



Diversity Marketing in LTC

The invisible markets we ignore

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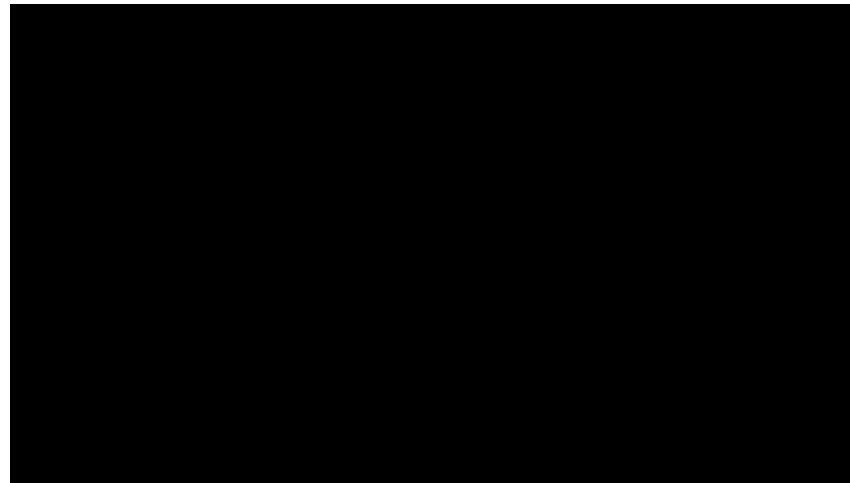


Agenda

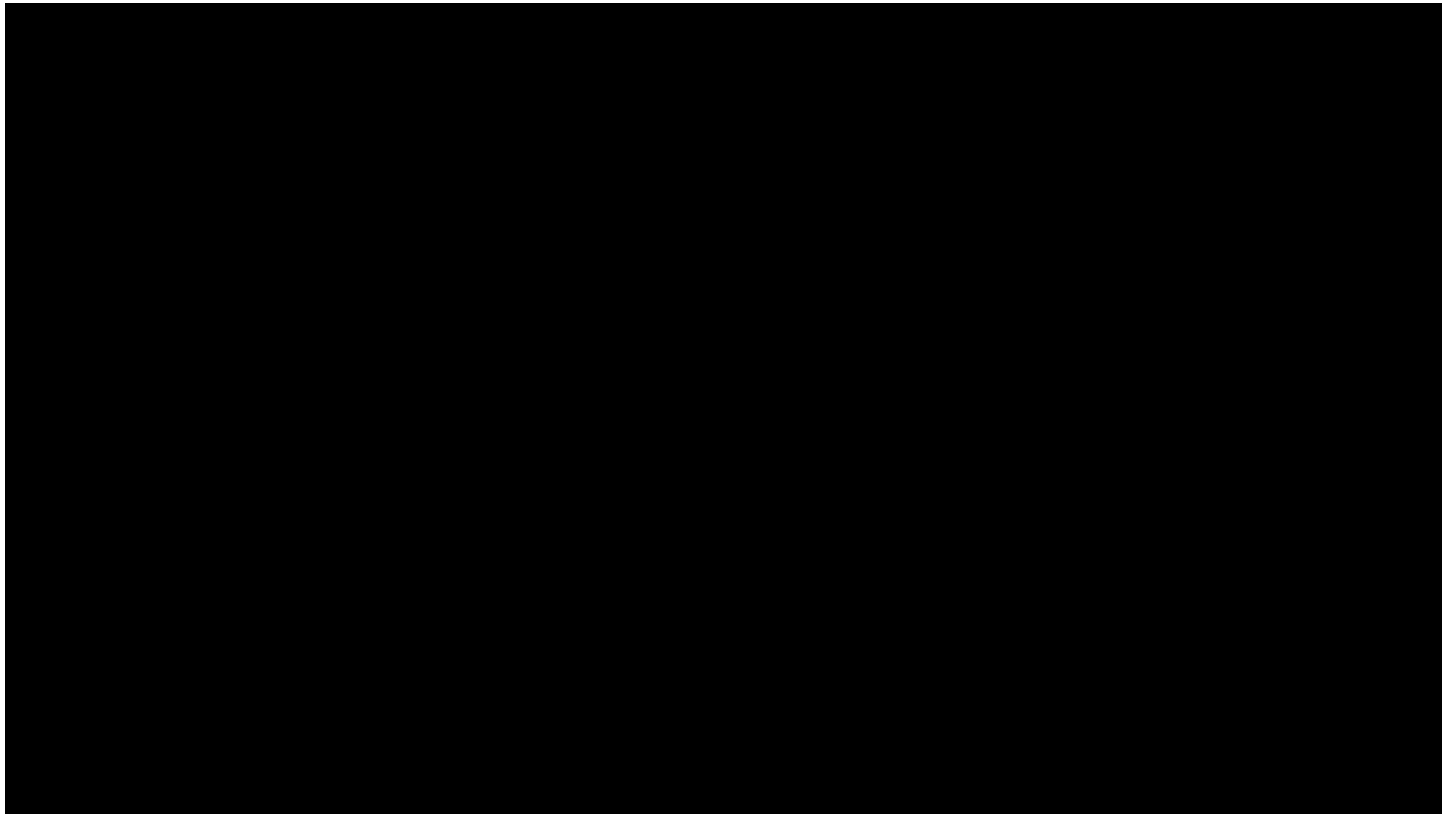


- The changing face of America
- The opportunity
- How to penetrate the market?
- Summary

