

5 Easy Ways to Attract More Clients and Caregivers to YOUR Business using Online Tools with



Pam Ostrowski

CEO of Alzheimer's Family Consulting LLC

Author of

“It’s Not That Simple: Helping Families
Navigate the Alzheimer’s Journey”

Why I'm Speaking with You

Alzheimer's
Family
Consulting



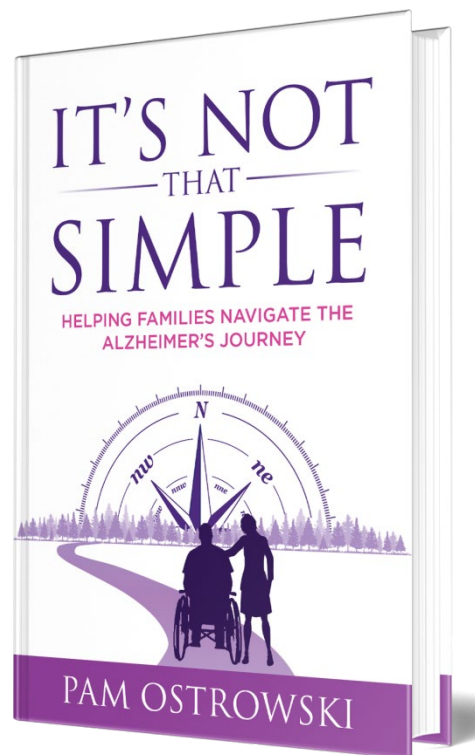
- * **Pam Ostrowski, Dementia Family Guide, Alzheimer's author, speaker**
- * Author of *It's Not That Simple: Helping Families Navigate the Alzheimer's Journey* - 4.7-star rating with 98 reviews.
- * Ran a successful digital marketing business for 11 years plus 30+ years as a consultant for the high-tech Fortune 1000 (hp, Cisco, Polycom, Motorola, Emerson)
- * Lived the dementia and Alzheimer's journey with both my mom and dad and tried to find resources to support our journey

Our Story

Alzheimer's
Family
Consulting



The Alzheimer's
Caregiver
Guidebook. Buy
it wherever
books are sold.



What's an “Online Tool?”

Alzheimer's
Family
Consulting



If your marketing requires a computer to display the information, that marketing is an online/digital tool.

- Website
- Emails
- E-newsletter
- Facebook
- LinkedIn
- YouTube

And now for some statistics

Alzheimer's
Family
Consulting



Did you know...

- * **6,000 online searches** related to senior care are made every hour in the US. Senior living and care marketers with strong SEO strategies have the advantage in today's landscape.
- * **75% of senior living consumers research options on search engines.** The overwhelming majority of senior living and senior care customers start their journey with online research.
- * Senior citizens' searches for "senior living" grew 15% in the past year. These searches will continue to increase as younger, more digitally savvy adults age.

Source: <https://www.invoca.com/blog/senior-living-marketing-stats>, June 2021

And now for some statistics (cont.)

Alzheimer's
Family
Consulting



Did you know...

- * 68% of senior living marketers say their website is their most effective channel.

After performing their initial search engine queries, senior living and care consumers will shop around on various websites to learn specifics. In order to capture leads, it's important to optimize your website to drive calls and conversions.

Source: <https://www.invoca.com/blog/senior-living-marketing-stats>, June 2021

Quick Facts on Alzheimer's

Alzheimer's
Family
Consulting



- * 6.2 million Americans over the age of 65 are living with Alzheimer's, which accounts for about 70% of total dementia cases reported (1 in 9).
- * Every day, 10,000 people turn 65 (71 million in 8 years)
- * There are approximately 12 million dementia caregivers, 75% of which are female
- * 2/3 of those having Alzheimer's are female
- * In Arizona, it's estimated that we have approximately 200,000 to 300,000 individuals with Alzheimer's
- * Average cost of memory care is \$6300/month for a semi-private room.

You're not bothering anyone...

Alzheimer's
Family
Consulting



It takes, *on average*, 25 touches to convert senior living customers. Throughout their research, family members will engage with senior living facilities through numerous touchpoints and channels over several months.

What's a Touch?

