EVALUATING & UTILIZING SOCIAL MEDIA
TO MARKET YOUR HOME CARE BUSINESS
Presented by Chris Marcum, Director of Marketing for Home Care Pulse

FIRST, JOIN THE DISCUSSION
Text CHRISMARCUM027 to 22333 once to participate in the live polls for this session.

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Business Social Media Accounts - 2015

Survey participants were asked: "How often do you use social media accounts for your business (frequency)?" Data taken from the 2016 Home Care Benchmarking Study.

Top 10 Consumer Marketing Sources - 2015

Survey participants were asked: "Please select your top ten revenue-generating consumer marketing sources for 2015. Then select the percentage of 2015 annual revenue each top method was responsible for." Data taken from the 2016 Home Care Benchmarking Study.

Top 10 Consumer Marketing Sources (Leaders) - 2015

Home care providers are not finding social media to be an effective way to market their business.

But WHY?
- The target demographic isn’t using social media?
- They’re using it, but not for purchasing?
- The providers aren’t using it correctly?

What does this mean?

"They Aren’t Using Social Media"

<table>
<thead>
<tr>
<th>Year</th>
<th>Social Media Use (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>11%</td>
</tr>
<tr>
<td>2015</td>
<td>35%</td>
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</tbody>
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From 2010-2015, social media use among seniors age 65+ increased three fold, jumping from 11% to 35%.

This trend continues, especially as more tech-savvy baby boomers enter this demographic.

Data taken from Pew Research Center

"Using it, But Not for Purchasing"

78% of survey respondents said that their purchasing decision was impacted by the social media posts of the company.

71% of consumers are more likely to make a purchase based on social media referrals.

Data taken from Pew Research Center
“Providers Aren’t Using It Effectively”

**BINGO.**

“How do I use social media effectively?

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**What Do I Need to Do In Order To Effectively Use Social Media?**

- Be Committed
- Be The Expert
- Be Consistent
- Be Patient
- Be Genuine

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**Top Social Media Networks**

- Facebook
- Twitter
- Google+
- LinkedIn
- Instagram
- Pinterest
Facebook

Strengths
- Community-centered
- Sufficient demographic targeting
- Wide reach
- High number of senior-aged users
- 3 levels of marketing – pages, groups, ads
- Inexpensive to advertise

Weaknesses
- Designed to force you to spend money

Twitter

Strengths
- Casual
- Demonstrate Personality
- Inexpensive

Weaknesses
- Not a high number of senior-aged users
- Demanding

Google+

Strengths
- Tied into user search behavior
- DoFollow links for shared content
- Link other social media profiles to it
- Improved Search Visibility
- Circles

Weaknesses
- Unfamiliar
LinkedIn
Strengths
• Professional
• B2B
• Networking w/professionals
• Targeting
Weaknesses
• Reach potential clients only indirectly

Instagram/Pinterest
Strengths
• High Use and Engagement
Weaknesses
• Targeting

Evaluating Social Networks
1. Know your focus
2. Craft your message
3. Choose the network that fits
Crafting Your Message

1. Who are you trying to reach?
2. How do you want to be perceived?
3. What is the tone your target will react most positively to?
4. What is the #1 thing your target needs to know about you?
5. What is the shortest possible way to communicate that one thing?

Who are you trying to reach?

- Current clients
- Staff
- Active, recently retired seniors
- Aging seniors, struggling to keep up with daily tasks
- A senior with a spouse suffering from dementia
- Mature adults with aging loved ones who need basic assistance
- Mature adults with aging loved ones who suffer from dementia
- Healthcare professionals
How do you want to be perceived?

- Friendly
- Knowledgeable
- Professional
- Fun
- Exciting
- Happy
- Calm
- Caring
- Smug
- Superior
- Inexperienced
- Unreliable
- Dry
- Arrogant
- Irritated
- Careless

Work on your tone!

1. “This is Diane, and she’s an absolute doll! We love our clients so much!!!”

2. “Diane has been a client for 4 months. We appreciate her business, as well as all of our clients. If you are looking for in-home care services, call us at 888-555-4321.”

3. “I had such a wonderful day with Diane. She’s allowed us to be part of her life for 4 months now, and I get excited to spend time with her each day.”

What is the #1 thing they need to know?

1. Focused on benefits, not a checklist of services.
2. Standalone – if your target is a group that is unfamiliar with you at present, your message should standalone and not require too much explanation.
What is the shortest way to say it?

Think around 15 words or less.

1. “We take care of the little things, so you can spend time on the important things.”
2. You can feel at ease knowing your loved one is safe.”
3. We can help your clients in-between appointments.”

Keep the main point short, so it can fit with other necessary items, such as links, dates etc.

Choose the network that fits

- Prospects
  - Facebook
  - Google+
  - Twitter

- Professionals
  - LinkedIn

Considerations for Frequency & Engagement

Take on what makes sense for you, balancing these two questions:
1. How much return do you want to see?
2. How much time are you willing to put into it?
Facebook Posting “Ideal”

- 2 posts per day, *at most*
Twitter Posting “Ideal”

• 3 posts per day, or more

Google+ Posting “Ideal”

• 3 posts per day, at most
LinkedIn Posting “Ideal”

- 1 post per day

What is the industry doing?
**Tips for encouraging engagement**

- Ask questions in posts.
- If including pictures, take time to make them look good.
- Reply to comments and messages!
- Always be aware of your tone.
- Acknowledge concerns in public, resolve them in private.

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**Types of content to post**

- Client stories (obtain legal permission).
- Positive messages about your caregivers or office staff.
- Local events for seniors.
- Holiday schedules.
- Client birthdays (if feasible and permission is obtained).

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**Wading through the period of “no progress”**

- What is your purpose? (this is different from your focus)
  - Get more clients right now!
  - Get people to love us.
  - Inward-focused purpose often lacks the power to make a difference.

- Outward-focused goal: **to help people.**