Introduction



Introduction



The Changing Face of America



**Are you getting
your share?**

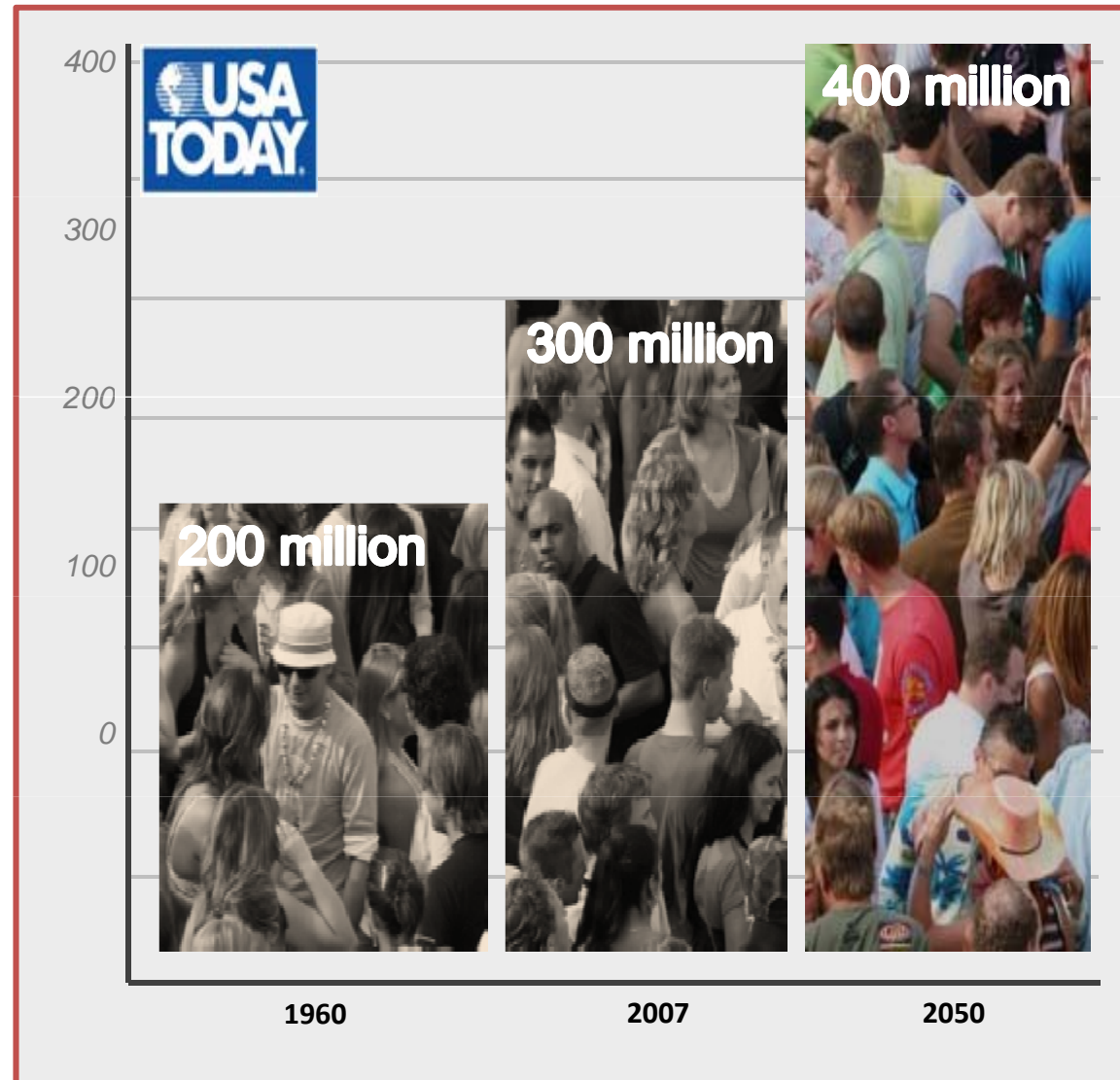


Population Trends



US
Population

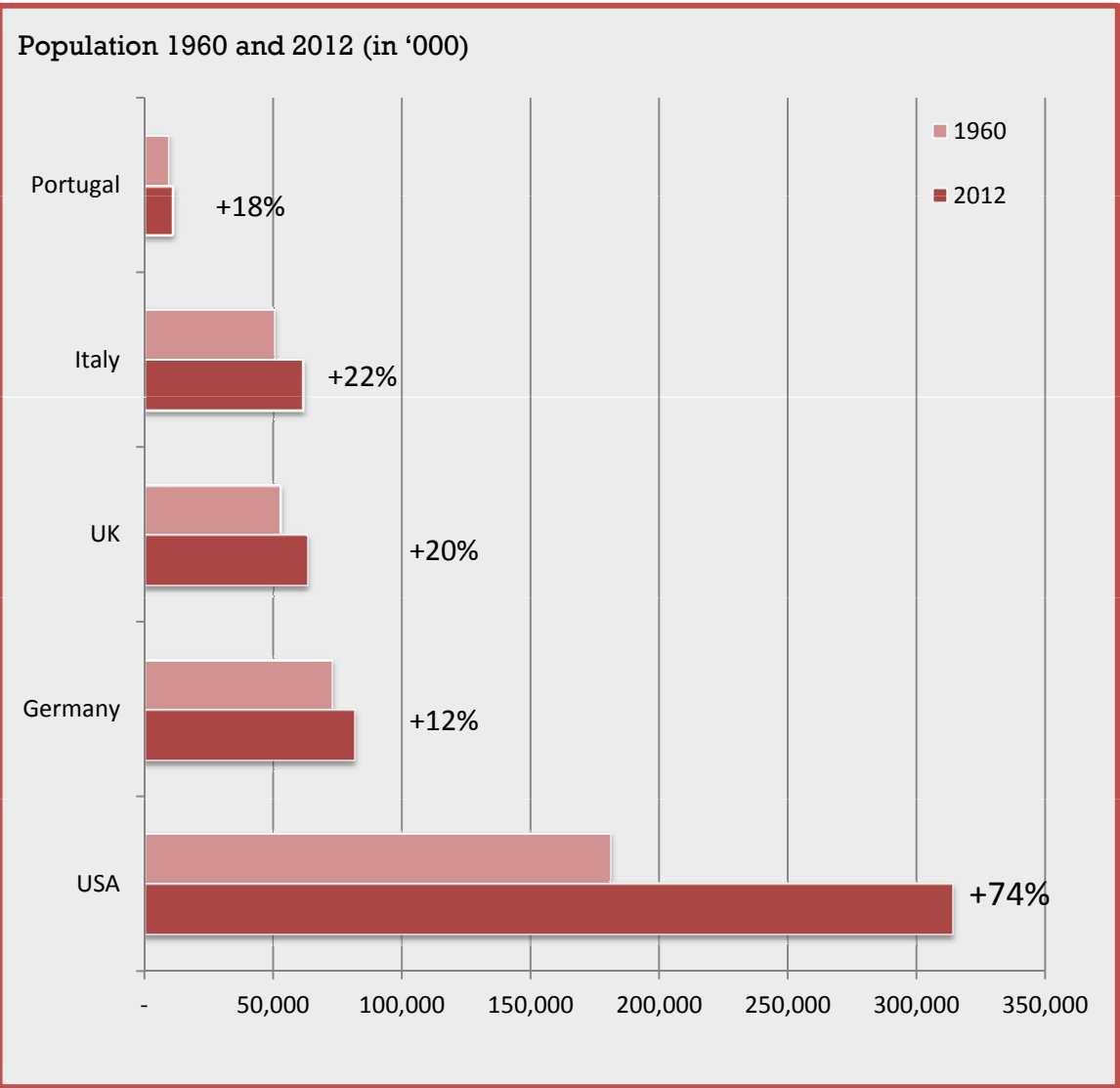
High
population
growth



Booming in U.S. vs. Slowing in Western Europe



Western Europe

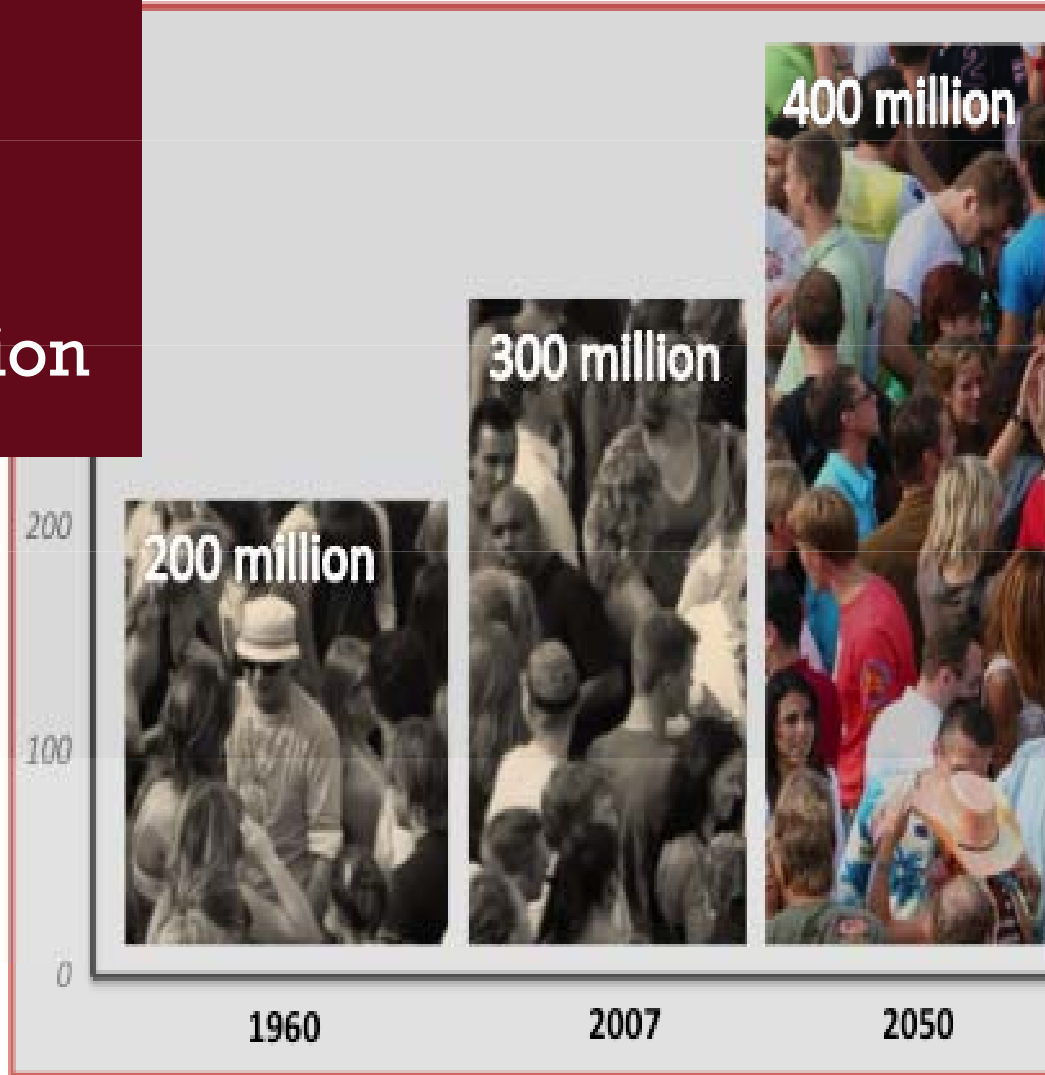


Population Trends



3 Main Drivers of Growth:

US
Population



People Living Longer



- Nearly 10,000 people are retiring everyday
- Today people are retiring at age 62 and many are expected to live to age 92
- Nearly 1 out of 3 people born today have a chance of living to age 100
- Someone who could live to age 150 is already alive today



