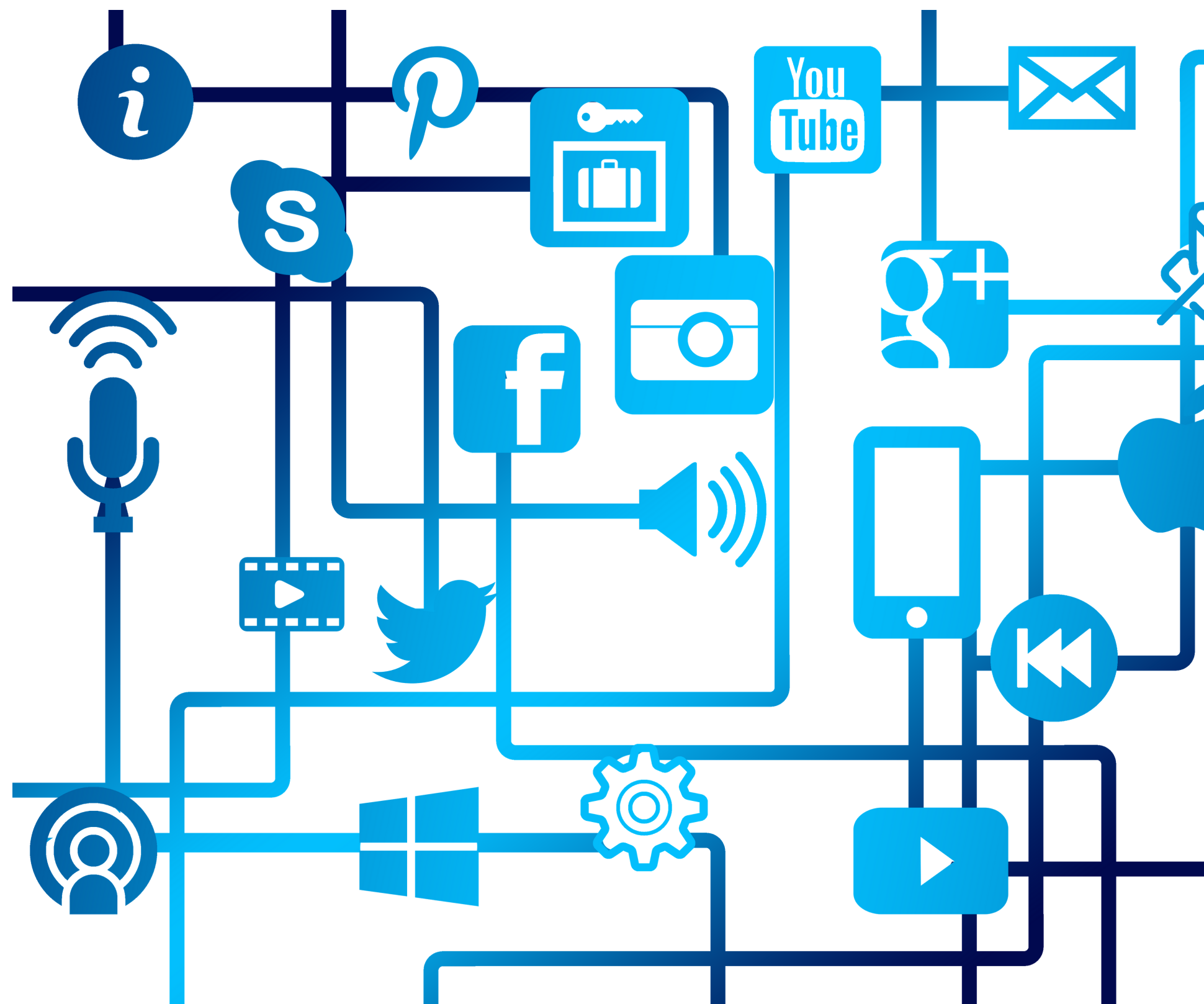


December 2020

HOME CARE PROVIDERS:

Our Best Digital Marketing Tips - Part 1

VetAssist[®]
Exclusive to the VETERANS HOME CARE[®] Family



SPEAKERS



Evan Kaltman- Veterans Home Care Partner & Exec. Sales VP

- Certified CEU Speaker National Association of Social Workers – New Jersey Chapter (NASW-NJ)
- Member of the New Jersey Association of Veterans Service Officers (NJAVSO).
- Board member for Welcome Home Vets of NJ.



