

# Top 5

## WAYS TO FILL Your Care Home Beds

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Founder of Care Home Marketing Expert

# **Your Free Report: Top 5 Ways To Fill Your Care Home Beds**

Welcome to your free report where I reveal the top 5 things that will help you to fill your care home beds. In addition I'll be sending you lots more valuable free tips and resources so be sure to look out for my emails.

Here's my number one recommendation

## **1. Know Your Figures**

"What! That's your number one tip for filling care home beds? I downloaded this report for ways to generate more leads and get people in the door!" I can hear you saying while shaking your head in disbelief.

Bear with me and I'll show you why this is so important.

First, do you have a marketing budget for your care home? Do you already do marketing and if so how much do you spend? Do you know if it's cost effective? Do you know what's working and what's not?

The biggest mistake I see care home owners making is not doing any marketing at all. They just hope that people will turn up. And hope is right at the bottom of the pile of history's worst business plans ever!

The moment a competitor shows up with even half decent marketing you're sunk. Even those homes that do dabble in marketing and promotion rarely have a plan or know what's effective.

However, once you understand the figures and the true 'lifetime value' of a client to your business it changes everything and brings all this into sharp focus.

Here's what I mean. If the average length of stay of a resident is 3 years and they pay £500 per week that means, on average, every new resident you attract to your business is worth £78,000.

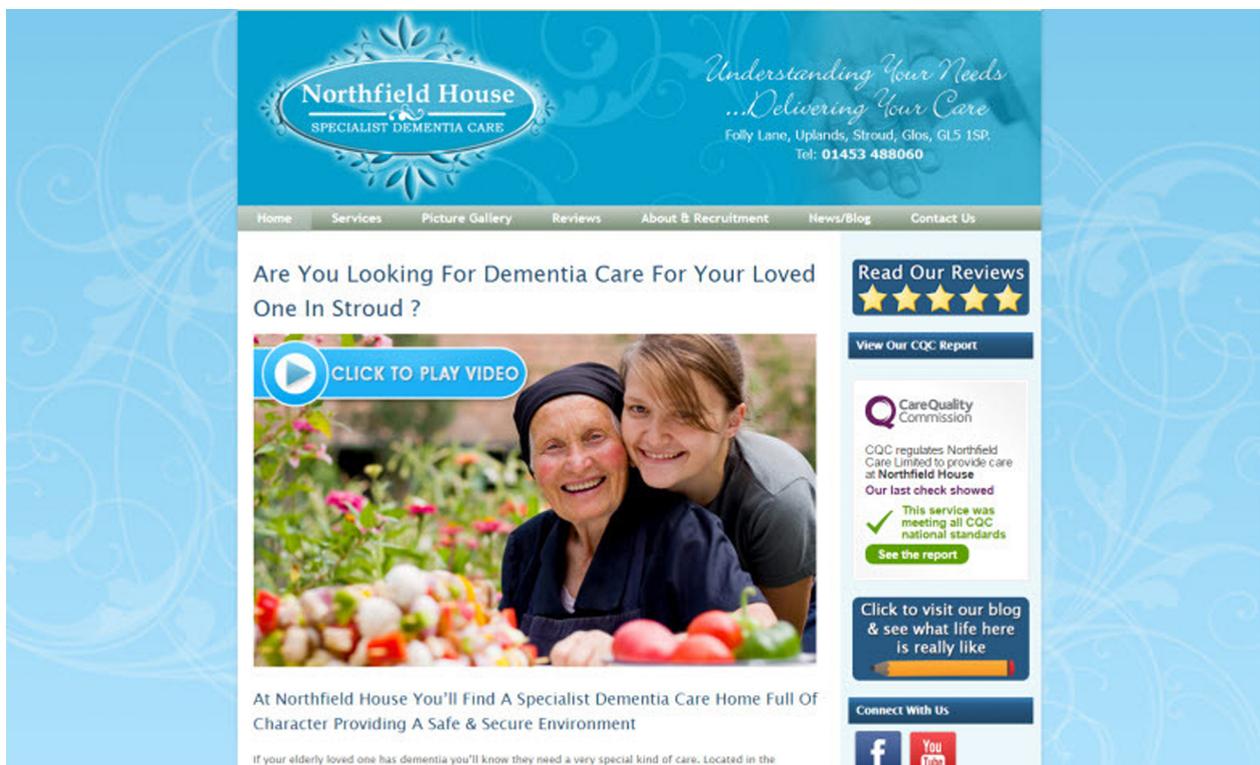
Once you realise that you can decide how much of that you can afford to spend on attracting a new resident. I'd suggest at least £1000 to £1500 to attract a new client.