Longevity



Birth Rates

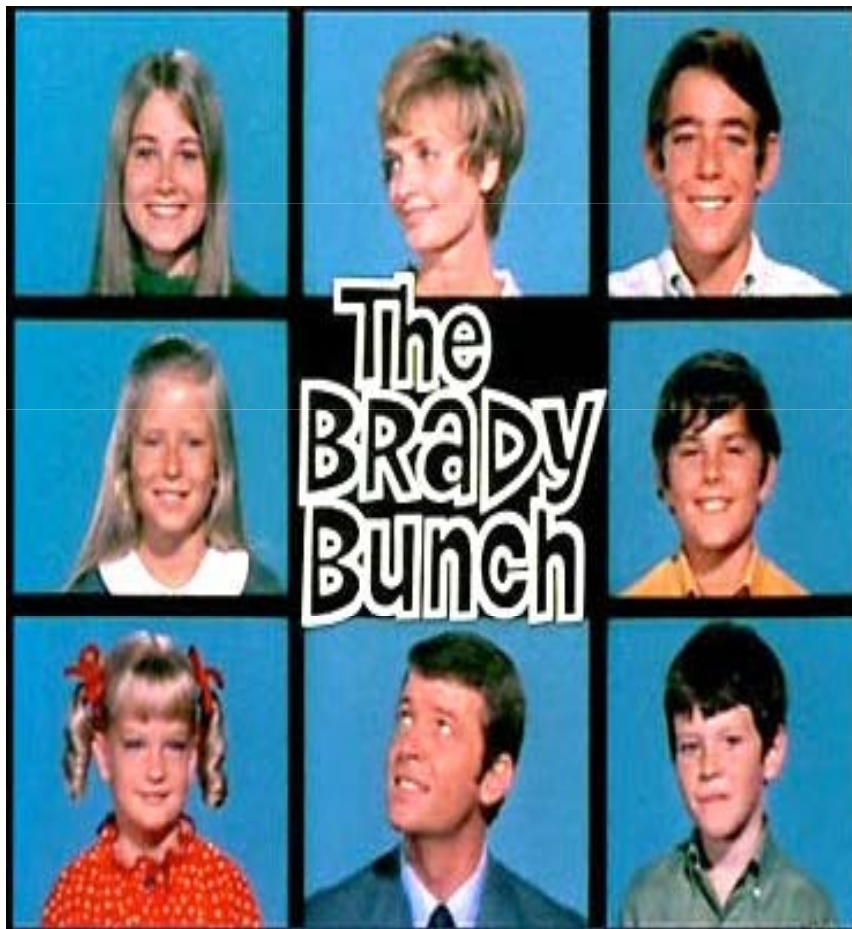


Multicultural

Birth Rates - Higher than Baby Boomer Years



- 2007: 4.3 million births, higher than record set in 1957.



Longevity

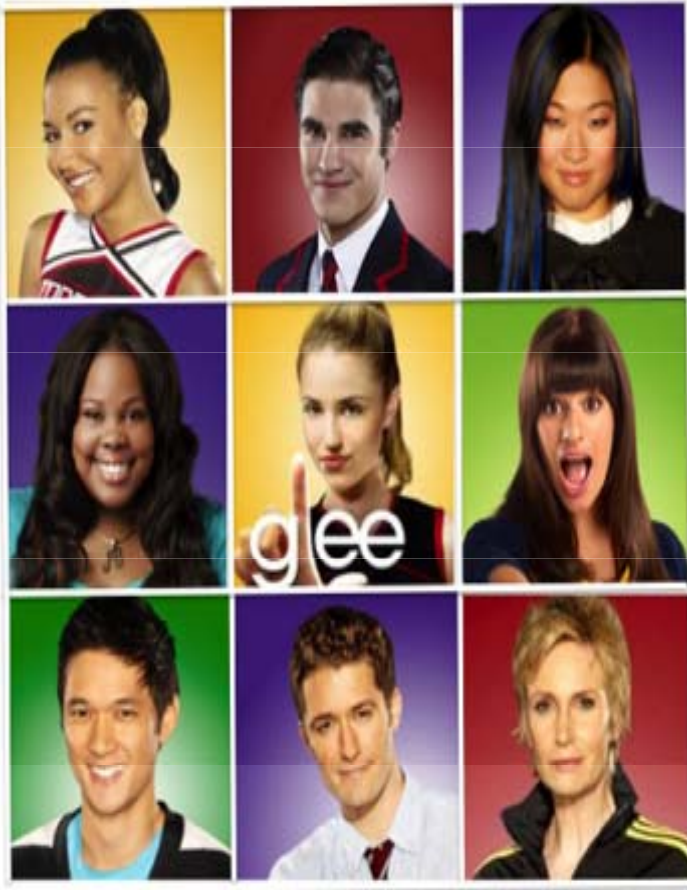


Birth Rates



Multicultural

But the Births Are Unlike 1957



Today Websites Are Not Optional



Neither is Multicultural.



The Opportunity



New
Americans

The Multicultural Family

What is the change?

Are your customers and employees multicultural?

Do you have a strategy to acquire and retain multicultural customers and employees?