Donna Appel Veterans Home Care Marketing VP

- Member of the Veterans Council of Broward County
- Advisor of the Aging and Disability Resource Center of Broward County's Senior Advisory Council
- Decades of experience in sales management, marketing and sales training



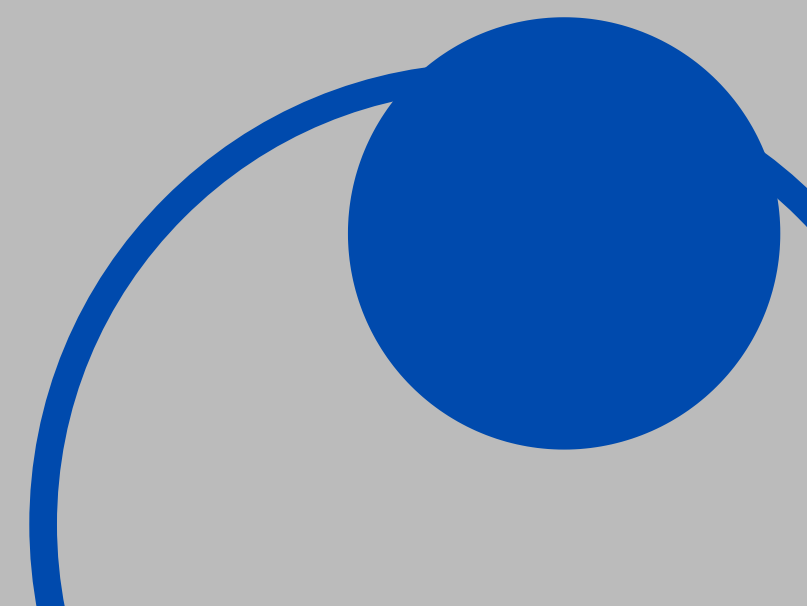
Janet Jennewein- Veterans Home Care Marketing Communications Director

- Past leadership roles at Blue Cross Blue Shield, Prudential Health Care, BJC Healthcare, Barnes-Jewish Hospital
- Directed top agencies to launch Medicaid and Medicare advantage plans
- Decades of hands-on web content, video, print, broadcast advertising, social media, and digital lead management
- Personal long-term care experience caring for her late WWII-generation parents

TODAY'S TOPICS

(Part 1 in our digital webinar series!)

- 1 Review of last webinar**
- 2 What is digital marketing?**
- 3 Tips for planning**
- 4 Tips for website & SEO**
- 5 Tips for strategy development**



Part 1) Recap of Last Webinar

How to get more referrals

LEVERAGE THE VETASSIST PROGRAM

Use VetAssist to gain more clients with reliable, steady VA funding.



VETERANS

Up to \$1,936 per mo*



MARRIED VETERANS

Up to \$2,295 per mo*



SURVIVING SPOUSES

Up to \$1,244 per mo*

*Maximum monthly pension and additional Aid & Attendance benefit from the Veterans Benefits Administration as of 12/2020

