

# MAP+ Helps Erickson Senior Living® Personalize Their Marketing

**PROJECT:**

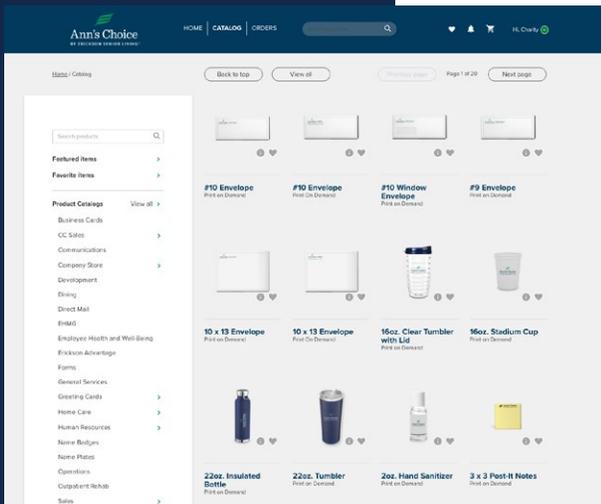
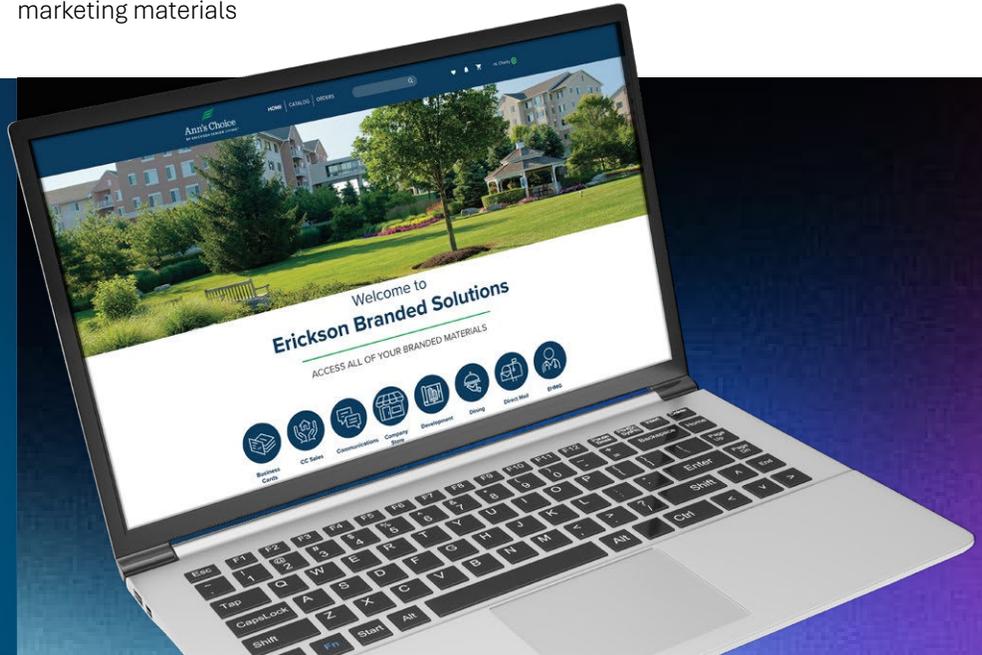
Marketing Automation Portal (MAP) for producing customized, location-specific marketing materials

**CLIENT:**

Erickson Senior Living

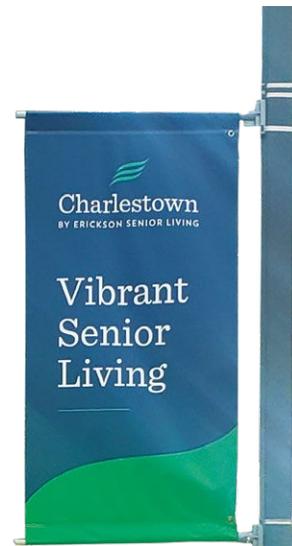
**OBJECTIVE**

Erickson Senior Living manages continuing care retirement communities for more than 30,000 residents nationwide. The organization needed a more robust automated marketing storefront that would enable its many sales reps the ability to produce their own personalized, location-specific marketing materials and other important collateral. Working collaboratively with Erickson, GregoryScott and sister company YGS Print Solutions brought this vision to life.



**THE CHALLENGE**

Erickson’s sales representatives needed a way to customize on-brand collateral for specific properties, add their own contact info, have it printed at the click of a button, and have it shipped to them in an average of three business days. With so many communities in different regions, represented by so many different sales reps, it was a daunting task.





