

AITCOH Dealer Recruitment Marketing Strategy

Executive Summary

Aging In The Comfort Of Home® is implementing a streamlined, cost-effective, and authority-driven marketing system designed to attract highly qualified dealer candidates for its aging-in-place home modification program. The strategy replaces costly outbound marketing with a modern inbound acquisition framework centered on education, high-value content, and consistent multi-channel distribution.

Core Objective

Build a scalable, low-cost dealer recruitment engine that drives warm, qualified leads through a defined funnel:

Content → Landing Page → Form Submission → Email Nurture → Webinar → Personal Contact

Target Audience

- Retired professionals and veterans
- Former healthcare workers
- Second-career seekers
- Purpose-driven entrepreneurs

These individuals are seeking financial stability, meaningful work, and a business model with community impact.

Strategic Approach

1. Multi-Channel Distribution System

- **Facebook (Primary channel):** Daily educational content, videos, stories, and polls.
- **LinkedIn:** 3–4 weekly posts adapted for a professional tone.
- **YouTube:** Daily shorts + weekly long-form videos to build industry authority.
- **Podcast:** Weekly solo episodes educating families on aging-in-place.

- **Monthly Webinars:** Live “Introduction to AITCOH Dealership Opportunity” sessions for high-intent prospects.
- **Reddit/Quora + Guest Posts:** Zero-cost authority building in key communities.

All channels direct traffic to dedicated landing pages with clear dealer CTAs.

2. Paid Promotion Framework

- **Budget:** \$1,000/month maximum
- **Allocation:**
 - \$50–100/week boosting proven content (webinars, lead magnets, top videos)
 - Remainder used to test new content and identify high-converting formats

Selective boosting maximizes ROI and accelerates audience growth.

3. Five Content Themes

Consistency is maintained through five message pillars:

1. Aging-in-place education
2. Business opportunity insights
3. Dealer stories
4. Industry data and trends
5. Veteran/retiree transition stories

These themes ensure clarity, authority, and long-term trust.

Conversion Funnel

Primary Path:

Content → Landing Page → Form → Email Nurture → Personal Contact

High-Intent Path:

Content → Webinar Registration → Live Q&A → Application → Personal Contact

All leads enter Airtable with automated alerts and integrated email campaigns.

Success Metrics

- Landing page traffic
- Form submissions
- Webinar registrations
- Webinar attendance

Focus remains on **bottom-funnel outcomes**, not vanity metrics.

Key Differentiators

- Authority-based marketing through YouTube and podcast
 - Content-first approach that warms leads before introducing the opportunity
 - Multiple audience-specific landing pages (general, brokers, firefighters)
 - Testing-driven system that reallocates effort based on proven performance
 - Eliminates the need for high-cost outbound marketing channels
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Implementation Snapshot

- **Daily:** Facebook + YouTube shorts
- **Weekly:** LinkedIn posts, YouTube long-form, podcast episodes
- **Monthly:** Live dealership webinar
- **Ongoing:** Paid boosts, Reddit/Quora, guest posting

This approach is sustainable and supported by existing internal marketing capabilities.

Summary

AITCOH's new recruitment strategy builds a powerful, cost-efficient, and scalable inbound pipeline. By leading with education, authority, and consistent multi-channel presence, the company positions itself as the trusted guide in the aging-in-place industry while attracting serious, purpose-driven dealer candidates ready for meaningful business ownership.