

Enquiries and Marketing Policy

HP002 Homes Policies

January 2025

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1. Introduction
   1. MHA care homes deliver a high standard of care, and this has created a strong reputation, both locally and further afield. Therefore, effective marketing is crucial to maintain high levels of occupancy, attracting and retaining colleagues and volunteers and to support strategic and financial objectives maintaining financial sustainability.
2. Scope and Purpose
   1. This policy and associated guidance is applicable to all colleagues and volunteers working in MHA care homes.
   2. This document in conjunction with MHA’s Care Home Sales and Marketing Toolkit has been developed to provide a foundation on which to build a plan to promote MHA care homes as market leaders in the local area.
   3. The Care Home Sales & Marketing toolkit will help to shape the way we promote our homes and services and interact and manage prospective customers to enable us to achieve our goal of delivering a positive experience for all.
   4. By following this guidance care home teams will ensure potential customers have a first-class experience when they contact MHA, whether by phone, by mail or in person.
3. Marketing Strategy
   1. Throughout MHA’s care homes, our care home managers are responsible for the sales process, with support from various colleagues and team members. For some of our homes, a relationship manager also exists to support home managers and the sales process.
   2. Forms and templates in Sales and Marketing Toolkit can be found on MHA Connect [Marketing toolkit resources](https://intranet.mha.org.uk/Interact/Pages/Section/ContentListing.aspx?subsection=10270).

Developing and Implementing a Marketing Plan

* + 1. The Home Manager must:
  + Use the Care Home Sales and Marketing toolkit to develop a localised marketing strategy.
  + Conduct regular SWOT analyses to identify strengths, weaknesses, opportunities, and threats.
  + Work with the Marketing Business Partner to execute action plans tailored to each location.

Digital Presence

* + 1. Ensure accurate and up-to-date listings on key platforms such as the MHA website, Google My Business, and carehome.co.uk.
    2. Aim for a consistent online presence, with a minimum of two weekly updates on social media platforms.
    3. Gather regular reviews from residents and their families to improve visibility and ratings on carehome.co.uk and Google.

Local Engagement

* + 1. Build and sustain relationships with local healthcare professionals, community groups, and organisations, MHA Communities and Retirement Living.
    2. Host regular open days and community events to promote awareness and foster connections.
    3. Use promotional materials such as brochures, banners, and posters effectively, as per the guidelines in the Toolkit.

1. Handling Enquiries

|  |  |
| --- | --- |
| Process | Actions |
| **First Contact** | * **Telephone and Email**: Respond to enquiries promptly, ideally within 60 minutes for emails. * During standard business hours all enquiry calls will either come through directly to the home, be handled by CSC or if your home is supported by TrustedCare, will go to their contact centre. * **Out-of-Hours Enquiries**: Ensure processes are in place to handle enquiries outside business hours, using the Customer Support Centre (CSC) or an alternative system. |
| **Enquiry Forms and Recording Information** | * Use the standard Enquiry Form (to capture all essential details. * Log all enquiries in CareSys or the designated system for tracking and follow-up |
| **Show-Rounds** | * Ensure show-rounds provide a welcoming and polished experience, including well-prepared showrooms that meet MHA's high standards. * Highlight key selling points, such as MHA’s person-centred care, music therapy, and chaplaincy services. |
| **Follow ups** | * Before they leave, agree a follow up call / visit, and stick to any agreed timings. * Provide a takeaway pack including a brochure, key information doc, sample menu, sample activity plan and any other forms relevant to the visit |

1. Unique Selling Points (USP’s)
   1. It is useful to do a SWAT exercise (toolkit page 13) as a reminder of the great things in the home and clarify some areas where you may be able to make changes. For example, if you are putting together a marketing plan, answers from the SWAT will help identify opportunities and highlight topics to discuss with marketing and other support teams:
   * MHA’s award-winning care and person-centred approach.
   * Innovative services like music therapy and Seize the Day activities.
   * Strong charitable ethos, with all funds reinvested to support older people.
   * Experienced, well-trained staff delivering outstanding care.
   * Home specific USP’s e.g. gardens, views, pets etc.
2. Promotional Materials
   1. There are lots of marketing tools to support local enquiry generation and conversations with families to communicate the benefits of the care home.
   2. Every home has its own brochure. This is an essential tool for marketing the home. Ensure a stock of printed brochures and key information documents. Display brochures and information sheets in the brochure rack of the reception area in addition to branded merchandise.
   3. Use the Care Home Sales and Marketing toolkit to access templates and resources for local campaigns. Various templated items are available to order via the MHA Print Portal, which can be personalised and ordered direct as required. Templates can be accessed via MHA Connect - [Marketing toolkit resources](https://intranet.mha.org.uk/Interact/Pages/Section/ContentListing.aspx?subsection=10270).
   4. For bespoke items contact [marketing@mha.org.uk](mailto:marketing@mha.org.uk)
3. Roles and Responsibilities

|  |  |
| --- | --- |
| Role | Responsibilities |
| **Home Manager** | * Lead local marketing efforts, train, and support colleagues on enquiry management, and maintain high standards for show-rounds and customer experience. * Work in partnership with the marketing team to complete all actions as described within the marketing toolkit procedural guidance. * Provide enquiry and occupancy reports to Area managers, as requested. |
| **Marketing Team** | * Provide strategic support, digital resources, and guidance on campaigns. |
| **MHA Colleagues** | * Represent MHA positively in all interactions with potential customers, families, and the community. |

1. Training and Monitoring
   1. MHA colleagues will be supported to maintain the expected standards through direct supervision, information sharing and observation when engaging with enquiry and marketing procedures.
   2. Senior managers will monitor enquiry management via reports, trends, and data analysis, which will be discussed with managers.
2. Communication and Dissemination
   1. This policy is disseminated and implemented within all MHA services through MHA’s channels of communication.
   2. Compliance with this policy will be reviewed and monitored through internal audit and governance processes.
   3. Each colleague’s line manager must ensure that all teams are aware of their roles and responsibilities.
   4. Queries and issues relating to this policy should be referred to the Standards and Policy Team [policies@mha.org.uk](mailto:policies@mha.org.uk)
3. Resources
   1. MHA policy documents, procedures, and guidance
   * [Sales and Marketing Toolkit](https://intranet.mha.org.uk/page/16218?SearchId=3025837)
   * [Marketing toolkit resources](https://intranet.mha.org.uk/Interact/Pages/Section/ContentListing.aspx?subsection=10270)
   * Enquiry Log
   * Enquiries – Moving in Letter
   * Enquiries – Enquiry Form
4. Version Control

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| --- | --- | --- | --- | --- |
| Version | Version Date | Revision Description / Summary of Changes | Author and Review Panel | Next Review Date |
| 6 | January 2025 | * Full compliance review, transferred to standard template * Policy document references the new MHA Care Home Sales and Marketing toolkit procedures. | Head of Standards and Policy  Marketing coordinator  Marketing Operations  Manager | January 2027 |