

Limit market budget to \$5,000. Company name is AgeWell Home Modifications. Campaign should be hyperlocal.

****AgeWell Home Modifications Marketing Campaign Strategy****

****Campaign Objectives****

The primary goal of this marketing campaign is to increase brand awareness and generate leads for AgeWell Home Modifications in the Charlotte, NC area. We aim to reach older adults and their families, caregivers, and professionals working in the healthcare and senior living industries.

****Target Audience Analysis****

- Demographics: Adults aged 55+, particularly those with mobility challenges or safety concerns.
- Geography: Hyperlocal focus on Charlotte, NC, and its surrounding neighborhoods.
- Psychographics: Individuals prioritizing independence, safety, and comfort in their living spaces.

****Channel Selection****

1. ****Social Media:**** Utilize Facebook and Instagram to reach the target audience through targeted ads and organic posts. Facebook Groups focused on local events, senior living, and caregiving are excellent places to engage potential clients.
2. ****Email Marketing:**** Leverage an existing email list or purchase one from a reputable source. Send regular newsletters featuring client testimonials, helpful tips, and special offers.
3. ****Local SEO:**** Optimize the AgeWell Home Modifications website for local search terms, ensuring visibility in Google search results for Charlotte-based users.

4. ****Direct Mail:**** Send postcards or flyers to a targeted mailing list, including local senior centers, healthcare providers, and retirement communities.

5. ****Networking Events:**** Participate in local events, such as senior expos, health fairs, and community gatherings, to build relationships and distribute promotional materials.

****Content Strategy****

- Share success stories and testimonials from satisfied clients.
- Offer helpful tips and resources on home safety, mobility, and aging in place.
- Highlight unique services and custom solutions offered by AgeWell Home Modifications.
- Provide exclusive offers and discounts for new clients.

****Budget Allocation****

- Social Media: \$1,500 (Facebook and Instagram ads, boosted posts)
- Email Marketing: \$500 (Email list rental, newsletter design, and sending)
- Local SEO: \$750 (Website optimization, Google My Business management)
- Direct Mail: \$1,000 (Postcard design, printing, and mailing)
- Networking Events: \$250 (Promotional materials, event registration fees)

****Measurement and KPIs****

- Track the number of leads generated from each marketing channel.
- Measure engagement rates (likes, shares, comments, opens, clicks) on social media and email

campaigns.

- Monitor website traffic and conversion rates.
- Calculate the return on investment (ROI) for each marketing activity.
- Adjust the strategy as needed based on performance data.