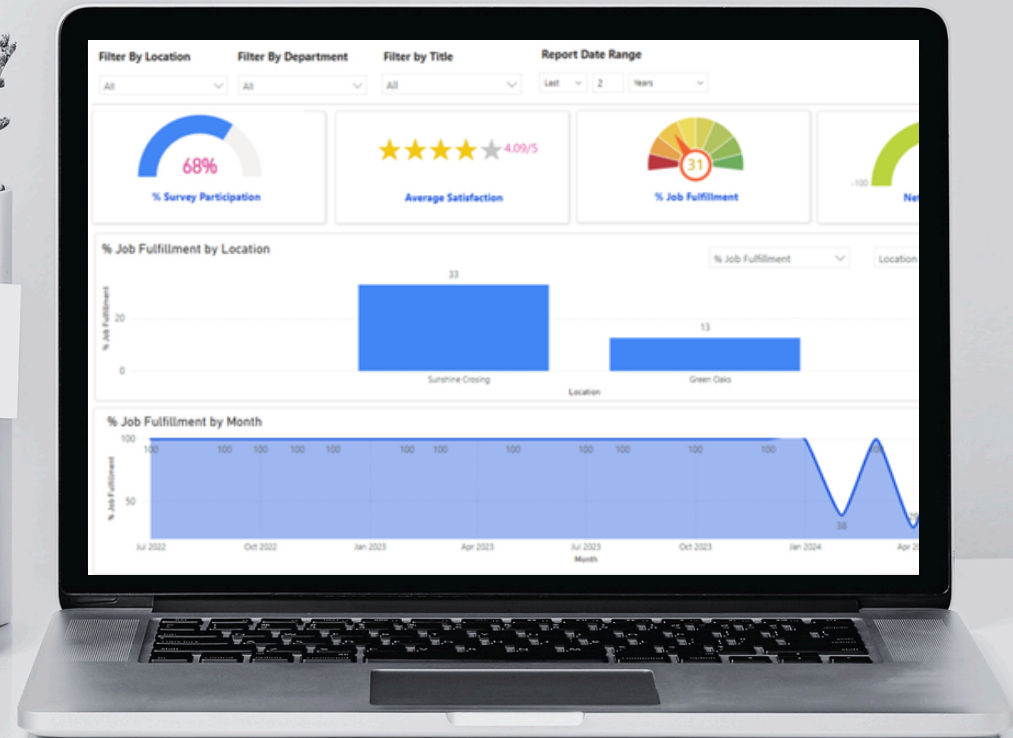
## Survey to Shape Your Future Efforts

Gauge resident and family opinions and insights with easy, customizable surveys. Their feedback will help you craft effective campaigns to attract and retain residents.



# Feedback Can Help You Craft Powerful Campaigns That Resonate

Surveying your residents and family members reveals valuable insights about your community's unique benefits and priorities for potential new residents. It's easy and cost-effective with Icon. Our surveys are fully managed, customizable, automated, and provide actionable AI-driven insights to guide your marketing strategies.





# Like What You Saw?

Explore More Ways  
Icon Can Help You  
Attract and Retain  
New Residents!



[Visit Our Website](#)