## CUSTOMER EXPERIENCE

*“As a national leader in the continuing care retirement community industry, our company continues to identify new opportunities to leverage our online storefront, Erickson Branded Solutions (EBS), in ways that extend far beyond our original scope.*

*What started as a business enablement and brand management tool has evolved to create operational, resource, and cost efficiencies, as well as becoming a direct marketing vehicle to help improve our time to market by responding to ever-changing market conditions.*

*Needless to say, EBS has been a game changer for Erickson Senior Living.”*

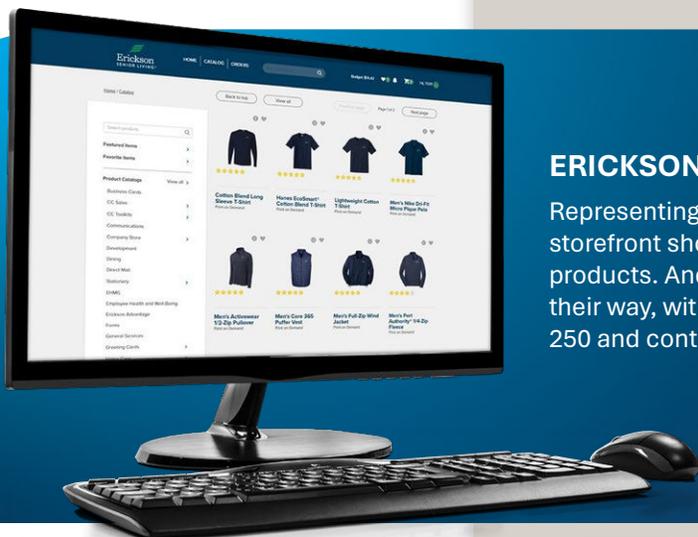
— Tim Eller

Senior Director of Production – Sales, Marketing, and Communications

## Speed to Market

With impressive speed to market, GregoryScott provided Erickson’s retirement community representatives with the Erickson Branded Solutions storefront.

Currently, the site offers items to support the Erickson sales team, including brochures, floor plans, welcome folders, pull-up and light pole banners, and more. In addition, it includes property-specific branded pieces for current Erickson residents, like birthday cards and dining comment cards.



## ERICKSON BRANDED SOLUTIONS

Representing 27 communities, the storefront showcases over 2,100 available products. And more great products are on their way, with monthly orders now reaching 250 and continuing to increase.



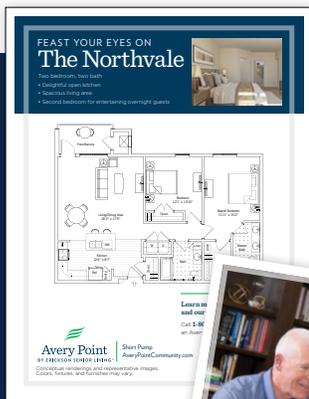
## PROMO, APPAREL, AND PRINT

Customized promotional items and apparel are powerful tools to heighten brand awareness. GregoryScott and our sister promotional company Caskey helps get the high-impact products they need and branded to represent their community.

Additional printed items are also available to promote the communities. For example, luncheon campaign pieces can be sent to prospects inviting

them to a specific community to learn more and to take a tour (the logistics behind just this one component are incredibly complex!).

GregoryScott's sister printing company, YGS Print Solutions, even has a direct relationship with Erickson's paper supplier to ensure stock availability on all products, proving to be highly valuable as paper availability becomes more and more challenging.



## ONGOING IMPROVEMENTS AND GROWTH

Large format and specialty graphic items continue to be added to the EBS storefront in an effort to expand site functionality. Erickson communities can now easily order products such as signs, banners, and posters.

Erickson and GregoryScott also extended storefront access beyond Erickson employees, creating ShopErickson, a place where family members of community residents can order

items like apparel, drinkware, blankets, and other branded materials. Other great things are on the horizon, too, like highly targeted on-demand direct mail and email, web and digital asset delivery, and Salesforce integration, all powered by GregoryScott's technology.

Together, Erickson Senior Living and GregoryScott are delivering a powerful, scalable portal that meets its many users' expanding needs.

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## RESULTS

Starting with a presentation of our MAP+ (Marketing Automation Portal) solution and working collaboratively with Erickson leadership to customize this solution to fit their unique needs, GregoryScott delivered on Erickson's objectives—and then some. In fact, GregoryScott brought many of its solutions teams into play for this multifaceted project.



**27**  
**Uniquely**  
Branded  
Properties



**2,100+**  
**Items**  
Available



**221K**  
**Pieces**  
**Printed**  
Monthly



**250**  
**Orders**  
Shipped per  
Month

## TECHNOLOGY WITH PURPOSE

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