Alzheimer's
Family
Consulting



Email blasts	LinkedIn posts	Facebook posts
Education classes	Reminders	Support Groups
Social events	Open House	Voicemail
Note cards	Promo items	Instagram
YouTube links	Fundraisers	Tips sheet
Resource list	Lending library	Activities

Do you have a findability issue?

Alzheimer's
Family
Consulting



Easy Way #1: Are you already very findable?

- * Using a computer that isn't used for searching senior living, search for your Home Health agency.
 - Are any of your website links on the first page of result?
 - Did your Facebook page show up on the first page?
 - Did any of your employees' LinkedIn pages come up?
- What's your email open rate and click-through rate?
- How many reviews do you have on Google business?

Attracting Caregivers and Families

Alzheimer's
Family
Consulting



Easy Way #2: Your website

- * Be findable – optimize your text for who you’re trying to attract i.e caregivers and families.
- * Check how your site looks on a smartphone. 85% of Americans have one!
- * Look at other agencies’ websites and change yours up. Frame content in terms of questions: “What makes you feel happy in your work?” or “Tell us a story of how you helped a senior recently” or “What’s most important to you about in-home care?”

Attracting Caregivers and Families

Alzheimer's
Family
Consulting



Easy Way #2: Your website (cont.)

- * Make it about THEM.
 - How are you helping them?
 - What's unique about how you would care for their loved one? (think processes, tools, people skills, training, etc.)
- * Post your event promo sheets (aka flyers) on your WEBSITE.
- * Get your SSL certificate so your readers feel secure.

You do not want to see this ->

⚠ Not secure | chcaz.org

Which outlets are BEST?



Easy Way #3: Social Media

The BEST outlets are the ones where you will add content!

- * LinkedIn
- * Facebook
- * YouTube (Google)

Business and personal page

A PHOTO is worth a 1000 words!

A VIDEO is worth 10,000! 😊



Attracting Caregivers and Families

Alzheimer's
Family
Consulting



Social Media Posting Rules

- * Rule #1 – NO TEXT on photo images. Facebook's algorithm sees the text and shows your post to fewer people.
- * Post at least twice a week on your business page and share to your personal page.
- * Videos in posts – Add captions. 69%+ watch video with the sound off. Both Facebook and YouTube do captions automatically with the click of a button. It also helps with SEO AND you can reuse the caption script as a blog article on your website!





Attracting Caregivers and Families

Alzheimer's
Family
Consulting



Sponsored by

 **THE SUMMIT**
AT SUNLAND SPRINGS
Assisted Living & Memory Care


 **MEMORY CLINIC**
at
THE SUMMIT

JOIN US for

**3 Ways to Know It's
Time to Change Living
Arrangements:
Understanding how
dementia impacts lifestyle**

**DATE: Wednesday,
Aug 11 at 6pm**

Book Signing 7:00pm
Limited to first 25 people who respond




**Speaker & Author
Pam Ostrowski, CSA*, CDP®, CDC***

Sharing 14 years of lessons learned as a
dementia caregiver
Author of *It's Not That Simple: Helping Families
Navigate the Alzheimer's Journey*

Wondering how dementia might affect your life?
We'll be covering:

- Understanding Memory Loss, Dementia, and
Alzheimer's
- Timing and what your options are
- YOUR questions



WHERE: Encore Clubhouse at Eastmark

Please RSVP and let us know you'll be attending!

Email Lori Marsh at marketing@thesummitaz.com

Call Lori at (480) 757-9830

Do not post promo
sheets/flyers as images!

Attracting Caregivers and Families

Alzheimer's
Family
Consulting



Easy Way #4: Use video but keep it short!

- * Social video generates 1200% more shares than text and image content combined.
- * People watch an average of 16 hours of online video per week, which is a 52% increase in the last two years.
- * Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text. *
- * Get your message out FIRST, then sign off with your name and business. “Did you know most of our clients want to adopt our caregivers because they’re so good at what they do? That’s because we focus on treating everyone like family, with the skills of professionals.”

Attracting Caregivers and Families

Alzheimer's
Family
Consulting



Easy Way #5: Email blasts

- * Keep them short (150 words max!), 1 sentence paragraphs
- * Subject should be a call to action or a question:
 - * Register to find out the top 3 caregiving tips for those over 65
 - * Did you know dehydration can cause dementia symptoms?
- * Include a link to helpful information that's on your website
- * Email once every 3 weeks

Let's Go Play!

