



**mediahawk**

# Care homes

Seven marketing tactics for a new era

# Care home marketing in a new era

Many care home marketers achieve outstanding results for their organisations — building their brands and attracting residents, year after year.

But understanding which marketing channels and activities result in the most move-ins is a huge challenge. You may be spending more online and using agencies more frequently but maybe it's not always clear where your leads are coming from?

Perhaps you're also not sure which marketing activities play a critical role at various touch-points in the prospect journey?

For instance, at which stage do review sites matter most, what keywords are most effective at the start of a search versus later in the process, and which touch-points are the most likely to trigger a call for a first appointment?

In reality, the journey for prospects will most likely feature a subtle and shifting blend of traditional marketing and digital channels. And it's vital to get the full picture, so you can optimise your strategy.

## See what's really happening

To attract residents and increase move-ins, it's essential to look beyond clicks and visits – and discover which marketing activities and channels are driving calls.

With the right tools, you can track all inbound enquiries, online and offline. You can focus your budget on the moments that matter the most and create a marketing mix that reflects prospect behaviour and consistently delivers high-quality leads.

**This guide outlines practical steps you can take today.**



Top questions that can mystify marketers



Which of our marketing activities are driving calls?



What channels work best for our target audience?



Which campaigns and messages resonate most?



How can we prove our revenue contribution to the board?



How can we tell if our marketing agency is any good?

**READ THIS GUIDE TO FIND ANSWERS...**

# What do we really know about prospects?

Care home marketing has specific challenges. The journey from mild interest to move-in can be complex, hinging on a host of delicate human factors.

Your prospects are most likely the relatives of tomorrow's residents. They may live near the home that interests them – or hundreds of miles away.

As their search for a care home intensifies, they'll have key questions in their minds and act in specific ways before they get in touch.

**With the right tools, you don't need to leave this to guesswork.**

**You also don't need to rely on staff with the right skills answering each call and then quizzing prospects about every touch-point they've had with your brand – and hoping that callers will remember.**

**Now it's possible to have verified data at your fingertips instantly.**



Whenever these prospects call up, there's a huge opportunity to gain valuable insights that can determine how you engage with them – and shape your marketing strategy:



## What they liked...

Which of your campaigns or messages are getting the most traction?



## How they found you...

Which channels did they use before they called you?



## What's their thinking...

Which keywords connect best with their search behaviour?



## Where they live...

Which areas of the UK seem to give you a better response?

**LET'S LOOK AT HOW ATTRIBUTION WORKS...**

## Attribution:

How much of the picture can you see?

Because care homes have longer customer journeys, it's important to understand the touch-points that contribute to a conversion – and how prospects engage with content at each stage. That way, you can link your organisation's revenue to your marketing spend.

The trouble is, while some attribution data appears to be low-hanging fruit, other data can seem harder or impossible to gather. In truth, there's more insight available than meets the eye.

**With the right tools and techniques, it's possible to discover far more about your prospects, their journeys – and which of your marketing activities are proving most effective.**

**So let's get practical and see how easy it is to get actionable insights.**



Here are several examples ...

### Appears easy...

**Paid search gives you detailed information on the keywords producing inbound calls and enquiries.**

But ... budget can be drained quickly by incoming sales calls, suppliers, recruiters and relatives.

### Seems moderate...

**Website and landing page impressions give you a sense of traffic from searches and campaigns.**

But ... if someone calls, can you tell if they've come from your website – and which pages interested them?

### Feels difficult...

**Offline marketing activity like magazine advertising and direct mail is essential for care homes, even though ROI is hard to identify.**

But ... what if you could make a direct connection between your offline campaigns and conversions?

## SEVEN QUICK WINS FOR YOUR TEAM...

# Seven quick wins for care home marketers

Let's explore some proven ways to get actionable data – to understand prospects better and shape your market strategy.

## 1 Your website

New research by Mediahawk shows that [30% of inbound marketing calls to care homes come via a brand's own website](#). While your website will have its own analytics, it most likely won't make the connection between someone navigating your pages and calling up. But this is possible.



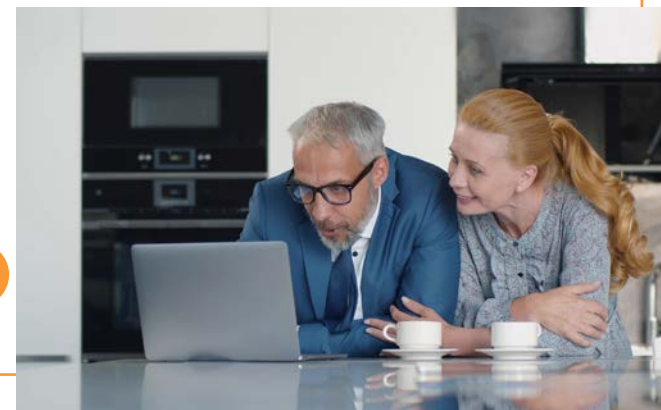
Using **Google Tag Manager**, you can simply and easily add a small piece of code to your website that will dynamically change the telephone number that each visitor sees. **You can then track their journey from first click to them calling you – and onto conversion.** You can also track where each visitor came from and their activity around your website. All of this data can appear in a reporting portal.

