



Invest in marketing
your care home now
- and survive
beyond the crisis. 🏠

Kate Thorpe

When it comes to marketing care and specialist nursing home services, it's all about trust.

Good care marketing is about building rewarding relationships. It's about showing the people you care for, their families and health and social care professionals all the reasons why you're the right choice – to live and to work – particularly during the toughest times.

Choosing the right place to call home is one of the most important decisions someone can make – whether that's choosing care for themselves, or on behalf of someone they love. Now more than ever, people are taking the time to choose well.

Responding to the immediate needs of this crisis has rightly been the number one priority of every service in the sector.

Now it's time to safeguard your future.

This month has seen the first care homes in the UK closing as a direct result of the crisis[^]. Covid-19 has hit care homes hard, but now is not the time to stop marketing – it's time to start reassuring, building trust and thinking long-term.

[^][Care home in London 'first to close because of coronavirus' Telegraph, 13/04/2020](#)

Why is now the
right time to invest
in marketing?

The care sector is facing its toughest challenge yet. And it's pulling together like never before.

People are worried about their own future, about the impact on the people they love and about how to safely face the coming months. It's no surprise confidence in the sector is down[^].

But people still need you. They are looking for good care, from a provider who gives them confidence.



Families are looking to move their loved ones to care services closer to home.



People are planning their future and seeking out supportive care communities where they don't have to face the next crisis alone.



Specialist nursing services are seeing an increase in people requiring rehabilitation as they recover from the complications of Covid-19[^].



Healthcare commissioners are moving people out of hospital and into safe, long-term services.



Job seekers, including many people new to the sector, are looking for new roles.

Now is the time to tell them **your** story.

[^]Coronavirus fears leading families to remove relatives from UK care home – Guardian, 4/5/2020

[^]Rehabilitation in the wake of Covid-19 – British Society of Rehabilitation Medicine report (pdf).

Write your own front page.

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THURSDAY
16 APRIL 2020

Reality of working in a coronavirus care home

• The residents are scared and we are scared - staff speak of 'living hell' on forgotten frontline

• Protective kit still missing and carers fear losing their jobs if they speak out on Covid-19 safety

• Hundreds die in Scottish care homes - with testing to be extended to sick residents and carers

• Families will now be given right to say goodbye to dying relatives in hospitals and care homes

Other headlines:

- Four kids leave 22 million others follow him: Watford's KSI on being a role model for young men
- Puzzles: 4-page pull-out inside
- Captain Tom Moore breaks fundraising record from his back garden
- 'You can't have a bad day with an aardvark': How zoo animals are reacting to lockdown

Footer: Fruit pickers Not now Hockney Scottish EXCLUSIVE

THE SCOTSMAN

all Covid-19 in care homes

Just what's so wrong with sitting down in the park?

for elderly to equal treatment Families will be given right to say goodbye to dying relatives

Coronavirus cases pass two million globally

By PAUL COURTCHAMBER

The world's battle to contain the spread of coronavirus has been hit by another coronavirus-related blow, with global case numbers now passing two million.

The figures were passed as Dr and Trump withdrew from the

Home UK World Business Politics Tech Science Health Family & Education

N. Ireland N. Ireland Politics Local News

Coronavirus: Care home deaths 'higher than official figures'

By Marie-Louise Connolly & Lesley-Anne McKeown
BBC News NI

13 May 2020

Share

Coronavirus pandemic



GETTY IMAGES

Coronavirus fears leading families to remove relatives from UK care homes

Concerned relations seeking legal advice about overturning safeguarding measures

- Coronavirus - latest updates
- See all our coronavirus coverage



Define what makes
you, you. ♡

What makes you different? There's only one of you, so tell your own story.

Your brand could be described as how somebody feels about you when they've had time to get to know you. It's how someone you care for might describe why they enjoy living with you. More than just your logo or strapline, when people can't get to know you in person, you need to tell them, and show them, with words and pictures.

What makes you different is what sets you apart. Be authentic and show your personality. This is your brand.



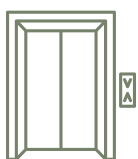
Ask yourself: Why? What is it about running your service that gets you out of bed in the morning?



Ask people why they chose you – for a place to call home or a place to work, what tipped the scales in your direction? Share what they say, in their own words.