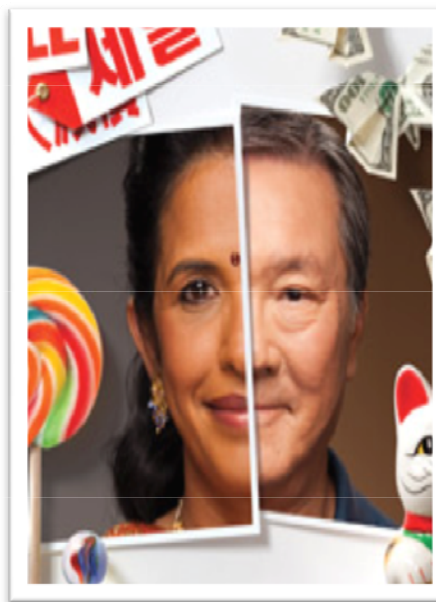
117 Million and Counting

Ethnic diversity in the United States

Hispanic American



Asian American



African American



Longevity



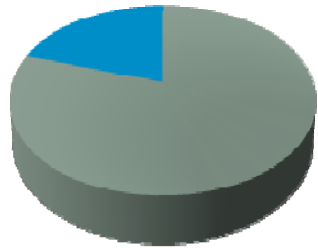
Birth Rates



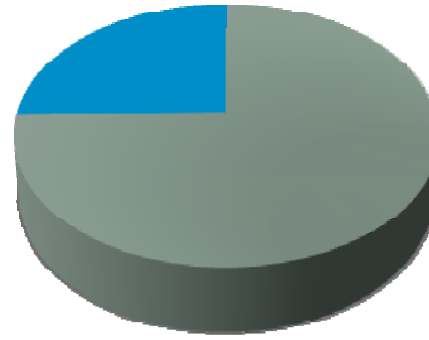
Multicultural

Minorities Become Majority

1 of every 3 people in the U.S. is multicultural

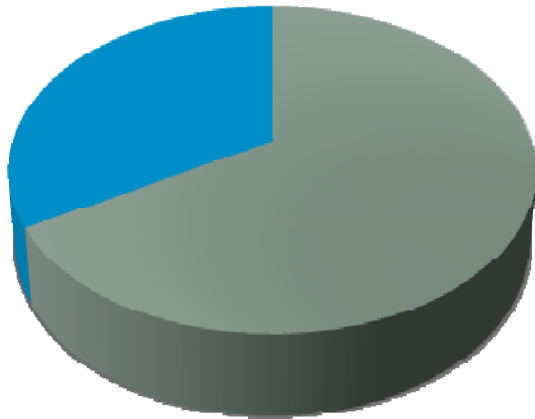


1980: Less than 20%

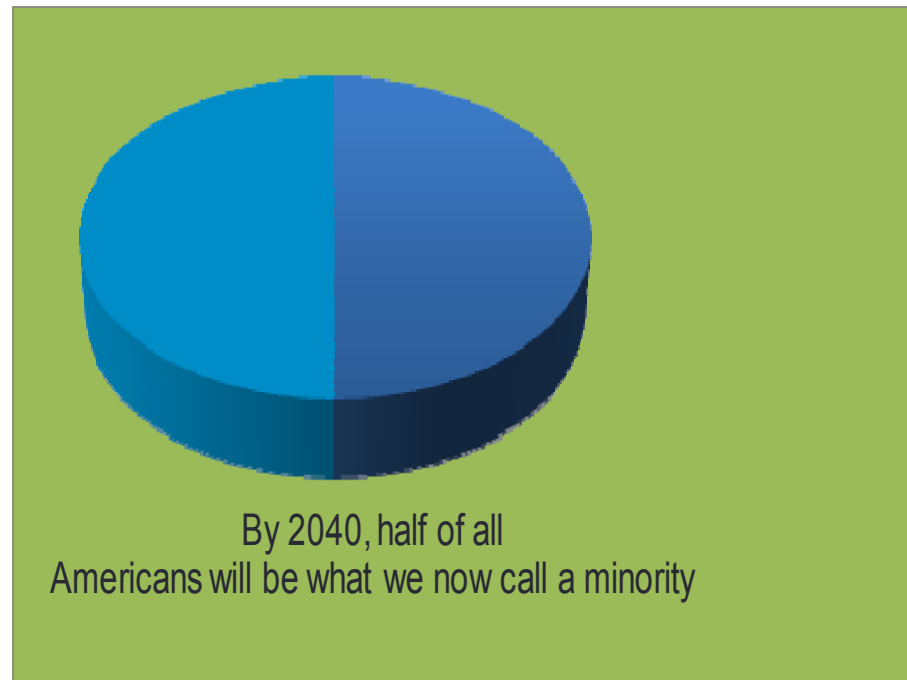


1995: 25.5%

- Multiethnic
- White



2010: 33.3%



By 2040, half of all Americans will be what we now call a minority

Top 10 U.S. Cities Are Already Minority Majority

1 of every 2 people in the 10 largest U.S. cities is multicultural



The Business Case



Opportunity	Hispanic	African American	Asian American
Total U.S. Population	53 Million	45 Million	19 Million
Median HH Income	\$43,480	\$34,451	\$69,095
% of HH Earning \$100K+ Annually	13.08%	10.05%	32.33%

Multicultural Market in the U.S.