## 2 Google My Business (GMB)

Research shows that [GMB accounts for 40% of marketing-driven phone enquiries into care homes. It also generates up to 10% of all traffic to care home websites](#) – so it's a top priority for leads.



It's possible to assign a different static number to the individual profile of each of your care homes. As a result, you can see how many people call up from the Google search results page. **You can also tag your website URL on GMB. As a result, when they arrive on your website, you'll see they came via GMB.** You can follow them around your pages and recognise them when they call up (assuming you also followed quick win #1).



### General tip: Cover all the bases

As well as Google My Business, websites such as Care Quality Commission (CQC) and carehome.co.uk are incredibly important as a referral source. It's good to encourage reviews for Google and other review sites in an ethical way. It's also well worth adding quality images, videos and attractive descriptions wherever you can. First impressions count. You can also optimise your listings with target keywords.

THIS WAY TO MORE QUICK WINS...

# Seven quick wins: **Going further**

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## **Social media videos and posts**

Prospects who've visited websites like *Which?* magazine or Age UK could be researching specific topics like in-home activities, how visiting works, and how fees are calculated. You may have published posts or videos about these issues.

It's possible to add a static phone number to each post or video – **so you can see which has the most traction with your audience**. You can also point people to your website and a landing page (where they can be tracked, assuming you adopted quick win #1).

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## **Advanced Interactive Voice Response (IVR) and speech analytics**

You can improve your marketing in the way you handle incoming calls – using a telephony menu system. It's possible to get an IVR that's integrated with your marketing analytics (as well as the IVR serving the rest of your business). This helps in several ways. Firstly, you can **make sure any inbound leads don't go unanswered – even out of hours – and route them effectively**. And secondly, you can check if enquiries are passed on correctly and get email alerts if calls are missed.

You can record inbound calls, but not just for quality and training purposes. You can also **apply automated speech analytics and discover what your customers and prospects are calling about**. You'll spot keywords in conversations and gain extra marketing insights. This can be used to optimise your IVR options and other marketing activities.

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## **Paid search**

Paid search represents a significant amount of budget for care homes. But marketing funds can be eaten away by clicks from salespeople, suppliers and relatives. However, the deeper insights you've gained from your website (quick win #1) and from your IVR and speech analytics (quick win #4), means you can pinpoint keywords that are generating the wrong types of calls – and avoid them. You can **tweak your pay-per-click campaigns using better keywords and make smarter use of your budget**.



### **What's been missing, all along?**

Data from speech analytics can be used to identify gaps on your website — when you notice that people keep calling with the same questions because they can't find what they need on your pages. Adding this information to your website will improve the experience for your prospects and save time for your call handlers.

### **Wondering what callers are really saying?**

Soon, sentiment will become a powerful force in shaping marketing strategy, as advanced natural language processing combines with marketing analytics. This will reveal the sentiment of care home prospects, alongside their behaviours. You can start to gauge their emotions intuitively, identify their happiness levels and interpret intent signals. Mediahawk has the technology to give you an edge in this exciting and emerging area.

**DISCOVER MORE QUICK WINS...**

# Seven quick wins: **Seeing the complete visitor journey**

## 6 **Call tracking**

By using a call tracking platform with customisable dashboards, you can follow prospects from the very first search, through to the conversion, move-in, and beyond.

You'll get a clear picture of leads and activity across marketing channels. You can see which visitor journeys generated calls, website form submissions or triggered a live chat. You'll get a sense of when people call, how long conversations last and whereabouts in the country your leads are coming from.

Without needing any technical skills, you can quickly see which source played a part in a completed action, such as a form fill or a link, or how an event contributed to the action with first click to last click attribution. You can also add further insight into each report by comparing marketing campaigns to see which delivered the greatest results.

## 7 **Sales reporting**

You can connect your move-in data and link revenue directly with your marketing channels — and demonstrate the connection to your board. Sales reporting tools can give you a clear and accurate picture about the success of your current strategy and any improvements you can deploy to increase performance.

For example, you can discover which marketing channels provide the most sales, higher value sales and sales for specific care homes and regions. Understanding these patterns will help you to spot trends and opportunities as you plan your budget and campaigns.



### **Dashboards:** **Data distilled in the way you want**

The dashboard can be a care home marketer's best friend. Mediahawk's dashboard is fully customisable, so you can see the exact insights and data you need. You can create multiple dashboards and share them with your team.

