

EAGLE's Principle 10 focuses on the importance of an integrated marketing program that furthers the organization's mission and goals.

In May, Love & Company will share insights to help improve the effectiveness of your marketing approach.



## Fundamentals of Metrics-Based Marketing

- Review key data points to collect in preparation for marketing planning (with workbook to capture your own data)
- Examine how to turn the data points into metrics
- Learn how to use the metrics to create a strategic marketing plan

Guiding our conversation will be Sara Montalto, Vice President of Strategic Services and Dana Pyles, Vice President of Client Experience



Sara brings 18 years of senior living marketing experience to her role and offering strategic insight into marketing, research and analytics to maximize the sales and marketing performance for their clients.

Dana's 20 years of experience with home health, healthcare, retirement and education clients includes managing creative development, social media, content marketing, media recommendations and account planning.

Date: **Wednesday, May 18**

Time: **11:00 A.M. – Noon (Eastern)**



Access Code: 867 8264 9927

Password: 226047

Click [here](#) to find your local number.

After our May meeting, network calls will take a break for the summer.  
Plan to connect with us when we meet in the fall  
on September 21 and November 16.

Be sure to explore the resources in the EAGLE Communications Toolbox and use them to leverage your faith-based accreditation in your printed materials and on-line platforms. Find ways to connect your great work with EAGLE's 10 Principles of service and operational excellence.