Larger than

Germany

(81 million)

3x the size of

Canada

(34 million)

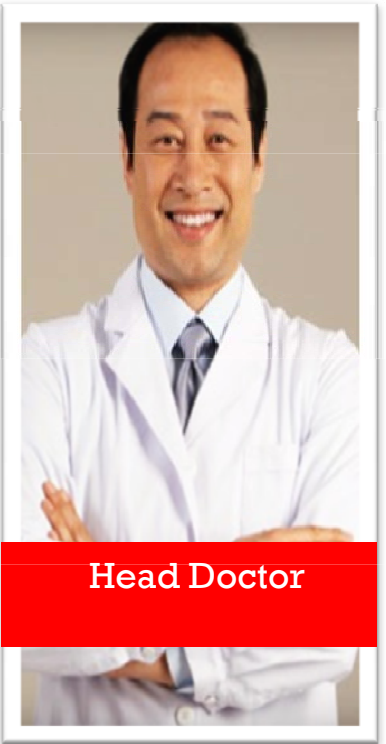
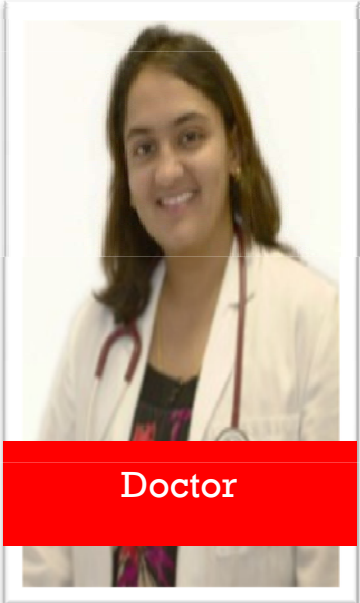
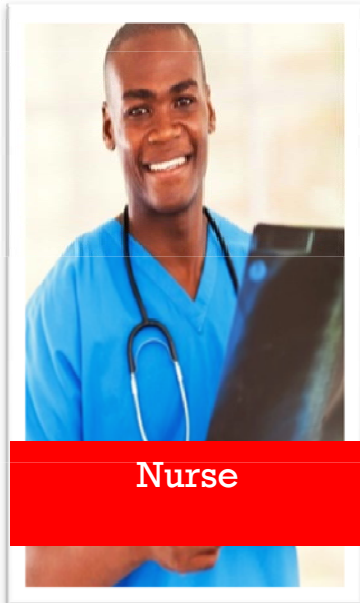
Larger than combined
populations of

NY, TX, FL, CA

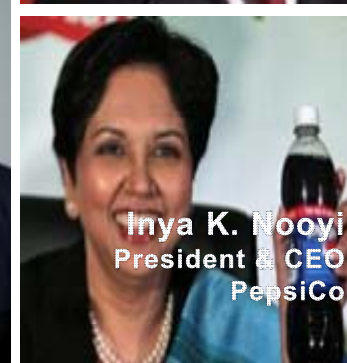
(102 million)

U.S. Multicultural people have buying power of \$2.5 trillion – more than GDPs of 95% countries in the world

