



Complete Care Marketing Guide

New Years Celebrations!



COMPLETE CARE MARKETING PLAN - JANUARY 2024

Print Collateral

Let's Celebrate and embrace the promise of new Beginnings!

ACTIVITIES
WEEK BANNER
AND FLYER



YOU WILL BE RECEIVING:

- New Years Poster (you should have received it already)
- National Activities Week Flyer
- National Activities Week Banner (you have that from last year)

NEW YEARS POSTER



Employee Appreciation

EMPLOYEE GIVEAWAYS AND IDEAS
FOR CELEBRATING

ACTIVITY WEEK
SLIDES GIFT

THANK YOU CARDS
AVAILABLE TO PRINT

RESIDENTS ACTIVITIES

- Create a slideshow highlighting the memorable moments from the past year within the facility. Share it during a communal gathering.
- Conduct a simple balloon release ceremony, where residents write their hopes for the new year on balloons before releasing them together.
- January 28th Data Privacy Day: Encourage residents to share stories or experiences related to online safety and privacy. This can be a great way for them to learn from each other and share valuable insights.

Social Media Content

UPCOMING SOCIAL MEDIA POSTS



UPCOMING HOLIDAYS:

January 1 - New Years
January 15th - MLK Jr Day

SPECIAL HEALTH MONTH/DAYS:

National Blood Donor Month
Thyroid Awareness
National Glaucoma Month
Data Privacy Day - January 28th

EVENTS + DIETARY

- NEW YEARS PARTY FOR RESIDENTS AND STAFF
Decorate your facility with New Years Decorations and play festive music.
Please ensure the TV's are showing the Ball Falling.

- ACTIVITY STAFF TREAT/LUNCH

Marketing Department Resources

[REQUEST PORTAL](#)

THE MARKETING TEAM

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Marketing Requests

DESIGN, PROMO, BUSINESS CARD and WEB requests should be submitted through the portal link.

Promo/Gifting

Seasonal gifting for employees and holidays are sent each quarter. Admissions and marketing promo needs can be ordered via the portal link.

Web Dept

The web department ensures your facility website is constantly monitored and updated, as well as ranking on google. Please submit staff changes, specialty or facility changes to the web portal link to ensure the site content is current.

Reputation Management

Reputation Management ensures that all google reviews are addressed. They also ensure your google rating is ranking on an upward trend.

Social Media Dept

The social media dept manages your facility Facebook, Instagram and LinkedIn platforms. They also monitor facebook messages. All communication should happen on you facility whatsapp group.