



Quality  
Care Group

Total business solutions  
for the care sector

## Care Home Business – Marketing Guide



Actionable  
Care Home  
Marketing  
Strategies



### Care Home Marketing

is a vital part of your business. Of course, your primary objective is to provide the best possible care to your customers but without an effective marketing plan, nobody will know just how incredible your care home is.

# Care Home Business – Marketing Guide

With so many available marketing channels and advertising options, coupled with often contradictory advice, where do you even begin? You don't want to waste precious time, money, and resources on the wrong strategy.

To save you time researching and deliberating which marketing methods will move the needle, **Quality Care Group** have compiled 12 proven marketing strategies for care homes that you can use straight away.

1.

## Ask for referrals from current clients

Referrals from current (and past) clients are an excellent way to promote your care home. Nothing is more powerful than social proof in the form of testimonials and reviews. The best way to get those referrals is by developing a solid relationship from the start, so it's much easier to ask for a referral later down the line.

According to the 2020 Home Care Benchmarking Study, current and past clients are the top source of new referrals.



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## 2.

## Optimise your Google My Business profile



**Google My Business** lets you set up a free business profile on Google and connect with new potential customers inside the Map pack.

Since local map packs are shown in most local search results, this is a critical element of any well-rounded care home strategy:

Here are four ways to optimise your profile to ensure you're getting maximum value from it.

### a) Provide as much information as possible

The most vital information on any listing is your business name, address, and phone number so ensure these are correct and up-to-date. You can also include a business category, logo, website link, reviews, photos, and opening hours.

Research shows that a complete profile is twice as likely to be considered reputable, so make sure you complete your profile and help your business appear trustworthy online.

### b) Make it easy for users to contact you

By including your phone number in your profile, prospective customers can call

you from their mobile in Google Maps or Google Search.

Google My Business also lets you activate instant messaging so people can chat with you online.

### c) Regularly update and improve your profile

It's essential to keep your Google My Business profile updated with the latest and most up-to-date information.

- **Photos:** Images help you stand out, plus businesses with photos get 42% more requests for directions than those that don't.
- **Posts:** Posting regular updates keeps your profile fresh and makes people interested to hear your news.
- **Opening hours:** Make sure you update your opening hours, especially with any holiday or seasonal variations.

### d) Select appropriate categories

Your business category helps you appear in relevant search results. Your selection should be as specific as possible. For example, choose "care homes" rather than "health care".

## 3.

## Develop an organic SEO strategy

Once you've optimised your Google My Business profile for placement in the local maps, the next step is to develop local landing pages on your website to rank in organic search results below the map pack.

The goal is to rank top of Google Maps AND the organic search results.

Remember to include the following items on the local landing page, or pages, if you have more than one location:

- Google My Business map.
- The location name in the title tag, URL, and the content.
- Name, address, and phone number – plus opening hours.
- Reviews and testimonials from clients at the location.
- A short overview of the location.

Follow these organic SEO tips to outrank your local competitors.

## 4.

## Collect reviews on key third-party websites

People do business with those they know, like, and trust. And there is no better trust signal than a collection of 5-star reviews on independent third-party websites:

For every one-star increase that a business gets on Yelp, it sees a **5-9% increase** in revenue. And when a product gets five-star reviews, the likelihood of it being purchased **increases by 270%**.