A True Hospital Experience



Perceptions on Multicultural



Perceptions on Multicultural



Manu Ginobili
Argentina-born



Pau Gasol
Spain-born



Tony Parker
France-born



Darko Milicic
Serbian-born



Roy Hibbert
Jamaica-born

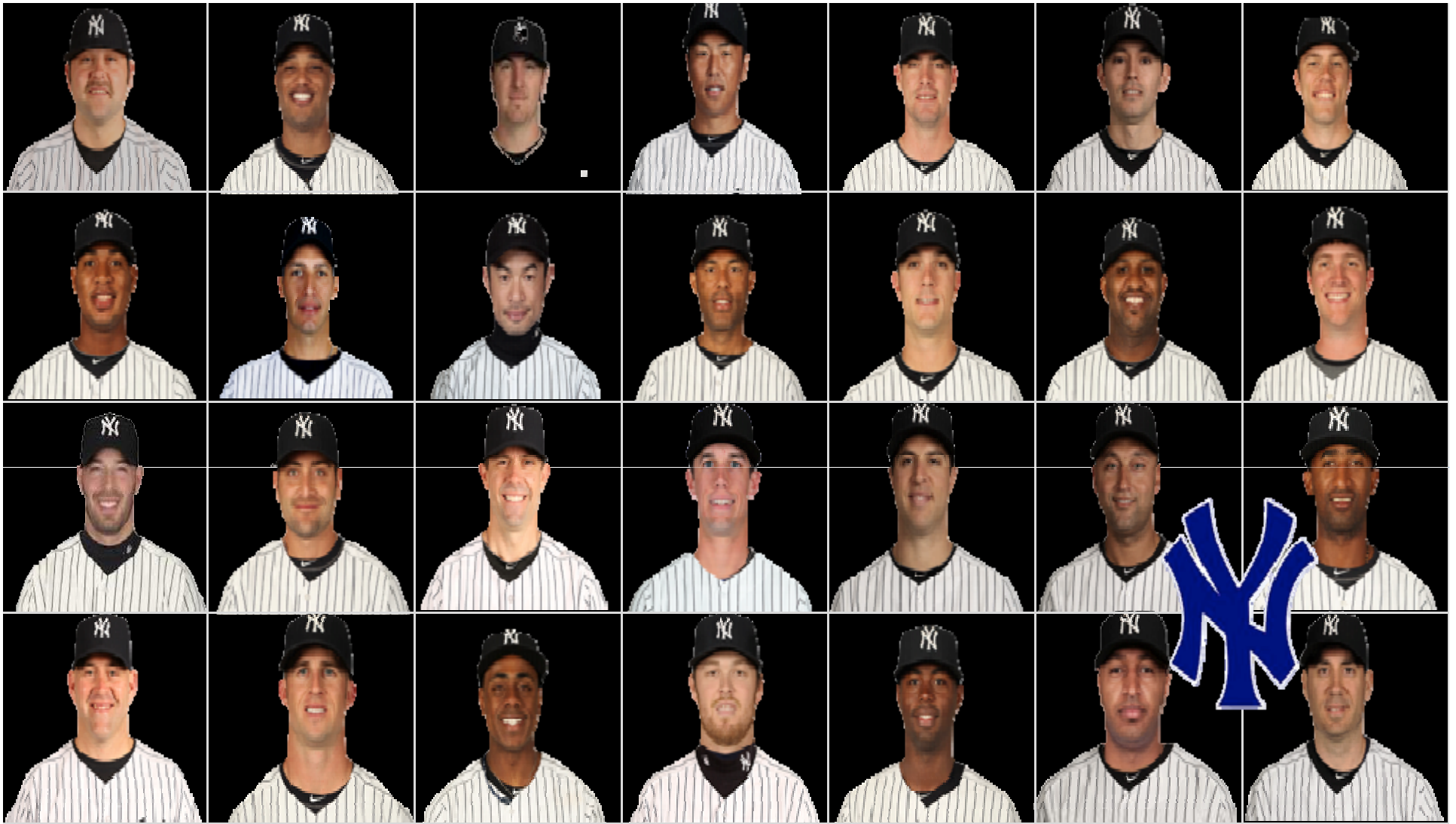


Leandro Barbosa
Brazil-born

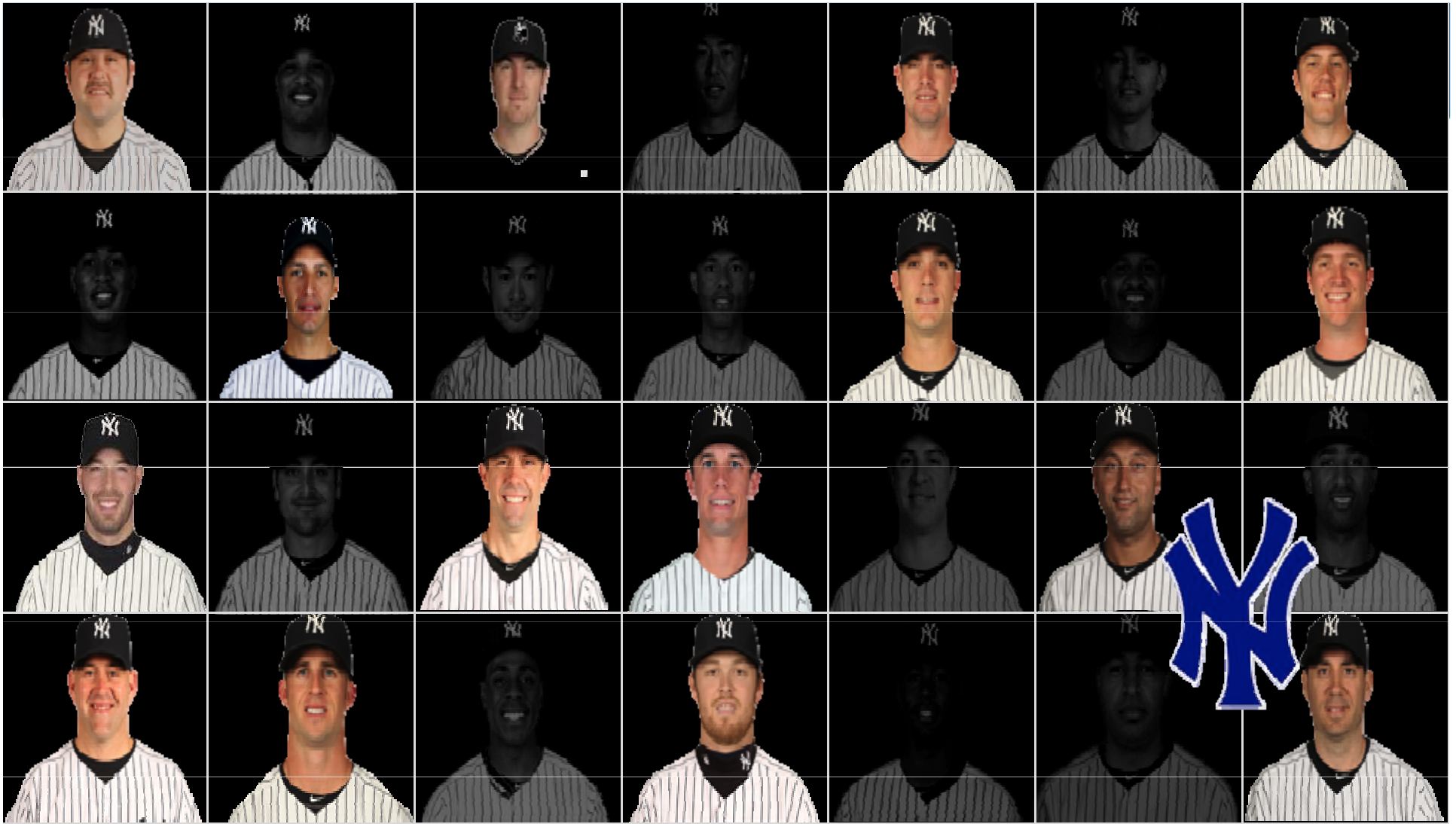


Jeremy Lin
Taiwan
(ancestry)

Perceptions on Multicultural



Perceptions on Multicultural



Perceptions on Multicultural

Multicultural Market

- Nearly one-third of U.S. population is multicultural
- They control almost \$2.5 trillion in buying power
- More than 50% of the population in the 10 largest U.S. cities is multicultural
- More than 50 million people in the U.S. speak a language other than English
- More than 40% of small businesses in the U.S. are owned by women and minorities



Women's Market



- Women control \$7 trillion in U.S. spending
- 66% of employed adults are women
- 31% of U.S. business owners are women
- The average American woman is expected to surpass the average American male in earnings by 2028
- Women control more than 60% of all personal wealth in the U.S.
- Women account for 85% of all consumer purchases including insurance products



Millennial Market



- 80 million millennials in the U.S.
- 40 million millennials have children
- By 2015, their annual spending is expected to be \$2.5 trillion
- By 2018, they will eclipse boomers in spending power at \$3.4 trillion
- 84% are seeking advice about finance
- 57% will change financial advisors for a tech setting
- 61% want video meetings with advisors