OTHER TIPS FROM LAST WEBINAR

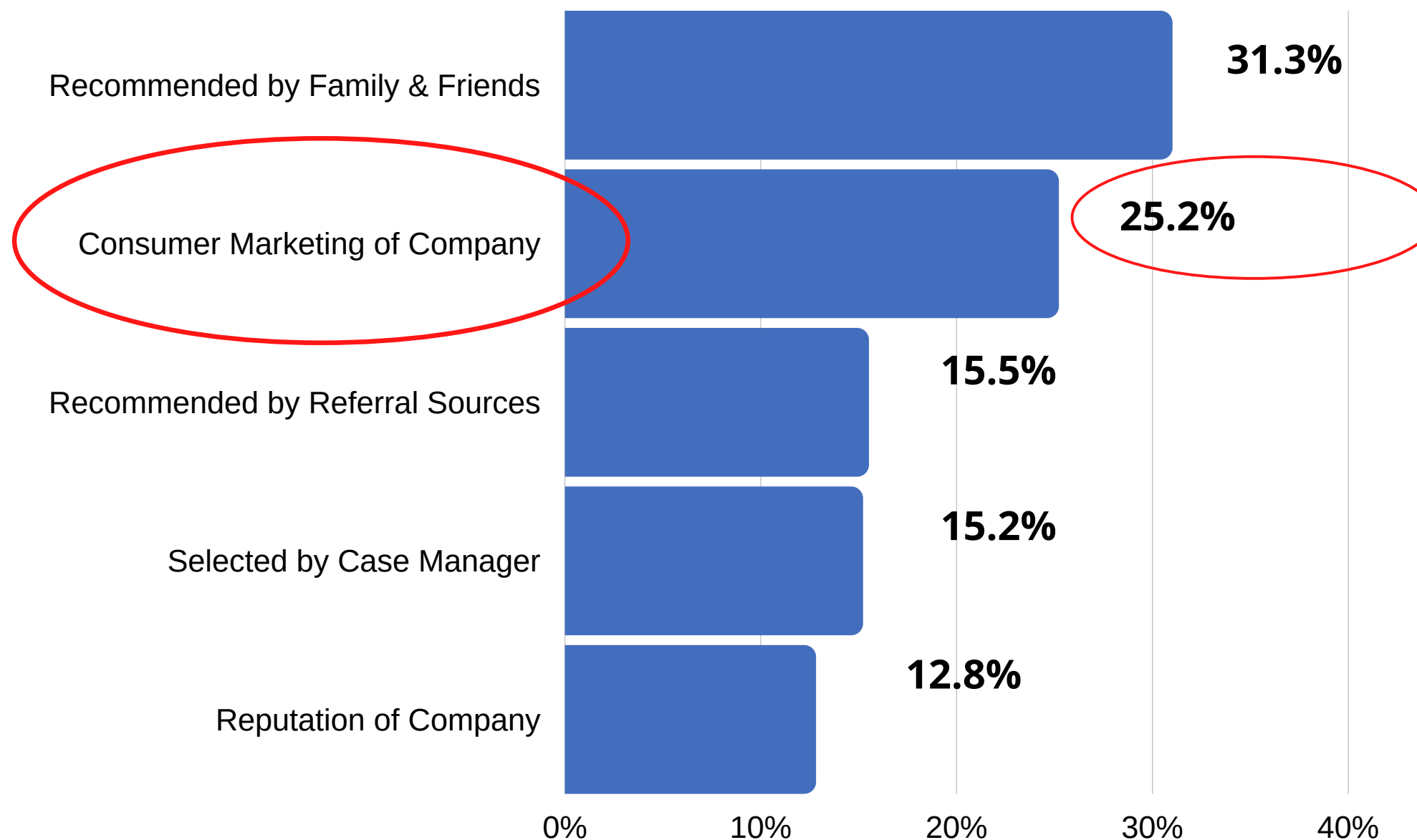


- **Build a strategic partner network**
 - Meet regularly with a group of related professionals who target similar audiences.
 - They refer to you and you to them.
- **Use our VetAssist Program to market your agency**
 - VetAssist helps you get meetings with referral sources.
 - VetAssist differentiates you from your competitors.
 - Invite your VetAssist Regional Manager to appts. with your referral sources.
- **Use technology to organize & conduct virtual meetings**
 - Don't wait for Covid to be over. Start now!
- **Train your staff with help from VetAssist**
 - Our regional managers can conduct "virtual" in-service training to spot clients who may qualify for VetAssist & the VA Aid & Attendance benefit.

HOME CARE PULSE STUDY SHOWS IMPORTANCE OF MARKETING



Top 5 Reasons Why Consumers Choose a Home Care Provider



Part 2) What is Digital Marketing?

DIGITAL MARKETING HOMEWORK

Learn more by watching these Netflix documentaries



The Social Dilemma –

Former Silicon Valley execs from Facebook, Twitter, Google and more take you behind the curtain so you can understand how digital ads really work.



The Great Hack –

Who has seen a digital ad that has convinced you that your smart phone is listening to your conversations? You'll learn the power of digital advertising from these case studies shared in the film.