### **How are your marketing agencies performing?**

Tag your agency campaigns, so they're easy to monitor and you can tell if they're being run effectively. They can see precisely how many enquiries your agency generates and link these to the exact number of move-ins.

### **WHAT SUCCESS LOOKS LIKE**

# Quick wins: **Action point checklist**

These seven quick wins can help you to discover which marketing activities are delivering the greatest return on investment. You'll spot tactical changes to implement straight away, as well as getting into the granular detail of prospect journeys.

- 1 **Use Google Tag Manager** to easily add a small piece of code to your website that enables tracking and dynamically changes the telephone number that each visitor sees.
- 2 **Assign a different static number** to the Google My Business (GMB) profile of each of your care homes. Also tag your website URL on GMB.
- 3 **Add a static phone number** to each social media post or video.
- 4 **Choose an advanced Interactive Voice Response (IVR)** system and speech analytics, integrated with your marketing reporting.
- 5 **Use the insights you've gained** from your website (quick win #1) and from your IVR and speech analytics (quick win #4) to optimise paid search campaigns.
- 6 **Deploy a call tracking platform**, so you can follow prospects from the very first search, through to the conversion, move-in, and beyond.
- 7 **Use sales reporting tools** to demonstrate the clear link between your marketing, move-ins and revenue.

## What success looks like

As a result of these seven quick wins, you can optimise your strategy in ways that make best use of your budget, strengthen your brand and maximise occupancy.

What's more, with the right tools, your care home brand can gain a competitive advantage. You can try out new marketing channels, benchmark creative marketing ideas, and stay in step with prospect behaviour as it shifts over time. You'll have the data to prove what works, time and again.



## Everything you need – in one place

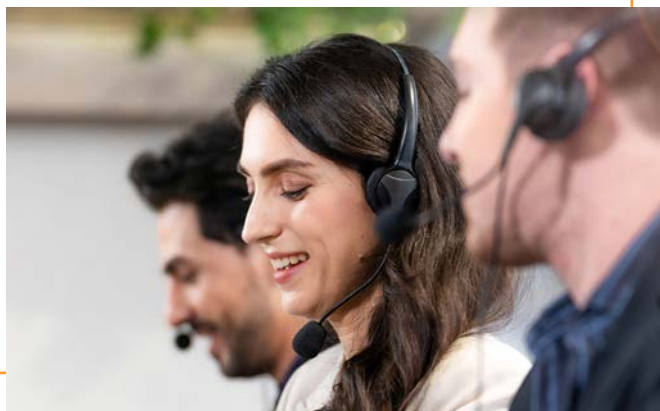
With Mediahawk, you can take advantage of all these quick wins. You can get best results from each marketing channel and measure them via a single solution. We put in-depth lead insights at your fingertips, with easy-to-digest, customisable dashboards and reports.

# One care home group's success story...



Re-focused paid search spend results in a significant uplift in occupancy.

As one of the UK's most successful and largest care organisations, Barchester Healthcare has more than 11,000 residents and patients in over 200 care homes and seven independent hospitals in the UK.



"Having a full-picture of response has allowed us to be much smarter and confident in our actions, we have upped the ante by considerably improving our campaign effectiveness."

**Mandy Macara, Head of Marketing,**  
Barchester Healthcare



## The results

**Using Mediahawk, the company used a combination of source and keyword tracking, visitor tracking, URL tagging and sales tracking to improve occupancy.**

This enabled them to re-allocate budget to keywords that lead to more move-ins. Now, new campaigns are consistently being launched with precise tracking of telephone enquiries and residential move-ins.



## WATCH NOW:

**Listen to Barchester Healthcare tell their story**

**ARE YOU READY TO DISCOVER MORE?**

**Are you ready to drive up enquiries, attract residents, increase move-ins, and improve your return on investment?**



Mediahawk's call tracking and marketing attribution technology will benefit marketers across all care homes and care home groups.

We enable you to increase the number and quality of phone and website enquires and move-ins by providing marketing data and audience insight.

### **Discover more: Get a greater ROI for your care home group**

Many of the ideas explored in this guide are quick and easy to set up. Get in touch to find out more and request an online personalised demo. We'll be glad to explore how it could work for your care home group.

**mediahawk**

### **With our help you can:**

- ✓ **Put in-depth lead insights at your fingertips**, with easy-to-digest, customisable dashboards and reports.
- ✓ **Track leads in real-time**, across phone calls, website forms, PPC, live chat, physical events and more.
- ✓ **Categorise leads automatically** based on the words and phrases they use during phone calls.
- ✓ **Get local, regional, national, freephone and international trackable phone numbers** to use across your campaigns, including numbers that change dynamically for each new user on your website.

Request your demo today

Call:

**0333 222 0993**

or visit:

**mediahawk.co.uk**