How to Penetrate 6 Easy Steps

How to Penetrate the Market

6
Easy Steps

1. Start with Awareness



How to Penetrate the Market

6
Easy Steps

2. Create a Measurement A Starting Point



How to Penetrate the Market

6
Easy Steps

3. A Culturally-Attuned Model

Click to Play

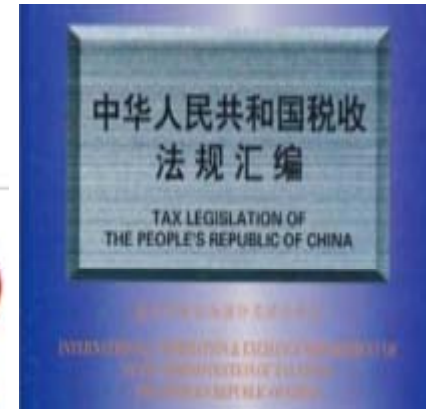


How to Penetrate the Market

6
Easy Steps

4. Develop Tools: Web, Sales Collateral

Eg. Transferring to China, Rollover 401K



6 Easy Steps

5. Brand Your Business

The New York Times

\$140,000

The Indian EXPRESS
NORTH AMERICAN EDITION
JOURNALISM OF COURAGE

\$6,000

Cost of a
Full-Page Ad

TIME

\$340,000

世界日報
World Journal

\$6,500

6 Easy Steps

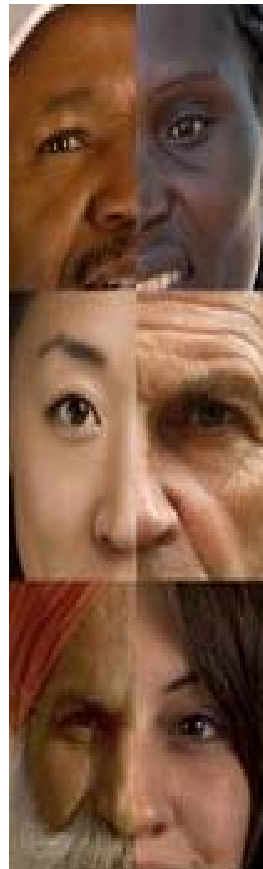
6. The CEO/President must lead

Internal Challenges:

- Perceptions
- Bigotry
- Business as usual
- Fear



Your Customers Are Changing



Easy Steps

Key Takeaways

A Starting Point

- Your customers are changing
- Does your firm look like your customers?
- You have to get out of your comfort zone



How do you see your Firm?

A Starting Point

Easy Steps



Next Steps - Our Business Model “ABCD”



Stage 1
Get Market intelligence

Stage 4
Evaluate the results

Stage 2
Develop a strategy



Stage 3
Execute the strategy

Easy Steps

Once upon a time, there were
3 companies

BORDERS

Founded

1971

Business

Selling books

Top Sales

\$3.9 Billion

Status

Gone

BARNES & NOBLE

1886

Selling books

\$7.1 Billion

Going

amazon.com

1994

Selling books+

\$61.1 Billion

Growing

What % of
your
customers or
employees
are
multicultural?



What is your
plan to grow
in diverse
markets?

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Thank You

www.globaldiversitymarketing.com



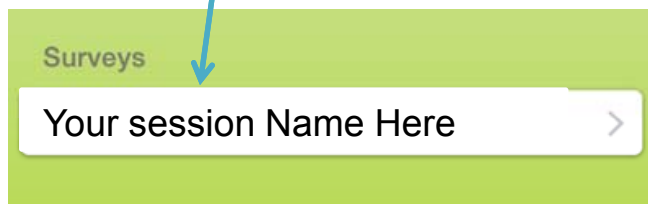
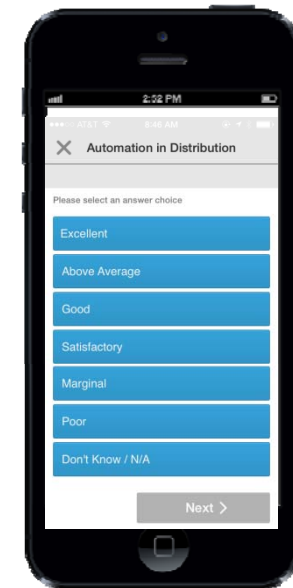
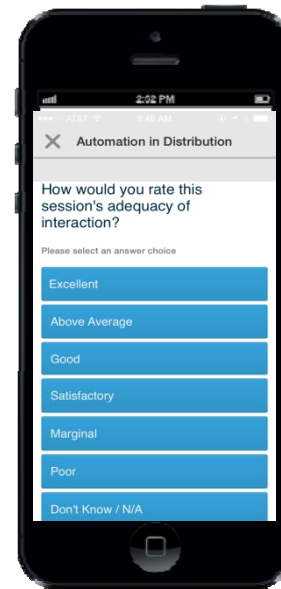
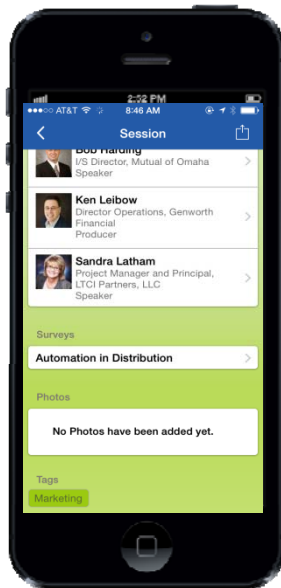
Don't forget to fill out the survey



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1. Find the session
2. Scroll to the bottom
3. Tap on the session name below the survey



Tap on the answer you wish to submit

Click Next