

NADSA/ILLUMINAGE FOUR-STEP MARKETING PROGRAM

Center's Cost

Step One: Website Redesign with Expanded Content

Uses Standardized Marketing Program Site Design and Engagement Forms, including:

- Homepage¹
 - Image or slider
 - Site Sponsor recognition and link, if applicable
 - Header links: Contact Info, Donate, Volunteer, Social Media Links
 - Footer links: Contact Info, Privacy, Copyright, Accessibility
- Main Menu
 - About Us (History, Mission, Values, Leadership)²
 - Understanding Adult Day Services (print-ready/downloadable factsheets)¹
 - Our Services²
 - Areas We Serve (Page with Map)¹
- Call-To-Action Forms (Contact Us, Get Involved, Subscribe)¹
- Site Optimization for Mobile¹
- Contact Us, Site Map, Privacy Policy Pages¹
- Accessibility Compliance Page¹
- Stock Photos from Getty¹
- WordPress Content Management System¹
- Site Optimization for Search¹
- Google Analytics Performance Tracking¹
- Secure Hosting, traffic reports, and quarter hour per month site admin support

Redesigned
and expanded
WordPress
Website:
\$129/mo.

Step Two: Add an Online Consumer Resource Center (optional)

- Standard Marketing Program design and category structure¹
- Comes pre-loaded with approximately two dozen national and state resources¹
- Center has the option to add local content using easy-to-complete online form

Resource
Center:
Add \$20/mo.

Step Three: Add Blog with Fresh Articles Posted Monthly (optional)

- WordPress blog plug-in -- set-up, testing, and training¹
- Marketing Program automatically adds at least one new post monthly¹
- Center has the option to post local content as desired
- Center may re-use monthly blog articles for social media, newsletter, print handouts
- Content focus: *explaining ADS, family caregiver support, referral source networking*

Blog with
Monthly Posts:
Add \$50/mo.

Step Four: Participate in Regular Marketing Roundtable Calls (optional)

- Calls will focus on best practices for ADS marketing and community education
- An informal peer group of marketers to questions, problem-solving, brainstorming
- A forum for sharing marketing content, resources, and strategies

NO CHARGE

¹⁾ Program comes with these elements pre-designed, pre-written, and pre-loaded

²⁾ Subscribing NADSA members submit this content using easy online forms

Learn more and sign up at [NADSA.org/for-members/4-step-marketing-program](https://www.nadsa.org/for-members/4-step-marketing-program)