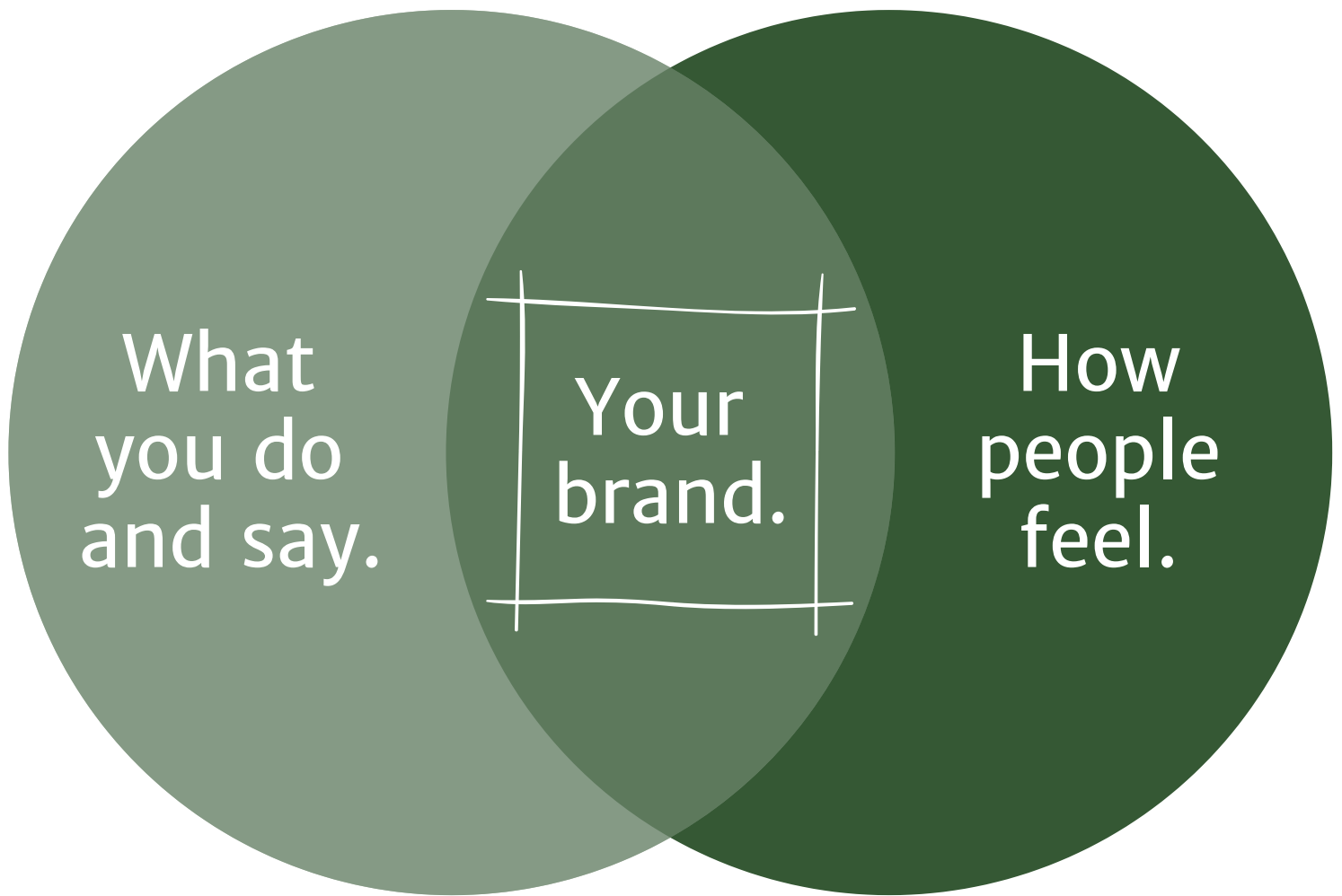
Write your story. Is it a good read? What does it contain that no-one else's does?



Make it snappy. Be concise, explain what you offer and why you're different – and round it off with a call to action.

Now start **sharing** all the reasons you're the right choice.

Think about your brand.



Share, connect,
and share again. ♡

It's time to show people who you are. When people see your positive stories, they'll feel positive about you.

Share strong messages to reassure your residents, patients, families, and stakeholders. As a son, sister, daughter or dad – what would you like to hear?

Tread carefully at this time. Be sensitive. Talk about what's important to families and the people you care for.



Stay in touch, in as many ways as you can, with as many people as possible. Share how you're keeping people safe[^] & making the most of any support[^].



Be transparent: everyone is learning together. Ask for the support of your community if you need it.