Put your business name on a piece of paper and hand it to me if you'd like a spontaneous review of your online marketing.

Reach out

- * Pam Ostrowski – *Guiding families struggling with dementia*
 - * Email me at pam@itsnotthatsimple.com
 - * Check out how I serve families at <https://AlzheimersFamilyConsulting.com>
 - * Facebook <https://www.facebook.com/itsnotthatsimpledementia>
 - * Dementia Tips on YouTube
- Search for “Alzheimer’s Family Consulting”



Buy it on
wherever
you buy
books or
from me!

Examples

Search terms people would use:

- * in home caregiver Phoenix
- * Caregiver help Phoenix
- * Care for a senior Phoenix

Connections In Home Care

5.0 ★★★★★ (19) · Home health care service

Phoenix, AZ · In Shea Court · (602) 708-8626

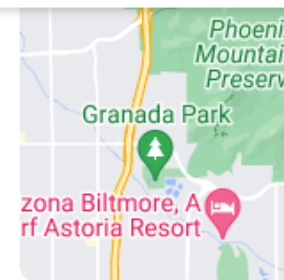
Open 24 hours



Website



Directions



<https://www.facebook.com/public/Denise-Kaye> ⋮

denise-kaye Profiles | Facebook

View the profiles of people named **Denise Kaye**. Join Facebook to connect with **Denise Kaye** and others you may know. Facebook gives people the power to...

<https://www.linkedin.com/denise-kaye-mba-66039213> ⋮

Denise Kaye, MBA - Owner/Director of Development - LinkedIn

Greater Phoenix Area · Owner/Director of Development · Connections In Home Care

To utilize my expertise in innovative problem solving, communication, and curriculum design to benefit an institution through motivating teams and helping to ...

<https://www.linkedin.com/denise-kaye-3483ab15b> ⋮

Denise Kaye - Business Owner - Connections In Home Care

Phoenix, Arizona, United States · Business Owner · Connections In Home Care

View **Denise Kaye's** profile on LinkedIn, the world's largest professional community. Denise has 1 job listed on their profile. See the complete profile on ...

<https://connectionsinhomecare.com/about-the-owners> ⋮

About the Owners | Connections in Home Care

Jul 12, 2021 — **Denise's Bio.** **Denise** began her career as a middle school math & science teacher for over 6 years, later working within non-profit organizations.



Search



Home



My Network



Jobs



Messaging



Denise Kaye, MBA

Connections In Home
Care, LLC

Followers 772

Connect

Message

Denise's Activity

All activity

Articles

Posts

Documents



Denise Kaye, MBA • 2nd

Connections In Home Care, LLC

6d • 🌐

#nationalcaregiversday #aginginplace #aginggracefully
#caregiving #thankyou



Connections In Home Care

55 followers

6d • 🌐

+ Follow

Happy #nationalcaregiversday! We appreciate everything you
do to keep our clients safe at home #ageinplace
#aginggracefully #caregiving



👍❤️ 6

1 comment



Love



Comment



Share



Send

<https://www.linkedin.com/in/denise-kaye-mba-66039213/recent-activity/shares/>

<https://connectionsinhomework.com/>



[ABOUT](#) [SERVICES](#) [JOIN OUR TEAM](#) [CONTACT US](#) [COVID-19 PLAN](#) [CALL: \(602\) 708-8626](#)

Connecting Hearts to Homes

Kindhearted, proficient, caregivers that treat clients like family and help them accomplish successful living at home.

<https://connectionsinhomework.com/>



OUR IN HOME CARE SERVICES



Together we create and follow a Care Plan to ensure safe and successful daily living activities. A Care Plan can be any combination of care we provide:



HOSPICE SUPPORT



COMPANION CARE



PERSONAL CARE



DEMENTIA CARE

Phoenix caregivers share signs your vulnerable loved ones may need adult care.

As we approach the holidays, you may be spending more time with aging loved ones and notice they need extra help taking care of themselves.

“That can be a very difficult conversation, especially if we’re dealing with someone with mild cognitive impairment, the beginning stages of dementia where they, unfortunately, don’t have the self-awareness that they need that help,” said Denise Kaye, who owns Connections in Home Care with her husband. “We provide caregivers to our most vulnerable adults or physically challenged adults that want to age in place at home, and they may need some help.”

Read the full article on the AZ Family website.

