

# GEOH'S AGENCY MARKETING GUIDE

*Everything you need to know for how to  
grow your agency!*



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# THE MARKETING GUIDE

Let us guide you through great ways to  
market your agency!

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# 1

CHAPTER

## BUILDING YOUR SOCIAL PROOF

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# WHY IS SOCIAL PROOF IMPORTANT?

As an agency owner, having good reviews and social proof is crucial for success in today's market. In fact, studies have shown that a staggering 90% of people read online reviews before making a purchasing decision. This means that your potential clients are likely doing their homework before choosing whether or not to work with your agency.

Having positive reviews and social proof can make the difference between gaining or losing a customer. Not only do good reviews increase the likelihood of gaining new clients, but they also can improve your search engine ranking and increase your credibility as a business. So, if you want to continue to grow your agency and attract new clients, it's essential that you focus on building a strong reputation and cultivating positive reviews and social proof.

# WHAT IS SOCIAL PROOF?

## Social Proof

REAL PEOPLE SAYING GREAT THINGS ABOUT YOUR AGENCY!



# WHERE SHOULD I GET REVIEWS?

When it comes to choosing where to get reviews from, there are a variety of options to consider. We at GEOH recommend Google reviews to be your primary source of reviews for your business. This will help your agency rank on google. Whatever you choose just make sure to only collect reviews for one at a time.

Here are some options below:



1

**Google Reviews**



2

**YELP**



3

**Care.com**

# HOW DO I GET REVIEWS?

1. Set up your Google business profile by clicking here:

[https://www.google.com/business/.](https://www.google.com/business/)

2. Add a picture from your caretakers.



3. Copy the link from your business profile by right clicking on your mouse and clicking “copy”. We will need to add this link to an email for your clients.

4. Choose 5-10 clients that have had a good experience at your agency to send the following email out to.



# HOW DO I GET REVIEWS?

4. Copy and paste the following email on the next page to your customers. Make sure to update it with your business name and their names.

# THE PERFECT EMAIL FOR GETTING REVIEWS

**Download the email template here:**

**Subject: Asking for your help.**

**Subtext: I would love to hear from you!**

Hello [Patient/Loved One Name],

I hope this email finds you well. My name is [Your Name] and I am the owner of [Agency Name], which offers home care services for seniors in our community.

At [Agency Name], we are committed to providing exceptional care and support to our senior clients and their families. As part of our efforts to continuously improve our services, we would greatly appreciate it if you could **take a few moments to leave us a review.**

To thank you for your time and effort, **we would like to offer you a \$10 gift card as a token of our appreciation.** This can be to Starbucks or to Amazon.

If you are interested in leaving us a review, please click on the link below. It will take you directly to our Google Business page, where you can leave your feedback. If you have any trouble accessing the link or leaving a review, please don't hesitate to contact me and I would be more than happy to assist you.

***Click here to leave us a review:***

[Link to Google Business Page]

Thank you in advance for considering our request. We value your opinion and look forward to hearing from you.

Sincerely,

[Your Name]



# 2

CHAPTER

## WHAT YOUR WEBSITE NEEDS TO HAVE

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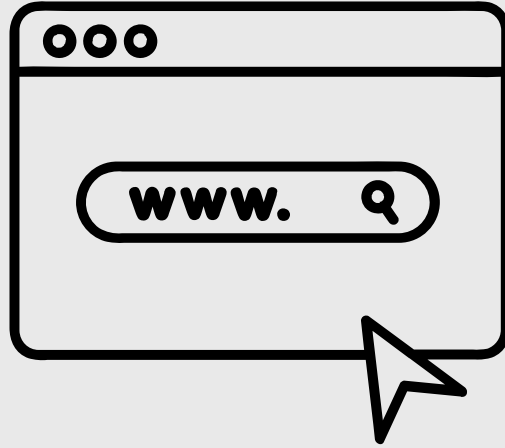
# WHY YOUR AGENCY NEEDS TO HAVE A STELLAR WEBSITE

In today's digital age, having a strong online presence is crucial for businesses to thrive and grow. The same goes for home care agencies too. Having a website that looks good, provides comprehensive information about the services offered, and displays reviews from satisfied clients is essential for any agency to attract potential clients and caregivers.