So if you have 8 vacancies you should budget £8,000 to £12,000 to fill those vacancies.

I realise that at this point you'll probably have fainted in shock if you've never spent any money on marketing. But think about it. **That £12,000 will bring you back £624,000 in fees. And a full home, peace of mind and no stress.**

## 2. A High Converting Website

A high converting website is the little hinge that swings the big door. It's your shop window to the world, open 24 hours a day 365 days a year putting across your carefully crafted sales message. Or at least it should be.



Everyone uses your website these days to decide whether your home makes the cut.

A great website will engage, excite and persuade people to put your home on their shortlist of home to visit. A bad website will actually put them off.

And no website at all means you don't exist in that prospects search for a home for their loved one, so you've lost before you start.

Get yourself a high converting professional website. DO NOT skimp on this. It's the most important piece of your marketing arsenal.

Unfortunately it's also the easiest thing to mess up.

Want to know what a high converting website looks like and how to make sure you get one yourself? I'll be holding an online training seminar on this very soon so keep an eye out for an email from me with the details.

Or, if you'd like one built by the care home industry experts, why not give me a call on 01977 232233 and we can have a chat about your requirements.

### 3. Google Adwords

The screenshot shows a Google search for "care homes in stroud". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar are tabs for "Web", "Maps", "News", "Shopping", "Images", "More", and "Search tools". The search results are displayed below, showing about 186,000 results in 0.49 seconds. The results are a mix of organic listings and paid advertisements (Ads). The organic listings include "Care Home Stroud? - Specialist Dementia Care Home", "Lilian Faithfull Homes - A Registered Charity for 70 years", and "5 Star Dewsbury Care Home - idealcarehomes.co.uk". The paid advertisements include "best care in area", "Care Homes Stroud", "Anchor Care Homes", "Hopton Cottage Care Home", "Brand new ensuite rooms", and "Nursing Care Homes". A map is also visible, showing the location of Northfield House in Stroud, with a detailed view of the house below it.

Google Adwords is the most cost effective method of advertising care homes on the planet. It matches buyers with sellers perfectly and you only pay when someone who is actively searching for a care home, likes your advert and clicks on it to visit your website (yes, that super important website again!).

Set it up right and you can get your home in front of qualified and eager buyers within the hour.

BEWARE though. Set Adwords up wrong and you can easily tear through £1000 in a week on useless visitors! For more information on how to set up Google Adwords properly keep an eye on your email in box for some extra bonus information we'll be sending you.

Or, if you don't fancy learning how to do it yourself, why not let us take care of it for you. We don't charge the earth and you'll benefit from all our knowledge and experience of setting up successful campaigns. For more information call us on 01977 232233.

#### **4. Think Like A Consumer**

Imagine you are looking for a care home. What would you do? Google 'care homes in (insert the name of your town here)'. That's what most folks do.

Try it. Is your home on the first page of results? If not you're missing out on all those qualified buyers we mentioned above. To make sure you get found look in the ALL the places your prospects are looking and get your home in front of their eyeballs.

#### **5. Train Your Staff**

It's pointless spending valuable time and effort to generate new enquiries if your staff aren't properly equipped to convert them into new residents when they come and look around the home.

Most care home staff have had no training whatsoever yet we routinely expect them to handle a sale that is worth £78,000. That's like asking the young assistant in the parts department to handle the sale of an £80,000 Mercedes S Class! It's never going to happen.

Why do Mercedes spend a fortune recruiting highly skilled sales people instead of the part assistant? Because selling is a highly skilled occupation and if you get it wrong you screw up an £80,000 sale. And those don't come along every day.

It's the same for you. Think of it like this. Each new prospect that walks through your door wanting to have a look around is clutching a briefcase containing £78,000 in cold hard cash. What you do and what you say determines whether they give it all to you or go down the road and give it to your competitor.



Still confident that your staff are not wasting any £78,000 opportunities? Get your staff trained in how to handle enquiries and show arounds and make sure that money comes to you.

For excellent care home sales training [click here](#)

## **6. What To Do Now**

Now's the time to take action. Work out your figures, get a high converting website, start your adwords campaign and make sure your staff don't drop the ball with the enquiries that come in.

Do this properly and you will get new clients. And if you need any help please follow the links below or [click here to schedule a Free 30 minute marketing consultation](#) with me.

All the best

A handwritten signature in black ink, appearing to read 'S. P. Beck', with a stylized flourish at the end.

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