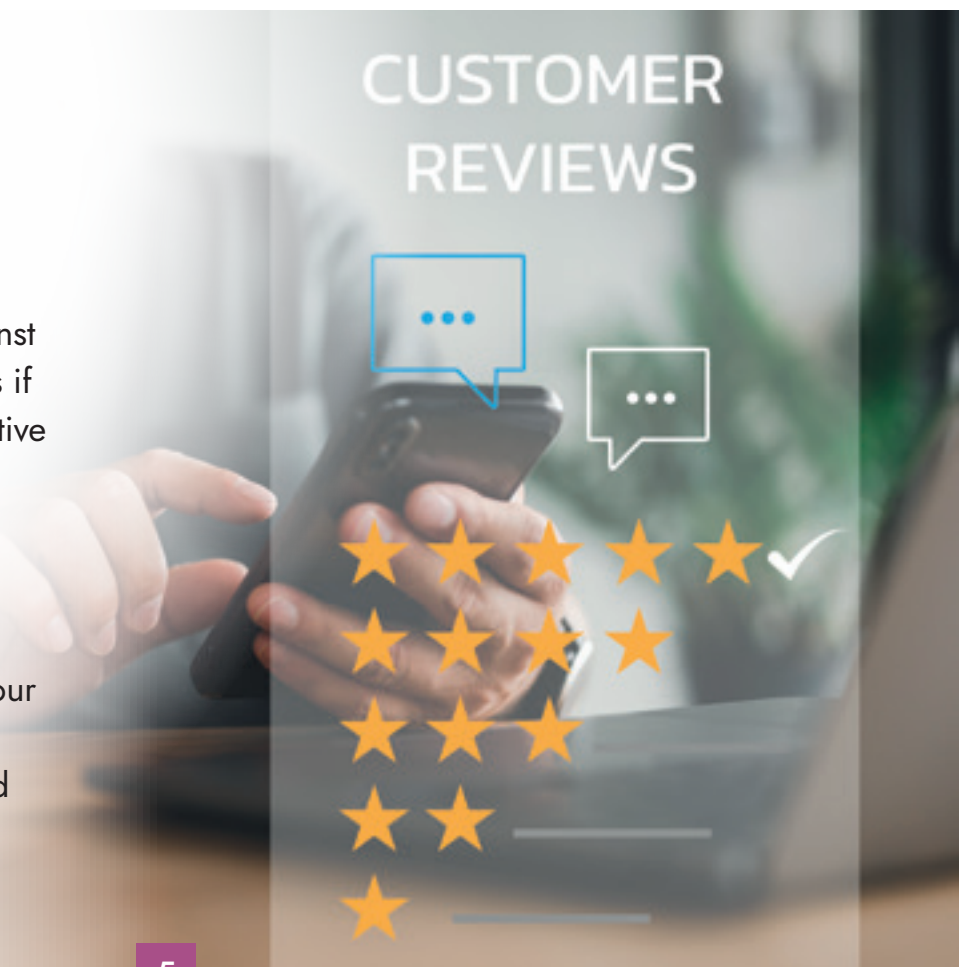
Think about the sites that people go to when researching companies that provide the services you offer, for example, Google Maps, Yelp, and industry review sites.

You want to proactively ask (not incentivise, as this is technically against Google guidelines) happy customers if they would be willing to leave a positive review on your chosen sites.

Ask at the point of service, and also send out an email after a reasonable period of time following the service that asks for a review with a link to your profile. This type of automation can passively grow your review count and help your agency stand out from the crowd.

Although it is good to get positive reviews, don't forget to respond to any negative reviews you may receive. Taking the time to reply to every review and offer immediate corrective action if required will not only convert your prospects but also differentiate you from your competitors.

Finally, remember to feature your reviews and testimonials on your homepage and services pages.



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## 5.

## Use your blog to educate and attract website visitors

You can use a blog to attract and inform visitors about care homes.

One effective strategy is to answer questions that your target audience may be searching for while researching the care home process. For example, topics related to costs, benefits, how to screen out quality caregivers, etc.

A simple way to find these topics without having to invest in expensive SEO tools is to enter your business terms – such

as “care home” or “nursing home” – and see what other topics auto-populate in the search dropdown and the **People Also Ask** box.

These sources tell you the exact terms people are researching related to your business.

By educating your audience, not only will you be able to bring more people to your website but also, more importantly, position yourself as a trustworthy source.