A well-designed website will not only act as a tool for advertising your business but will also be an effective way of sharing news and updates with your clients. A visually appealing site also adds to your credibility as an agency, giving reassurance to potential clients that they can trust you with their loved ones.

The website should have a few essential pages that will allow your clients and potential caregivers to know more about you and your services.

# HAVE THE FOLLOWING PAGES ON YOUR SITE:



1. **Caregiver Jobs:** A page dedicated to job openings will help you attract potential caregivers. It can be an effective tool for job seekers to know more about your company culture and what you offer. This way, you will have a list of potential candidates who already know about your business and who may be more inclined to apply for a position than a stranger. ***Make sure to include agencies values and job benefits on this page!***

2. **Services:** This page should detail the services offered by your home care agency. It's important to be specific about what your business offers, as potential clients can compare your services to others in the market. ***For example: Personal care: includes bathing, getting up from bed etc. Be detailed in this!***

# HAVE THE FOLLOWING PAGES ON YOUR SITE:



3. ***Why We Are Different:*** This page highlights the agency's positive reviews and testimonials from satisfied clients in the community. This page provides a real-life look into how the agency treats its clients and what they have to say about your services.

**Note: Case managers love to see this page as well!**

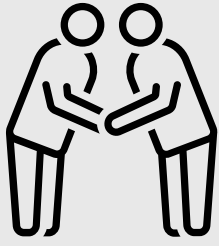
4. ***Articles and Advice:*** This section of your website is where you can post blog articles about caregiving or any other relevant topic. Through these posts, you can showcase your knowledge and expertise in the industry. These articles also provide insight to potential clients and help them understand what it takes to take care of their loved one.

# WHY YOU SHOULD INCLUDE VALUES

*By showcasing your values and culture, you are more likely to attract caregivers who share your passion and commitment to providing exceptional care. In fact, according to a report from LinkedIn, 86% of millennials are willing to take a pay cut for a job that aligns with their values.*

*So, take the time to create a website that not only promotes your services but also reflects your agency's values and culture. Doing so will help you find and keep the right caregivers for your organization, resulting in better outcomes for both your clients and staff.*

# EXAMPLES OF VALUES:



## Respect

We are kind and respectful to our staff as well to our clients. This includes being respectful to our staff's time.



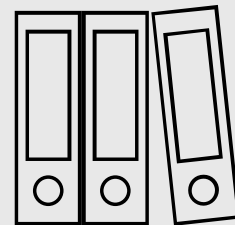
## Flexibility

We understand that life can be crazy for caregivers, so we are flexible if an emergency comes up in your life, and willing to build a schedule you can commit to.



## Creativity

We encourage caregivers to be creative with ways to brighten our clients' days!



## Organization

Having our schedules organized for our caregivers and patients on time and in advance, and having a clear plan for our caregivers to keep them stress-free.





# 3

CHAPTER

## MARKETING TO CASE MANAGERS

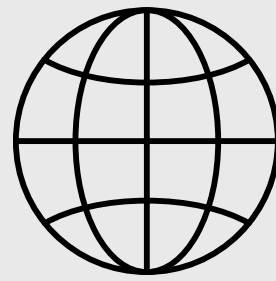
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# MARKETING TO CASE MANAGERS

A giant first step for home care agencies is to have a good relationship with your case manager. Often times you may only call your case manager when things are going wrong or you are putting out a potential fire for your agency. This is a mistake. You want to reach out to your case manager before there is a problem at your agency.

Here are some ideas on how to communicate well with your case manager, which in the long run will lead to more clients for you.

## 1. Your Website:



The first way you communicate with case managers and do not even know it is your website! If you did not read chapter 2 make sure you have everything we have listed on your website. This will give a case manager peace of mind when it comes to placement at your agency. Make sure to have services and your values listed. We at GEOH also highly recommend having a “Why we are different page” that includes positive testimonials and reviews from previous customers.

## 2. Write a hand written thank-you card:



Earlier we stated that you usually do not have communication with your case manager unless something is going wrong at your agency. You will want to change this first. Every time a client is placed at your agency take the time to have you or your admin write a hand written thank you card. Also, send on via email in case it is lost in the mail. This will ensure you have great communication before you have a problem and need your case manager.

### 3. Good Old Fashioned Manners!:

# THANKYOU



This may seem silly to some. But, Please, thank you, and using a kind tone when talking to your case managers goes SUCH a long way! Remember case managers can make you break your business so we want to be as kind as possible!