Digital Marketing =

DIGITAL MARKETING DEFINITIONS



A broad category for any promotion on the internet (or a digital channel)

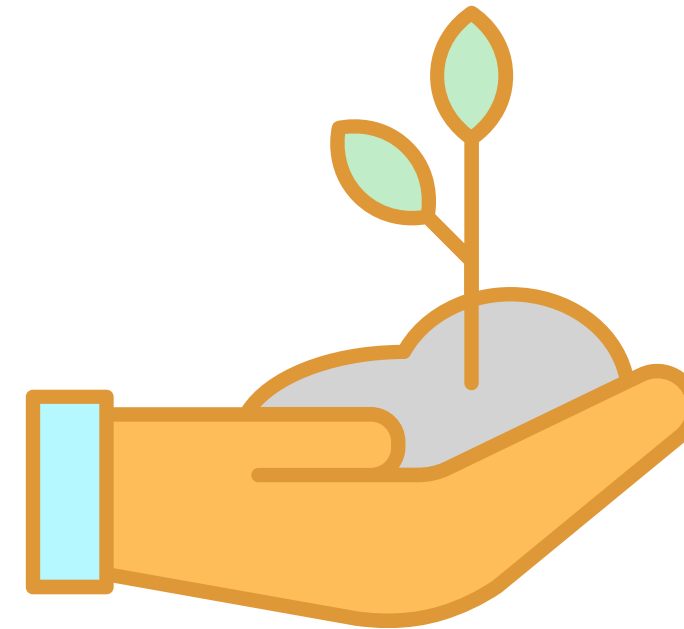
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Email Marketing
- Marketing Automation
- Digital Advertising
- Content Marketing

Tip 1. Understand Paid vs. Organic



Paid:

- Traditionally - advertising
- SEM- Search Engine Marketing
- Google Ads
- Facebook Ads
- LinkedIn Ads
- YouTube Ads
- Twitter Ads



Organic:

- Traditionally - PR & Earned media
- Your Website
- SEO- Search Engine Optimization
- Your Facebook Page/Posts
- LinkedIn Page/Posts
- YouTube Channel/Posts
- Twitter Profile/Posts

SEM

Search Engine Marketing



Marketing using **paid advertisements** that appear on search engine results pages (or SERPs)

Google is the market leader offering **5** basic types of SEM or ads:

1. **Search** campaign (pay-per-click)
2. **Display** campaign
3. **Shopping** campaign
4. **Video** campaign
5. **App** campaign



SEO- Search Engine Optimization



Organic

Increasing quality **traffic to your website** through **organic** search engine results.

SEO- attracting web users without paid ads

"**Optimizing**" includes writing with keywords that answer users' questions, making sure your website is mobile friendly and ready for web crawlers.

SEO is about placing **keywords** strategically throughout the site, link building, establishing site authority and using meta data that's crawlable by Google.



Part 3) Tips for starting out or starting fresh in 2021

t
Family

TIP 2: Start with your own website before launching paid advertising campaigns



Before buying Google and Facebook ads, add rich, informative content to your website.

Paid ads typically point to your website, so get your website in order before spending money on ads.

1. Build your website with information your clients need.

2. Add organic social media channels like Facebook & YouTube.

3. Add paid ads on Google or Facebook.



TIP 3: QUALITY CONTENT IS BETTER THAN A HIGH QUANTITY OF POOR CONTENT

DON'T

Hire someone to **write a weekly blog post** if it's not **well-written**, useful information pertinent to your home care business.

The goal is quality not necessarily quantity.

DO

Find out what terms or **"keywords"** **your clients** use when they search for your business online and add those keywords to your website.

TIP 4. - CREATE A SIMPLE PLAN OR BRIEF

Effective plans can be short & simple

- In lieu of multiple-page plan, start with a "**Creative Brief**" or "**Creative Outline**" to guide you.
- 1-2 pages long

CREATIVE BRIEF

Monopoly



The Situation

Hasbro, the parent company of Parker Brothers, is the current company that manufactures Monopoly. The first game that launched what the Monopoly game is today was called the Landlord's Game, which was created back in 1904. Since 1935, more than 2.25 billion red hotels have been constructed, and more than one billion people have played the game.

Target Audience

Primary Target Audience: Parents ages 30 to 49

Secondary Target Audience: Kids ages 8 and up; although they will not be the ones purchasing the game, they will be the ones playing the game.

Role of Communications

To make the audience aware of Monopoly and the important life lessons it teaches, such as the importance of managing your money. We want Monopoly to be at the forefront of parents' minds when considering the purchase of a new family board game. We also want to entice the target audience to visit the Hasbro website, to see all of the Monopoly game options.

Big Idea

Monopoly is a fun and educational game for the whole family, teaching useful life lessons such as the importance of managing money.

