

Top Five Marketing Channels for Aging Care Providers

Successfully marketing a home care agency requires a consistent, ongoing approach, including a variety of marketing pieces delivered through a variety of outlets. In the crowded aging care marketing industry, it takes much more than just a postcard or two.

Below are five of the top marketing channels to make sure your agency is noticed and remembered:

① Digital Marketing:

A great way to reach a wide audience is through digital marketing, which encompasses social media (Facebook, Twitter, LinkedIn, Pinterest, YouTube, etc.), email marketing (including newsletters, eblasts, surveys, etc.), and online presentations (webinars, streamed video and audio). It's crucial that all of your materials be well written and professionally designed to positively impact your audience.

② SEO:

Done correctly, search engine optimization is the best way for your website to be found by those seeking home care services. The ever-evolving world of search engine optimization requires the skills of a professional, preferably one with specific expertise in the aging care industry. Be wary of those who guarantee top search results, as well as those who charge outrageously low fees for their services. Start with an SEO analysis and keyword and competitor research, and then implement an ongoing campaign.

③ Print Materials:

You're really only limited by your imagination and creativity when it comes to printed materials. From the standard postcards, brochures, and flyers, to trade show displays, branded logowear and giveaways, just be sure to keep your brand consistent throughout for polished and professional items. The key here, as with all channels, is to provide multiple offerings—a campaign of a series of postcards, for example, rather than just one mailing.



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④ Presentations:

Think of who might be best suited in your agency to comfortably and knowledgeably speak on a variety of topics of interest to the aging care industry, and offer your presentations as helpful resources, either to the community at large or as a way for healthcare workers to earn CEUs (or both). Be sure to collect contact information from those in attendance, and stay in touch with them through printed or digital communications.

⑤ In-Person Visits:

Visiting potential referral sources in person helps create a more meaningful and trusted relationship. Rather than dropping off a business card or brochure, come prepared with materials that will in some way help make their lives easier and will make your agency shine above the many others who are also vying for their attention.

Keep in mind that the best strategy is to HAVE a strategy. The first step should always be to create both a short-term and long-term marketing plan, and then follow that plan.