If you ever heard the term don't bit the hand that feeds you; it applies here! **(Important note: We encourage this behavior to everyone not just your case managers)**

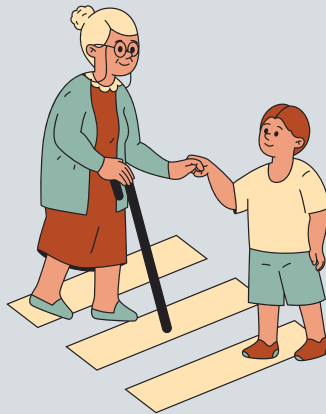
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## 4. Attend Networking Events



Attend workshops, seminars, and other events in your community where case managers are likely to be in attendance. This will give you an opportunity to network, build relationships with case managers in your area, and let them know about your services.

## 3. Offer Excellent Customer Service



Nothing beats word-of-mouth advertising and offering excellent customer service can go a long way in establishing a reputation for your agency. Happy clients are more likely to recommend your services to their case managers.



# 4

CHAPTER

DO ADS REALLY  
WORK?

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# HOW TO RUN ADS TO FIND CAREGIVERS AND CLIENTS

Finding the right caregivers can be challenging for any home care agency. With so many options available, it can be overwhelming to know where to start. Running ads can be an effective way to reach potential caregivers who may not have considered a career in caregiving before. In this chapter, we'll explore the platforms where you can run ads and how to target potential caregivers.



# WHERE TO RUN ADS

## 1. Facebook:



With over two billion active users, Facebook is a great platform to run ads. You can create targeted ads that reach specific demographics and interests.

## 2. Care.com:



Care.com is a popular platform that connects families with caregivers. You can run ads on their site to reach caregivers who are actively searching for work.

## 3. Zip Recruiter:



Zip Recruiter is a job board that allows you to post job openings and receive applicant resumes. You can target specific locations and job titles to attract the right candidates.



# WHO TO TARGET



When it comes to caregiver recruitment, it's important to think outside the box. You don't just want to target people with caregiver experience, but also those who may not have considered a career in caregiving before. Consider targeting people who have experience in customer service or hospitality, as these skills can easily transfer to caregiving.

In your ads, educate potential candidates on how they can easily become a caregiver and that it does not require nursing school. Highlight the benefits of working in caregiving, such as flexible hours and the opportunity to make a difference in someone's life.

# WHEN TO RUN ADS

To get the best results from your ads, it's important to run them consistently, but not too much so you do not get marked as spam. We recommend running ads 2-3 times a month to keep your recruitment efforts top of mind for potential candidates.

## EXPERT TIPS

When setting up a Facebook ad, make sure to use eye-catching visuals and copy that clearly communicates the benefits of working for your agency. Test different ad creatives to see what works best. You can also use Facebook's Lookalike Audiences feature to target people who are similar to your existing caregivers.

When targeting potential caregivers, it's important to be clear about what the job entails and what the expectations are. Make sure to communicate the job requirements, compensation, benefits, and any other important details. This can help you attract the best candidates for the job.



# 5

CHAPTER

## YOUR EMAIL SERIES AND BLOG

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# BLOG POSTS

As a home care agency, it's important to stay connected with your readers and clients. One of the ways you can achieve this is by sending out a weekly blog post. This allows you to share helpful tips and information with your readers, while also keeping your website updated with relevant content.

**You will want to automate your emails somehow. We recommend using Mailchimp to automate your weekly blog posts and save you time and effort.** You can set it up to send your posts out on a specific day and time, ensuring that your readers always receive your content in a timely manner. This also frees up your time to focus on other important aspects of your business.

***What should I write about?***

***Anything your clients may be interested in!*** For example: One topic that may be of interest to your readers is how to get dementia patients to shower. This is a common problem for many caretakers that could later be looking for an agency to help them.



**"There is nothing impossible  
to they who will try.**

Alexander the Great

We hope you find these tips  
and printables helpful for  
running your agency! We have  
hope that great things are in  
store for your agency, and if  
you ever need help remember  
we here at GEOH are here for  
you!

- The GEOH team



# YOU CAN DO THIS!

Questions? Ask us here: (317) 455-3218

Q U E S T I O N S ?

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