



Digital Marketing Strategy

Radfield Home Care - Bath,
Keynsham & Radstock

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About Our Company

Radfield Home Care Bath, Keynsham & Radstock are dedicated to providing outstanding live-in care and visiting care to people living in their own homes. Our services are delivered without compromise and we are committed to **Be There**, helping our nation age well by remaining connected to the things that matter most to them.

The available care packages are highly individualised and range from small weekly companionship-based visits, to large, multiple care visits throughout the day and night. Care may incorporate the latest in assistive technology solutions with our connected care range, or these may be used instead of care visits if someone isn't quite ready for a person to support them. We can also provide end-of-life care to support someone to pass at home.



TARGET AUDIENCES



Younger decision makers
looking for care for their
parents



Older relatives



Service users for
themselves and/or
partners

SWOT Analysis

STRENGTHS

- Good existing traditional marketing methods.
- Positive reviews from existing clients.
- Visually pleasing and easy-to-use website.
- Good existing customer base.

WEAKNESSES

- There has been little approach to digital marketing.
- Less variety in online reviews.
- Not enough marketing initiatives to link to website.
- Doesn't appear on the 1st page of the Google search.

OPPORTUNITIES

- Taking a more digital approach to reach a wider audience.
- Using a wider range of platforms will increase reach.
- More targeted keywords to improve SEO.
- Potential to grow digital marketing efforts in a b2b environment.

THREATS

- Loss of clients as a result of smaller reach.
- A lack of online views can push clients to other providers.
- If people don't know about the website people wont visit.
- Low SERP rating.

By the end of the year, we will increase our search engine results page to the top 3 for our main branded-related keywords to drive more organic traffic. This also leads to our pages through keyword and content optimisation.

Specific: To boost our SEO Performance.

Measurable: Climb to the top 3 results page.

Achievable: Higher rankings equals more traffic to website.

Relevant: Many other companies manage a similar result.

Time: By the end of the year.

In one year, we will bring in 100 new leads by carrying out targeted digital marketing campaigns on social media using a mix of paid and organic posts.

Specific: To increase the number of business leads.

Measurable: 100 new leads.

Achievable: The lead generation will allow sales teams to increase the number of service users.

Relevant: This will reach more people in need of services.

Time: One year.

In six months, we will boost our social media following, reach, and engagement by up to 50%. We can do this by creating a social media campaign around service users life stories and sharing more educational content.

Specific: To boost our brand awareness on social media.

Measurable: Increase up to 50%.

Achievable: Raising brand awareness will bring in more service users.
Relevant: Six months.

In six months, we will boost the company's reputation and SERP results by planning and executing the first podcast episodes and promoting them to potential clients.

Specific: To boost the company's reputation.

Measurable: by launching the podcast episodes and boosting SERPs.

Achievable: This will put the company in front of more people.

Relevant: The launch of a new podcast will reach a wider audience.

Time: In six months.

SMART Goals

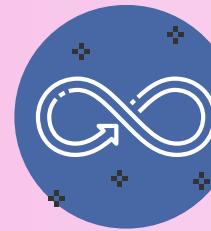
CONTENT STRATEGY

www.radfieldhomecare.co.uk

In the world of in home care services, digital marketing has become a powerful tool for connecting with clients, caregivers and healthcare professionals. This strategy focuses on creating valuable content, fostering community engagement, and using multimedia platforms to showcase our brand and our **Be There** promises.

Elderly Echoes

New Digital Marketing Channels



Facebook & Instagram (Meta)

Posts about the be there movement, reels advertising podcast episodes and building a community.



Youtube and TikTok

Videos and Reels of the podcast, Showing full length videos as well as snippets of the highlights and talking points.

Social Media Content Pillars

By structuring digital content around these four pillars - educational content, human stories, expert insights, and interactive engagement, a well rounded and consistent strategy can be in place to resonate with target audience and establishes the brand as a trusted resource in the industry.

Educational Content

Engaging podcast episodes, Facebook, Instagram posts, TikTok, and YouTube videos that provide valuable information that educate the audience on care and the stories of their service users

Human Stories and Testimonials

Share heartfelt stories and testimonials from clients, caregivers, and healthcare professionals through emotional podcast episodes. Highlighting real-life experiences.

Expert Interviews and Insights

Conducting interviews to offer individual care best practices and highlight the company's mission to tailor care and support to the individuals, meeting the Be There pledge.

Interactive Engagement

Foster interactive engagement by hosting Q&A sessions on Facebook, creating polls to gather feedback, and building a sense of community and connection to in-home care services.



Radfield
Home Care

ELDERLY ECHOES

LIFE STORIES - BE THERE

RADFIELD HOME CARE: BATH,
KEYNSHAM AND RADSTOCK

project timeline

Planning and Research

- Conduct further market research.
- Set up all social media platforms.
- Research potential podcast topics, guests and formats.

Month 1

Content Creation and Launch

- Create an initial batch of podcast episodes.
- Develop visuals and graphics for facebook and youtube.
- Start posting with a mix of educational and testimonials.

Month 2

Content Creation Continued

- Continue to build awareness of podcasts.
- Build and implement improved SEO-targeted keywords.

Month 3

project timeline

Engagement

- Engage with the audience through interactive posts, polls and live streams.
- Optimise YouTube videos for search engine visibility and engagement.

Month 4

Expansion

- Collaborate with industry experts as well as service users to feature them in podcast and videos.
- Explore paid advertising options on Facebook to reach a wider audience.

Month 5

Evaluation and Refinement

- Analyse engagement metrics, audience feedback, and Return on Investment from the digital marketing efforts.
- Refine content strategy.
- Plan for the next 6 month phase.

Month 6

Key Performance Indicators

The following indicators will help to evaluate how successful this campaign has been.

KPI - 1

Number of people watching / listening to the podcast.

KPI - 2

Social Media Shares.

KPI - 3

Climb in SEO ratings.

KPI - 4

Number of new leads.