

Growth Solutions for Home Care firms



Strategy & Planning

Caregiver Recruiting Strategy
Target Audience Segmentation
CareGiver & Fundraising Strategy
Marketing & CareGiver Outreach Plan
Key Messaging Strategy
HomeCare Recipient Experience Architecture
Market Research
Competitive SWOT Analysis
Channel Planning
Social Media Planning
Content Planning by Target Segment
Ad Campaign Planning
Web Strategy
Website Redesign Strategy
Search Marketing Strategy
Data Strategy
Budgeting & ROI Planning
Planning Retreats



Branding & Experience

Brand Strategy
Revitalize Your Brand
Brand Architecture
HomeCare Client Experience Review
Design Thinking
Brand Audit & Alignment
CareGiver Experience Framework
Visual Branding
Brand Standards Style Guide
Content Style Guide
Naming
Logo Development
Creative & Graphic Art
Advertising Campaign Conceptualization



Connect with Care Givers

Care Giver Connection Media
Copywriting & Dynamic Content
Website Design & User Experience
Website & Mobile Development
Website Personalization
Landing Page Development
Online Store eCommerce
SEO
Online Event Support
Dynamic Content Across Social Pages
LinkedIn CareGiver Outreach
Facebook CareGiver Outreach
Instagram CareGiver Outreach
Twitter CareGiver Outreach
Pinterest CareGiver Outreach
eMail Scheduled Content
Keyword Analysis
PR & Press Releases
Media & Magazine Articles
Influencer & Celebrity Marketing
Event Marketing Support
Custom CareGiver Gifts



World-class Creative Support

eMail
Ad Creative
Multiple Ad Creative Formats
Interstitial Video & Animated Ads
eNewsletters
Power Point Presentations
Multi-Lingual Content
Infographics
Webinars
Surveys
Board Presentations
Print
Business Cards
Brochures
Annual Reports
Magazine & Publication Articles
Signage
Merchandising & Logo Stuff
Trade Show Booth & CareGiver Recruiting



Marketing Automation

AI Automated Marketing
Complete Marketing & Advertising
Automated CareGiver Outreach
Behavioral Profiling
Content Marketing
Data-driven Segmented Targeting
Optimal Storytelling by Segment
Consistent Daily Content Publishing
Website Content Personalization
PPC & Google Ad Management
Scheduled Social Media Management
Integrated Campaigns Across Multiple Channels
List Building & Management
eMail Campaigns
Google Remarketing Campaigns
Facebook Ad Campaigns
LinkedIn Ad Campaigns
Instagram Ad Campaigns
Google Ad Campaigns
YouTube Ad Campaigns
Auto Responders
Social Bot Marketing
Lead Scoring
Website Traffic Generation
A/B Campaign Testing



Program Management, Data, Analytics & Multi Channel

New Account Onboarding
Proactive Account Management
Dedicated Account Manager
Media & Strategy Expertize
Real-Time Client Dashboard Analytics
Planning & Implementation
Strong Support
CareGiver Data Strategy
eMail List Management
Data Management
Website Management
Website Hosting
Cloud-Based Data Hosting
A/B Testing & Optimization
Image & Content Storage
eMail User Management
Measurement, Analytics & Changes
Performance Dashboard Reporting
Social & eMail Performance Reporting
Data Analysis
Application Development
Technology Help Desk
Cross Channel Management