Shine a light on what you're doing to stay smiling (because you still are, despite everything).



Celebrate the wonderful everyday. Those little, joyful things people *only* experience with you – and that make the biggest difference.

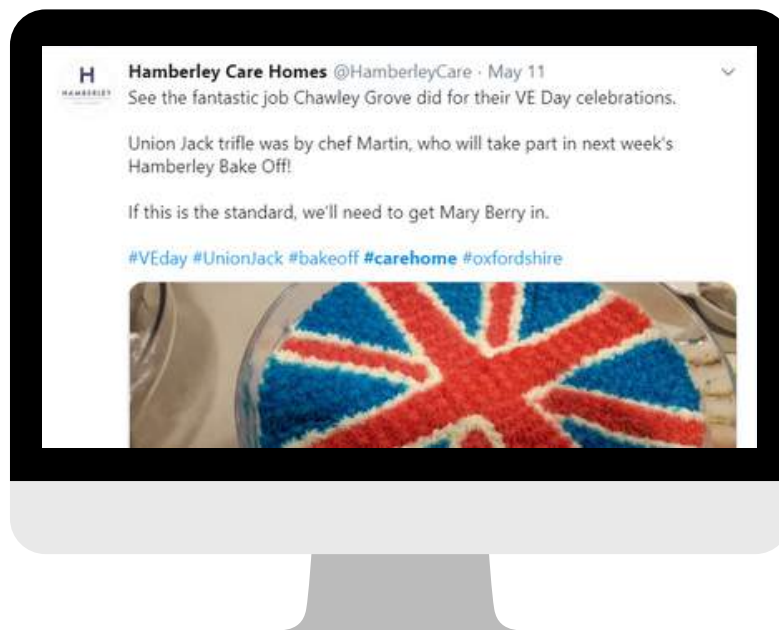
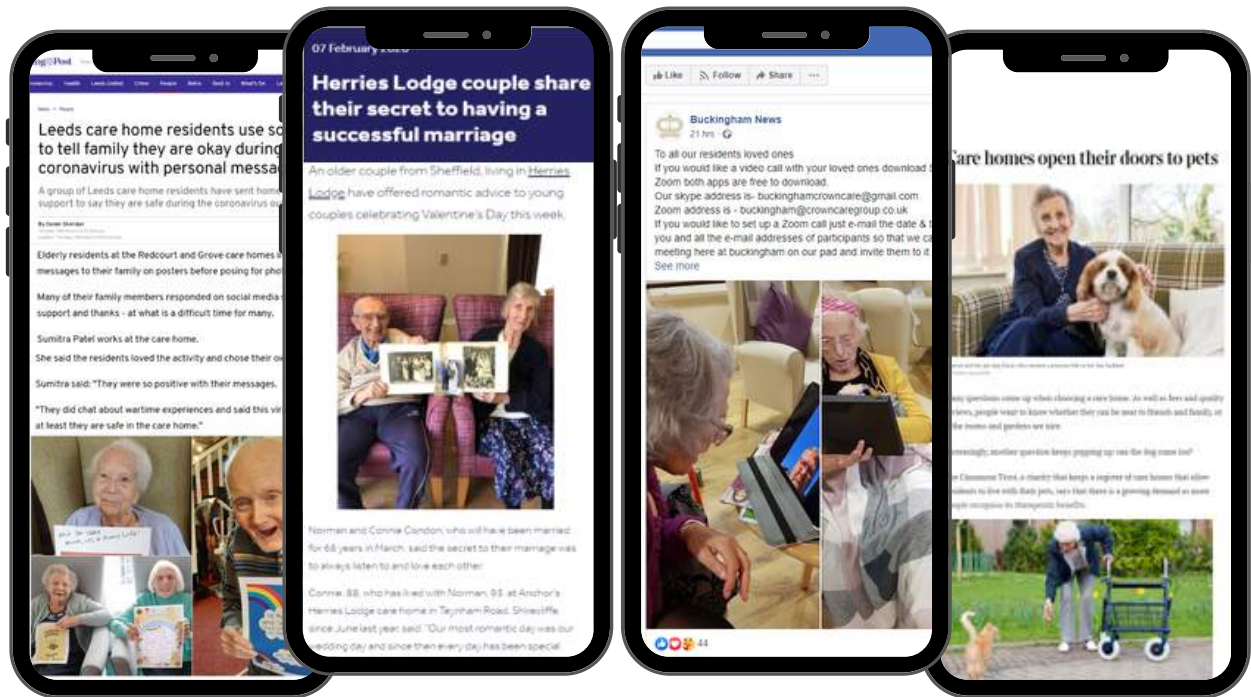


Celebrate your team in public, and keep thanking them when the clapping stops.