Supporting Evidence

- Monopoly has many distribution channels and offers several different versions of the game, appealing to audiences of all lifestyles.
- Monopoly has evolved over time and stays up-to-date with advancing technologies.
- The game stimulates real life responsibilities.

What We Want Them To Do

Buy a game of Monopoly for their children and family to enjoy.

Mandatories:

Each advertisement for Monopoly must include the following: the Monopoly logo, the tagline "Where will you land?" and the call to action "Start your journey today on www.monopoly.com and find the perfect Monopoly version for you."



TIP 4. - CREATE A SIMPLE PLAN OR BRIEF

Target audience – uber important

- Who is the real decision maker?
- What resonates with them?
- How do we motivate them?
- How do they get their information?

What's in it for me? (WIFM)

- What's are the key benefits of this product/service?

CREATIVE BRIEF



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CREATIVE BRIEF

Main benefit

- Big idea
- Unique selling proposition – what's your company's unique main benefit?

Call to action

- What do they do? Call? Email?

CREATIVE BRIEF



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OUR FOUNDER & CEO KNOWS HER TARGET MARKET!

Our Primary Target Market

- According to the U.S. Department of Labor, women make 80% of health care decisions in the United States.
- VHC's target market is women 40+ with veteran parent(s) who need assistance to be safe at home

Bonnie was the target market!

- Bonnie's success -- creating a unique national company from her own solo business
- Bonnie's inspiration - caring for her own terminally-ill mother who sadly never received the VA benefits she could have received



Bonnie Laiderman - CEO

Q. WHY DO I NEED A WRITTEN BRIEF/PLAN?

A. Targeting & messaging is critical

Using the Creative Brief

- Gives you a better outcome
- Reinforces your end goals
- Expedites the design.
- Makes the process faster and smoother.

Especially useful for

- Outside freelancers
- Marketing vendors
- Internal sales/marketing team

Guides your decisions

- Should we do **a TikTok video?**
- 41% of TikTok users are 16 – 24 yrs. old
- 56% of TikTok users are male



How Veterans Home Care does it

Using the Creative Brief

- We were running digital display ads targeting:
"People who like veterans"
- We changed this to: "**Women 40+ who like veterans**"
and decreased the cost per lead by 20%



People
who love
veterans

+



Women
40+

=



Part 4) Tips for Website Content & SEO

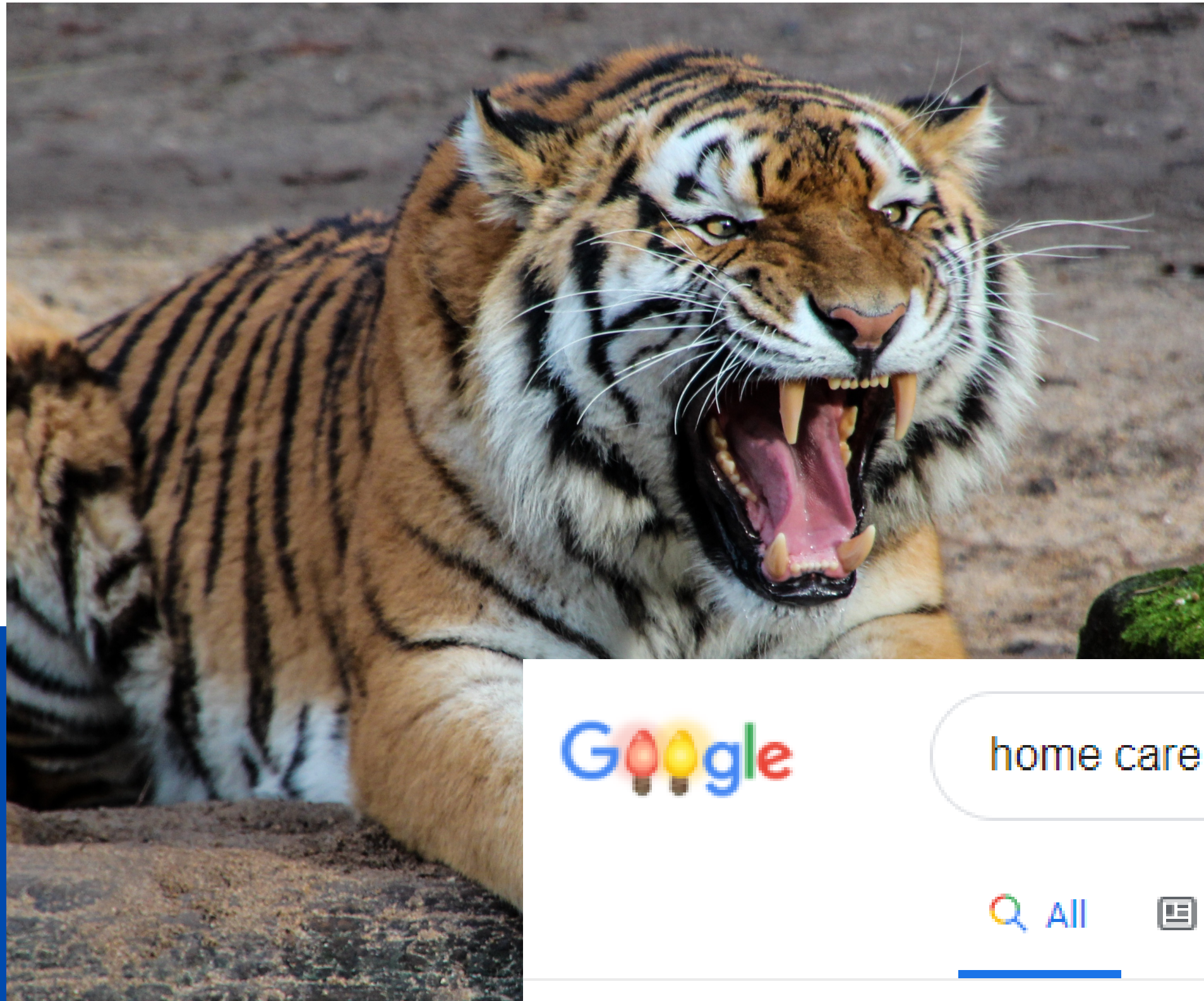
Webcontent Advice...