## 6.

## Connect with local healthcare professionals

Connecting with other local healthcare professionals can provide a steady stream of referrals. Here's a list of possible professional referral sources:

1. Doctors, including GPs
2. Occupational Therapists
3. Hospital Discharge Planners
4. Social Workers
5. Nursing Homes
6. Rehabilitation Centres (outpatient and in-patient)
7. Adult Day Care Centres
8. Hospices
9. Assisted Living Facilities
10. Skilled Nursing Facilities
11. Home Health Agencies
12. Social Service Agencies
13. Continuing Care Retirement Communities
14. Disease-Specific Associations, e.g. MS or ALS
15. Army Veterans Administration Programmes



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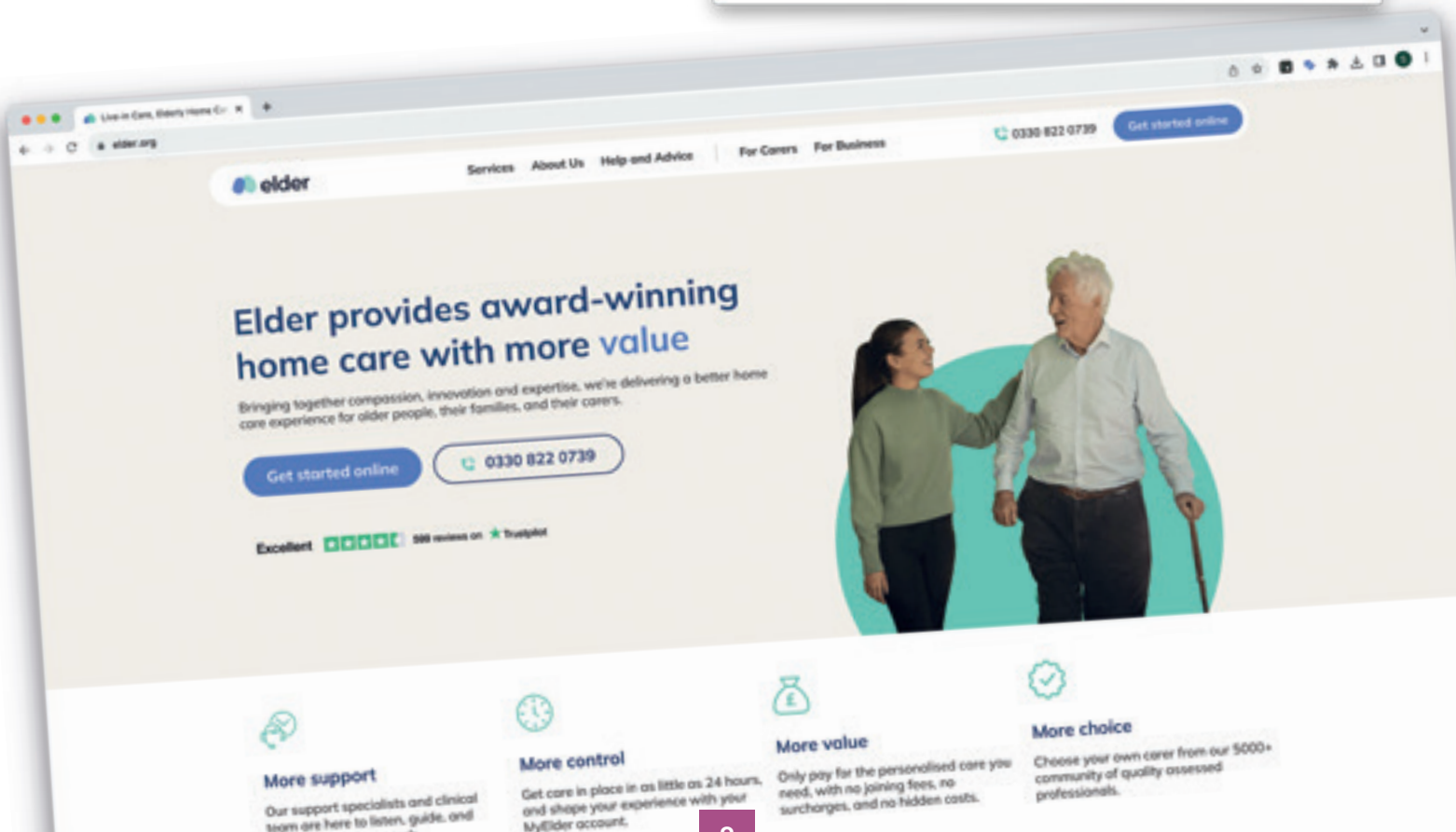
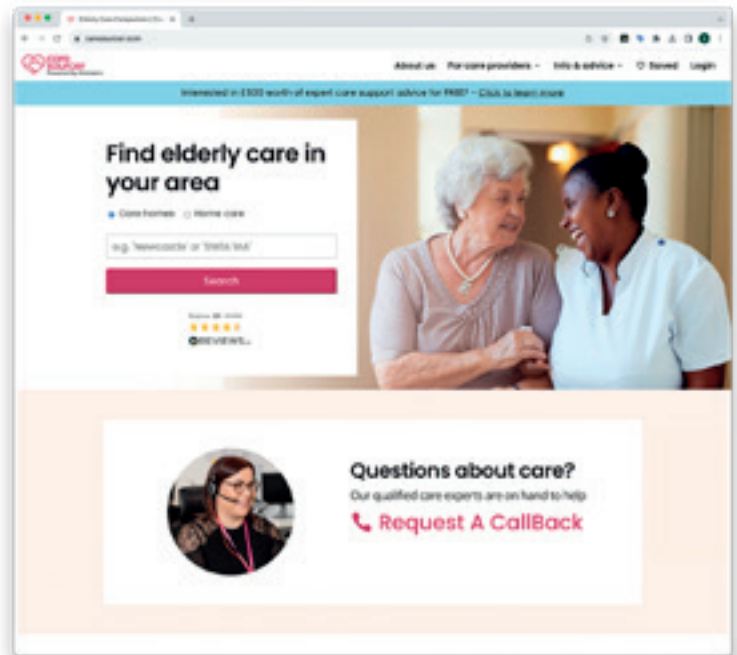
## 7.

