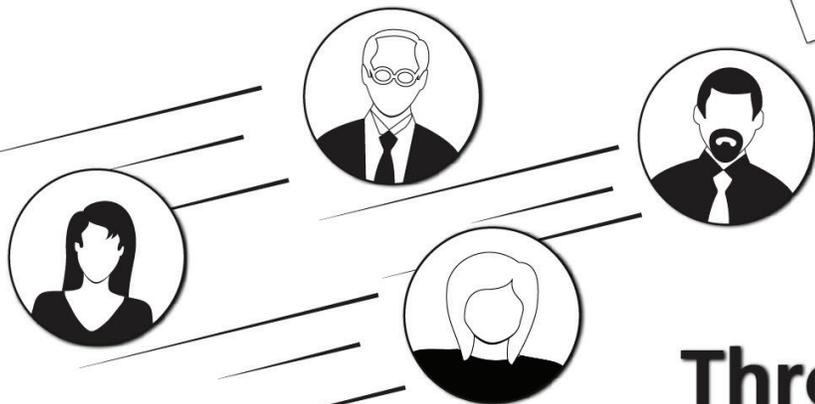


The Secret to Winning Clients and Caregivers



corecubed
AGING CARE MARKETING

HCAF
Home Care Association of Florida
RESOURCES, EDUCATION, ADVOCACY

Through Your Agency Website

October 5, 2017 \ 12:00-1:00 p.m. ET \ Webinar Presentation

OVERVIEW

Digital marketing isn't just a trend these days; it's the way to get your business out in front of your audience. According to recent industry studies, searching online is the #1 way clients find home care agencies today. Getting found, however, is not so easy. How does Google even know your agency has a website? Search engine optimization (SEO) is an essential aspect of digital marketing that uses a variety of tactics to help your agency website show up in online searches. SEO is a multilayered strategy that takes commitment, research, and evaluation over time in order to be effective. This webinar will showcase how best to build an ongoing SEO strategy that gets results. Also discussed will be why pay-per-click (PPC) ads are declining in importance and should receive less focus in your marketing campaigns. Due to the increased use of ad blocking technology, which effectively renders your PPC ads invisible, the smart agency owner will focus on SEO versus PPC in 2017.

LEARNING OBJECTIVES

1. Discover many of the page-ranking factors that affect an agency's SEO.
2. Learn how to prioritize SEO tasks for best results for your website.
3. Explore how and if social media matters for SEO.
4. Uncover some common myths of SEO.
5. Establish the best way to measure success for your SEO efforts.

CONTINUING EDUCATION

This program offers 1.0 contact hour to nurses, occupational therapists, and speech therapists.

REGISTRATION

Registering online at HomeCareFLA.org/Calendar or call (850) 222-8967.

SPEAKERS

Merrily Orsini, MSSW, is President/CEO of **corecubed**. She is an expert marketing strategist, multiple award-winning business leader, community activist and serial entrepreneur based in Asheville, NC. She was a pioneer in the home care industry, creating a geriatric care managed model for non-medical long term in-home care in 1981. She has served as the Chief Strategic Officer for the National Association for Home Care & Hospice for their private duty affiliate, the Private Duty Homecare Association of America, which she chaired and served for several years on their advisory board. Nationally, she is a sought after speaker, contributes articles in several national business and senior care publications, produces home care educational materials and actively works on planning conferences. She holds a Master's degree from the University of Louisville.

Marissa Snook has been working in public relations and marketing for over 15 years with a focus on in-home care marketing since 2005. She is a Managing Director at **corecubed** and the administrator of corecubed's award-winning MOST home care marketing program. When working for one of Washington's top public relations firms, she won the "Wind Beneath Our Wings" award. Marissa is an expert at juggling multiple tasks simultaneously and thinking strategically. With her background in theater and directing for the stage, Marissa excels at getting into the mindset of a particular target audience and understanding the best ways to reach them.