

Pre-Admissions and Marketing

This module is intended to provide your marketing staff the tools they need to get more leads, stay in touch with prospects, and welcome new residents. It is designed to help you automate your marketing activities, orientation of residents, referral tracking and evaluating the lead sources and activities you are involved in.

Key Features

- Security access can be customized for each user to properly control and audit their activity
- Integration with Microsoft Office (Word, Excel, and Outlook)
- User definable codes tables used for prospective resident and lead tracking
- Easy data entry to maintain a database of leads including their address (current and date-sensitive seasonal), phone numbers, email addresses, preferences, financial resources, and various levels of pre-move in approvals.
- Multiple, detailed contacts information can be maintained for each prospect including their relationship, address (current and date-sensitive seasonal), phone numbers, email address, etc.
- Track and report on all your prospective residents from initial inquiry to move in
- Schedule and follow up using tasks assigned to marketing representatives
- Keep future residents updated on community events via mail merge features
- Use existing Microsoft Word forms to create on-the-fly customized documents
- View tickler lists showing your staff their scheduled follow up activities
- Create and send email notes directly from the contact information screens
- Automatically transfer key information to Admissions upon move-in
- Efficiently track and manage your prospective resident database with in simplified or detailed format
- Precisely determine the origin of each lead to better plan your marketing budget
- Find the value of your advertising and public relations campaigns based on true statistical data recorded on each prospect
- Flexible reporting provides better trend analysis and management level oversight of marketing activities