## List your care home on industry lead sites

One of the best marketing sources is to list your care home on industry lead sites, such as caresourcer.com, elder.org and QCS.co.uk

These sites usually get high rankings in the search results pages, and, as they are an independent source, consumers trust them.

You can also purchase a featured listing on these sites, which will guarantee your business shows at the top of the list in your chosen service categories.





## 8.

## Use images and video to build your brand on social media

One of the best ways to build your brand on social media is by using images and videos. While text captions are good, images and videos attract users' attention, especially on visual platforms like Instagram and Pinterest.

For care home businesses, using professional photography and illustrations, graphics, animations, and videos are a great way to appeal to a broader audience while looking professional and modern.

For example, many care homes use Instagram, TikTok and SnapChat to share various photos, images, and graphics;

including an employee of the month, advice and tips, and inspirational captions.

One very effective strategy is to have employees answer common questions and share on social media. You could also show a "day in the life" type video of an employee. Not only is the information helpful, but it also helps humanise the brand.

Be careful not to use imagery and other content just cut and pasted from the internet, as this is likely to be under copyright, there are free resource sites, such as Pixabay and Pexels.



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9.

## Sponsor community events

Sponsoring and participating in community events gives your business visibility, boosts brand awareness, and gives your local community a chance to connect with your team.



10.

## Speak at educational seminars

Another area to tap into is speaking at educational seminars, including both in-person and virtual events. Universities and other institutions are always on the lookout for speakers who can share insights on healthcare topics.

Reach out to these organisers and offer to present relevant topics. Public appearances will establish your authority both locally and nationally and also broaden your professional network in home healthcare and caregiving.

11.