[^]COVID-19: admission and care of people in care homes – Gov.uk

[^]Care home support package backed by £600 million to help reduce coronavirus infections – Gov.uk

Sharing done right.



**Focus on online
marketing.**

People are living online, now more than ever before. For the first time, we're having to think about virtual solutions to activities we've always done in person.

With people having more time to dedicate to researching and comparing their options, have you done everything possible to ensure you're as attractive online as you are in person?

You can't rely on a warm handshake, home-made cakes, and a welcoming tour any more. When your doors are closed, you need to open your online world wider than ever before.

It's time to consider how easily people can find you online, what your website looks like when they get there and how easily they can find information.



Make yourself easy to find, and a pleasure to get to know.



Add value with testimonials, virtual tours, video chats between people you care for and those considering a move, and online content that tells people what living with you is really like.



Start talking and let people get a sense of who you are.

Online marketing.

The screenshot shows the Bluebird Care website. At the top, there's a navigation bar with links for Services, About us, Useful information, News, and Contact us. A prominent orange banner reads "See how we're dealing with the coronavirus pandemic." Below this, a large blue section titled "Launching Live Chat Online!" features a paragraph about the new service and social media share icons. A date stamp "22/05/2019" is visible. On the right, a "Live Chat Agent Available" pop-up window is shown, with a "Start Chat" button and the text "Powered by Smooth Digital".

Live chat functionality

The screenshot shows the Gracewell Healthcare website. It features a purple header with the Gracewell logo and navigation links for Resources, A Personal Experience, and Care Type. The main content area is titled "Gracewell of Church Crookham" and includes sub-links for Overview, Location, Dining, FAQs, and Events. Contact information for new enquiries and friends & family is also displayed.

Gracewell of Church Crookham

Welcome to Gracewell of Church Crookham, please take a moment to watch the video below. It allows you to see a snapshot of what Gracewell of Church Crookham has to offer, the building and facilities available. Whilst we would always recommend booking a tour, this is the ideal starting point.



Virtual tours

The screenshot shows the Google My Business profile for Orchard House Neurological Rehabilitation Centre. It includes a photo of the building, a map showing its location near Harwell Community Primary School, and a "See outside" button. The profile has a 5.0 rating from 3 Google reviews. Key information provided includes the address (Orchard House, High St, Harwell, Didcot OX11 0EX), hours (Open, closes 8PM), and phone number (01235 834704). There are buttons for "Website", "Directions", and "Save". A "Reviews from the web" section shows a 4.4/5 rating from Carehome.co.uk. At the bottom, there are buttons for "Send to your phone", "Write a review", and "Add a photo".

Google My Business profile with good reviews

**Choose smart
digital advertising.**

Jump to the front of the queue – choose smart, local digital advertising that reaches the right people.

UK digital advertising spend overtook TV advertising in 2010[^]. In 2017, it overtook all other forms of advertising (TV, press, radio, cinema and outdoor) combined and now over half of all total advertising budgets are spent online[^].

Whether you're targeting people searching for care, or job seekers looking to join your team, digital advertising via Google, Facebook and other online networks allows you to reach the right people, fast. Reach job seekers in your street and families in the next town with full control of your budget and no long-term advertising contracts.



Digital advertising gives you complete control of your budget. Unlike an advert in a print magazine, you'll know exactly how many people saw your advert – so you know how well it's working. You can also turn digital adverts on and off as your needs change.

