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

* 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

The Alzheimer’s Caregiver Guidebook. Buy it wherever books are sold.
What’s an “Online Tool?”

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

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

* 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.
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?

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Do you have a findability issue?

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?
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?”
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
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! 😊
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

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

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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.”
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

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

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 ...

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.
Denise Kaye, MBA
Connections In Home Care, LLC

Denise Kaye, MBA · 2nd
Connections In Home Care, LLC
6d · 3

#nationalcaregiversday #aginginplace #aginggracefully
#caregiving #thankyou

Connections In Home Care
55 followers
6d · 3

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

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