## Send press releases to local newspapers

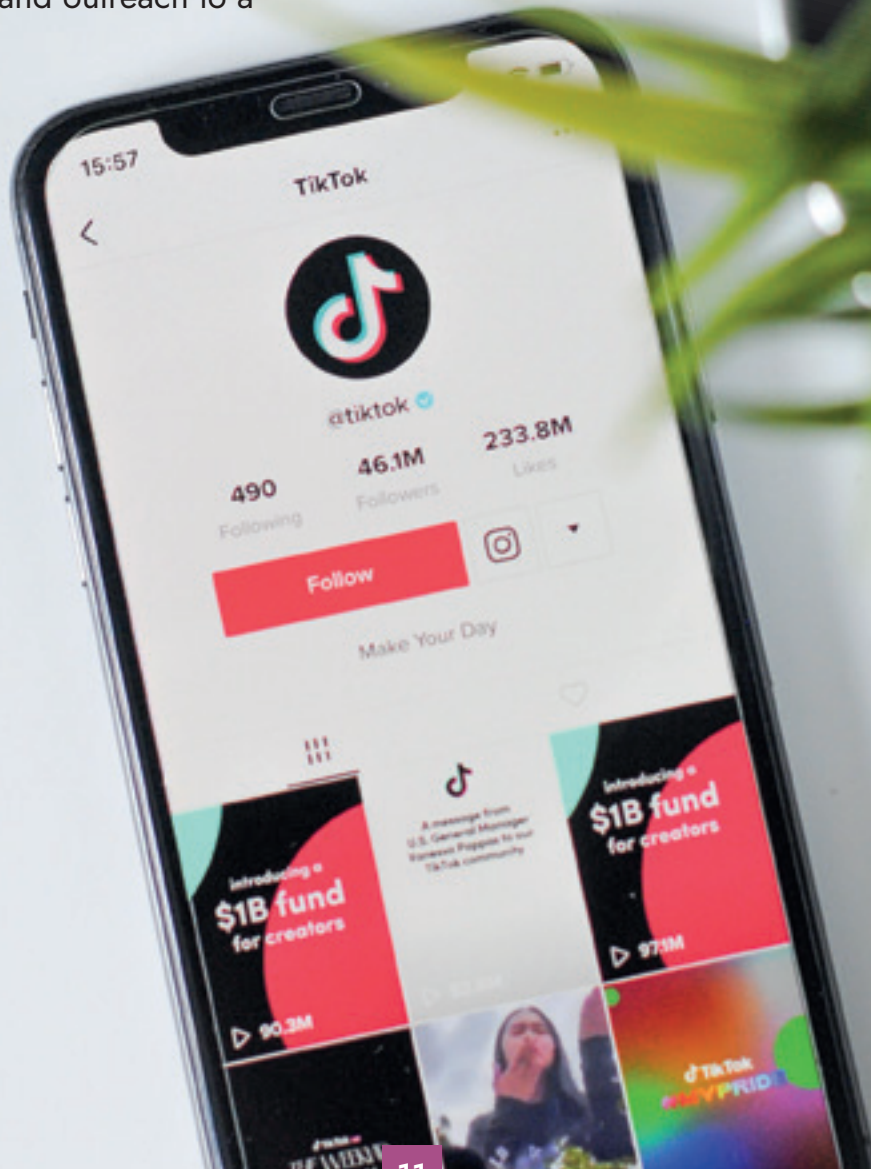
While newspapers may not be as popular in the digital age, many people still prefer to read their local newspapers and check out local stories.



## 12.

## Embrace newer social media platforms

While TikTok, SnapChat, Pinterest and others may not seem to be the most obvious source for potential clients or staff, always remember that different social media platforms attract different people. These are becoming the quickest and most effective way to improve awareness and outreach to a key demographic.



## Which Care Home Marketing Strategies Are You Going to Try?

We've narrowed your options down to several proven **care home marketing strategies**, but that doesn't mean you should charge in and try to implement all of them in one go.

Take your time to sift through the list and pick a few you can start with.

For instance, not everyone will feel

comfortable speaking at a seminar, but there's no reason why you can't start asking for referrals and collecting reviews and testimonials.

Whichever strategies you select, make sure you measure their effectiveness and, if necessary, adjust and optimise them accordingly.

*Quality Care Group has a wealth of knowledge in care home and domiciliary care marketing and can offer excellent advice to help you develop your business in a whole host of areas, including marketing.*

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