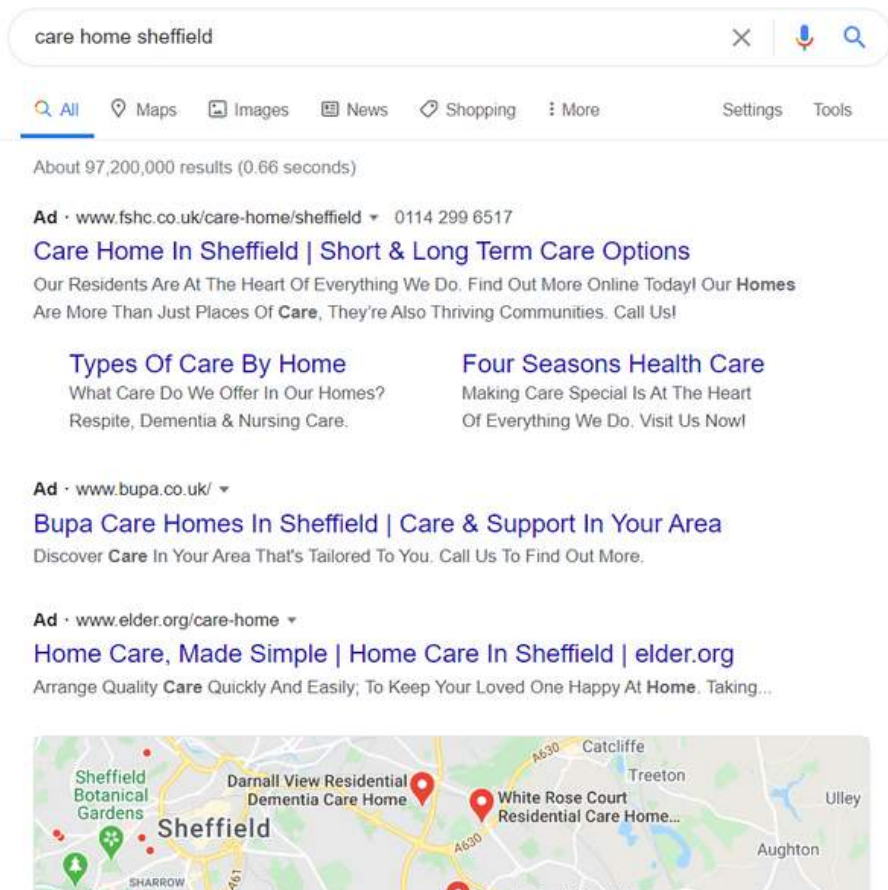


Not using digital adverts? Unsure about the impact you're getting for the money you're already spending online? Put reviewing this to the top of your to-do list today.

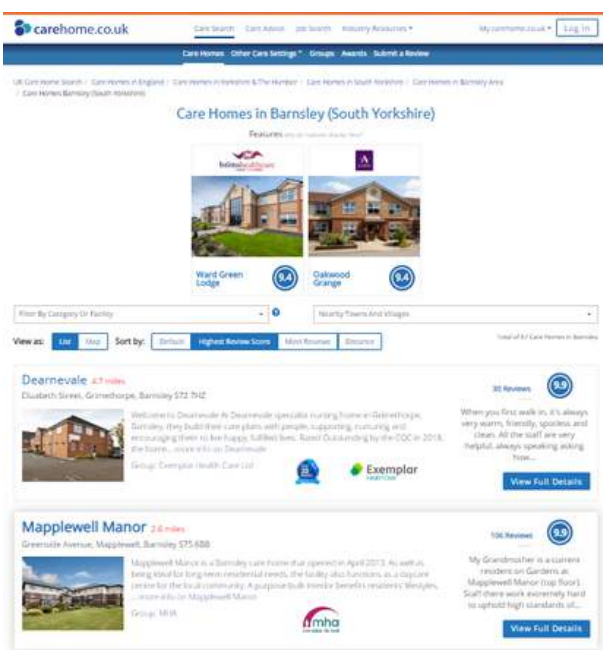
[^]Statista, *Advertising in the United Kingdom*

[^]IAB, (2017), *Digital Adspend – IAB / PwC Digital Adspend Study*, – 52% in 2017.

Digital advertising.



Adverts at the top of Google search results



carehome.co.uk profile management



Facebook & Instagram advertising

Spinning too many
plates?

Choose peace of mind – increase your occupancy and beat your recruitment challenges with expert, one-stop support.

- Showcase your service with engaging online content that gets people talking
- Get the most out of your carehome.co.uk, Google and social media profiles with regular, relevant updates
- Reach the right audience and meet your business objectives with effective digital advertising
- Grow your stakeholder database and see the impact of smart email marketing
- Get better value from new and existing advertising commitments – never speak to a salesperson again!
- Enhance your reputation with great local and national news coverage

When we work together, I'll make a difference from day one – saving you money with practical solutions that make a big difference to your bottom line.

☒ A results-driven focus with no operational distractions

☒ External expertise, giving you a fresh and innovative approach

☒ A flexible approach with ongoing or one-off support

☒ One flat monthly fee at a fraction of the cost of a permanent colleague

Let's start talking!

Kate Thorpe

• specialist healthcare marketing & communications •

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