

# How PR builds the reputation - and sales - of your care provider

## What PR can achieve for your care homes/group?

### 1) Drive bed occupancy and reputation through 'word of mouth'

I'm sure that 'word of mouth' is one of the main referral routes to your home/s.

Media and online exposure is an **accelerated** and **amplified** form of 'word of mouth'.



Local newspapers remain the most respected media in the UK.

Readers **trust** their local papers, so for local journalists to write about your home can mean positive 'word of mouth' to

tens of thousands of local people.

One care home we help used to place adverts in their local paper. But adverts **DID NOT** secure the home online exposure and SEO benefits, and adverts did not have the added 3-fold marketing and PR value (see below)

So the care home subsequently dropped all paid-for adverts in favour of getting their local media journalists to write positive 'stories' about their home.

Care homes can also be featured on local radio and regional BBC and ITV news which is arguably the most powerful ‘word of mouth’ any care home can wish for.

\*\*\*\*\* Watch ITV editorial coverage of a care home \*\*\*\*\*

<https://www.youtube.com/watch?v=hc8mpePzXfE>

## 2) “Get the word out there”

Positive regional media and online coverage helps “get the word out there” and raises the reputation, standing and awareness of your care home/group among target audiences - whether it be prospective families, social and healthcare commissioners, or other influencers, such as elderly or specialist charities.

Increasingly, your home’s online reputation is vital.

Remember, prospective family members are likely to search online for details about your care home, **before** they even call you to request a visit

And online regional **media** exposure means your care home will be picked up in “**Google News**” – such a listing will put you ahead of competitor homes.

Prospective families are smart. They WILL search online (as you would?) about your care home before phoning you to arrange a visit.



**Real-life example:** Media and online exposure for a care group reached a target audience of more than 3million over 6 months.

All media coverage was positive, featuring key care quality messages.

The CEO of this provider told us how - due to positive media exposure - even his taxi driver recalled how he read about them in the press!

### 3) Additional 3-fold marketing and PR value



Any news release – together with an eye-catching set of editorial photos - can be utilised in **three** other premium marketing and PR ways, above and beyond the regional and online media coverage.

These 3-fold values are:

- i) An explosive set of eye-catching photos and news story (content marketing) for your website, Facebook page, carehome.co.uk listing, and other social media channels
- ii) Material for your media clippings folder which will surely impress all visitors to your home who are searching for a home for their loved one.
- iii) Premium material for your monthly email newsletter (if you're not doing one – then do one. It will help fill beds)



**4) Boost staff morale** by producing positive coverage for your provider and the service your staff provide.

**Real-life example:** Staff team thrilled to see their photo and 'story' in media

## What to do - now – to generate media and online exposure + bring generate enquiries to your home

**1) Exploit** the most recent/upcoming positive development within your care group/home - a new staff appointment, positive CQC report, award short-list, collaboration with local school, details about your activity classes. Using 'media insider' methods, means there will almost certainly

be a media exposure possibility for **EVERY** positive development.



BROADLANDS CARE HOME IN OULTON BROAD, SUFFOLK WHICH HAS RECEIVED AN OUTSTANDING CQC REPORT. MANAGEMENT AND STAFF AT BROADLANDS. PICTURE: JAMES BASS PHOTOGRAPHY

**2) Journalist invitations:** Inviting particular journalists to visit one of your care homes is a proven method to secure positive media coverage your care home/group.

Issues of privacy and confidentiality can always be worked out and negotiated.

The best time to invite journalists is when your care home/group has a positive 'story' to tell

**3) Resident/client 'stories'/achievements:** Strong 'human interest' resident or client recovery/achievement stories can be used as basis for news pitches to regional press. Issues of consent can be managed.

Local newspapers in particular love 'human interest' stories. These human interest stories are likely to be your most powerful routes to secure on-going media and online exposure for your homes, and so help amplify that 'word of mouth' that will encourage referrals to your home.

