

Georgia Care Home 90-Day Marketing and Occupancy Plan

Plan license-aligned messaging, fast inquiry follow-up, useful tours, referral outreach, and weekly measurement.

Positioning and accuracy

Licensed home name	Georgia provider type
Licensed capacity	Current openings
Primary service area	Ideal resident fit

- Use the exact provider type, name, address, and capacity shown in current Georgia records.
- Describe only services, staffing, and resident capabilities the home is licensed and prepared to provide.
- A Georgia Personal Care Home that is not licensed as an Assisted Living Community should not use 'assisted living' in its name or marketing materials.
- Keep prices, availability, photos, contact details, and response expectations current.

Official sources reviewed September 2026: Georgia Personal Care Home Rules 111-8-62

Weeks 1-5

Week	Focus	Actions and owner notes
1	Correct the foundation	Confirm license-aligned language, contact details, photos, availability, and written inquiry process.
2	Improve directory listings	Update major profiles and make location, services, and next steps consistent.
3	Build response templates	Prepare phone, email, voicemail, and follow-up messages for common family questions.
4	Create a repeatable tour	Use one tour route, question guide, fee explanation, and follow-up checklist.
5	Map referral relationships	List clinicians, discharge planners, senior services, faith groups, and community partners.

Weeks 6-10

Week	Focus	Actions and owner notes
6	Begin outreach	Introduce the home accurately and document every referral conversation and next step.
7	Review inquiry data	Measure response time, qualified inquiries, tours, barriers, and sources.
8	Strengthen family communication	Improve written information, tour follow-up, and updates after a decision.
9	Improve the visit experience	Review curb appeal, entry, odor, lighting, resident activity, staff introductions, and privacy.
10	Build reputation responsibly	Ask appropriate families for honest feedback without incentives or pressure.

Weeks 11-13

Week	Focus	Actions and owner notes
11	Refresh digital content	Replace outdated photos and clarify services, location, and contact options.
12	Deepen referral follow-up	Reconnect with active partners and share only current, accurate information.
13	Set the next 90 days	Keep effective actions, remove low-value work, and assign owners and weekly targets.

Weekly inquiry and tour scorecard

Week	New inquiries	Response < 1 hr	Qualified	Tours	Move-ins	Top source

Use the editable Excel scorecard for formulas, referral tracking, and compliance dates.

Official sources reviewed September 2026: Georgia DCH Personal Care Homes | GaMap2Care

Marketing guidance is educational. Do not make clinical, licensing, availability, or outcome claims that the home cannot support.