WordStream  
**HOW TO MAKE GREAT LANDING PAGES**

### Love is in the air as Link House care home launches 'date nights' for elderly couples



Joyce and Ernest Callard dine next to a photograph of their wedding day

23 Nov 2016 / Pippa Allen-Kinross, Reporter - Wimbledon + Mitcham / @pippa\_ak

Facebook Twitter Google+ LinkedIn Pinterest WhatsApp Email 0 comments

Don't be the last to know! Get the latest local news straight to your inbox.  
Your email address

A care home in Raynes Park is keeping romance alive for its residents by holding special date nights for its elderly couples.



#### BASEBALL CAMP

Basic & advanced techniques of baseball.

#### Most popular

- 1 Paul Nuttall confuses Australia and Argentina in Falklands blunder

**4) Care home events/staff achievements:** Open days, barbecues, staff achievements, positive CQC reports, Investors in People status, launching of new facilities or services are all examples of PR opportunities for a care home/group to be featured in media.

News Sport What's On Jobs Directory Motors Property Announcements Buy A Photo More ... Search

Peterborough Telegraph

14/08/14 10°C to 18°C Thunderstorm Like us Follow us Place your Ad Subscribe

Health News NHS: Behind The Headlines Thorpe Hall Appeal

### Life is golden for staff at Bretton health care centre

Eagle Wood Neurological Care Centre in Bretton is celebrating after earning the gold Investors in People award. Photo: Georgi Mabeov/Peterborough Telegraph

The Eagle Wood Neurological Care Centre in Bretton is celebrating after earning the gold Investors in People award for its work in staff development and support.

Published on the 22 April 2014 11:59

Log

Picks of the day

Send us your A-level and GCSE results day selfies

Video

NEWS EYE Local Video News

Attack plot victim speaks out 01:25

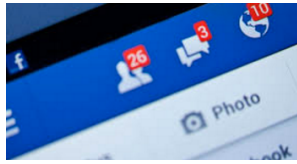
Riverford veg microclass - kohlrabi 00:37

First World War Commemoration 02:05

Discover The Most ...



## 5. Engage + engage with audiences via Facebook.



Having social media accounts is just the start. Getting your Twitter and Facebook accounts to be 'red hot' and attract interest and engagement from your key audiences, such as residents, their families, members of the public, and social care professionals is another.

Use photos, videos and - above all - competitions. And when you have an excellent social media 'story', think about 'boosting' it on Facebook.

Such engagement works, and the beauty is you can control your budget and you can get extremely forensic and precise on which audience you target with your 'boosting'

Be a social media pioneer – prospective families will again, likely, have a look around your Facebook page.



### **Real-life example: 'Accelerated Facebook engagement' for care home**

\* 'Win A Food Hamper' competition was in order to drive engagement with the home's social media channels, primarily Facebook, and encourage 'sharing' of page and increase reach to new audiences.

The competition ran for 2 weeks.

### **Stand out Facebook engagement data...**

- 'Win A Food Hamper' Facebook competition had **highest organic reach** of any previous Facebook post from care home over last two years
- Page 'Likes' for home's Facebook page went up over course of campaign by **23%** (312 – 383 'likes')
- 'Win A Food Hamper' Facebook competition had more 'shares' than any other post
- Competition entries totaled a cool 140

**6) National media.** Some care groups want to raise their profile by securing exposure in target national media – e.g. Guardian, Times, Telegraph, Financial Times – it’s vital you find the hard-hitting ‘story’ within your care group/home that will hit the mark with a particular national media outlet.

Your care home/group will almost certainly have a care expert who can, for example, be pitched to national media to comment on care issues.



**7) Thought leadership.** Whether it be national media, local BBC radio, local papers, the care sector media or specialist healthcare media you will have someone within your group who will be ‘pitchable’ to all the above.

Who is the most credible ‘expert’ within your care home/group? There will be ample opportunities for him or her, and right NOW.

.....

I hope you found this guide useful. Please fire away with any questions. All best, Adam James – [adamjames@springup-pr.com](mailto:adamjames@springup-pr.com) - or talk to me [here](#)