Give visitors the information they're looking for... especially on the home page.



Think of your website as your store window...


Competition for keywords is fierce



**Home care
= 8 Billion search results**



home care

 All

 News

 Maps

 Images

 Books

 More

About 8,660,000,000 results (0.83 seconds)

Tip 5: Add long-tail keywords to your SEO strategy



Keywords

- home care
- home care aide
- home assistance
- home aide
- private duty home care
- senior companion
- senior aide
- older adult caregiver
- in home care



Longtail Keywords

- home care **memphis**
- home care aide **63026**
- home assistance **fenton, mo**
- home aide **springfield illinois**
- private duty home care **twin rivers**
- senior companion **franklin county**
- senior aide **lakewood area**
- older adult caregiver **southside**
- in home care **st charles cottleville**

Tip 6: Add testimonials & reviews to your website

- People search for testimonials and reviews
- Veterans Home Care has more than 100 combined positive testimonials and reviews:
 - Better Business Bureau
 - Google
 - Business Consumer Alliance
- Ask your satisfied clients for a review.
- Send them a link!



Tip 7: Add online chat option to your website

- Timing is critical
- Engage with your web users
- Book an appointment and create a new client.

Live Chat

Is there something I
can help you with?

Yes, do you have
aides that can help
with baths?



Tip 8: Bring your website into the 2020s

Convert from **HTTP:** to **HTTPS:**

Update your site to Hypertext Transfer Protocol Secure to add encryption, improve security and get better rankings from Google.



Tip 9: Make sure your site is mobile friendly

Search engines like Google reward **mobile friendly sites!**

More people are using mobile phones and tablets. So it's important that people can easily view your website from their mobile devices.

If you don't know if your website is mobile-friendly, take the Mobile Friendly Test here:
<https://search.google.com/test/mobile-friendly>



Tip 10: Add VetAssist content to your website

Mention that you're a

- "participating provider"
- "part of the VetAssist Program network"
- "VetAssist provider."

Always add our disclaimer copy for transparency

- The VetAssist® Program is offered exclusively by the Veterans Home Care® family of companies. Veterans Home Care® and the VetAssist® Program are not part of any government agency and are not affiliated with the Department of Veterans Affairs (VA).



Part 5) Final tips to develop strategy & increase outcomes

TIP 11. - START WITH A STRATEGY

Try "Profiling & Cloning" Strategy

Find your best practices, best clients, best referral sources, best employees and repeat the steps to clone more.

Step 1: Identify your "best clients"



TRY PROFILING & CLONING STRATEGY

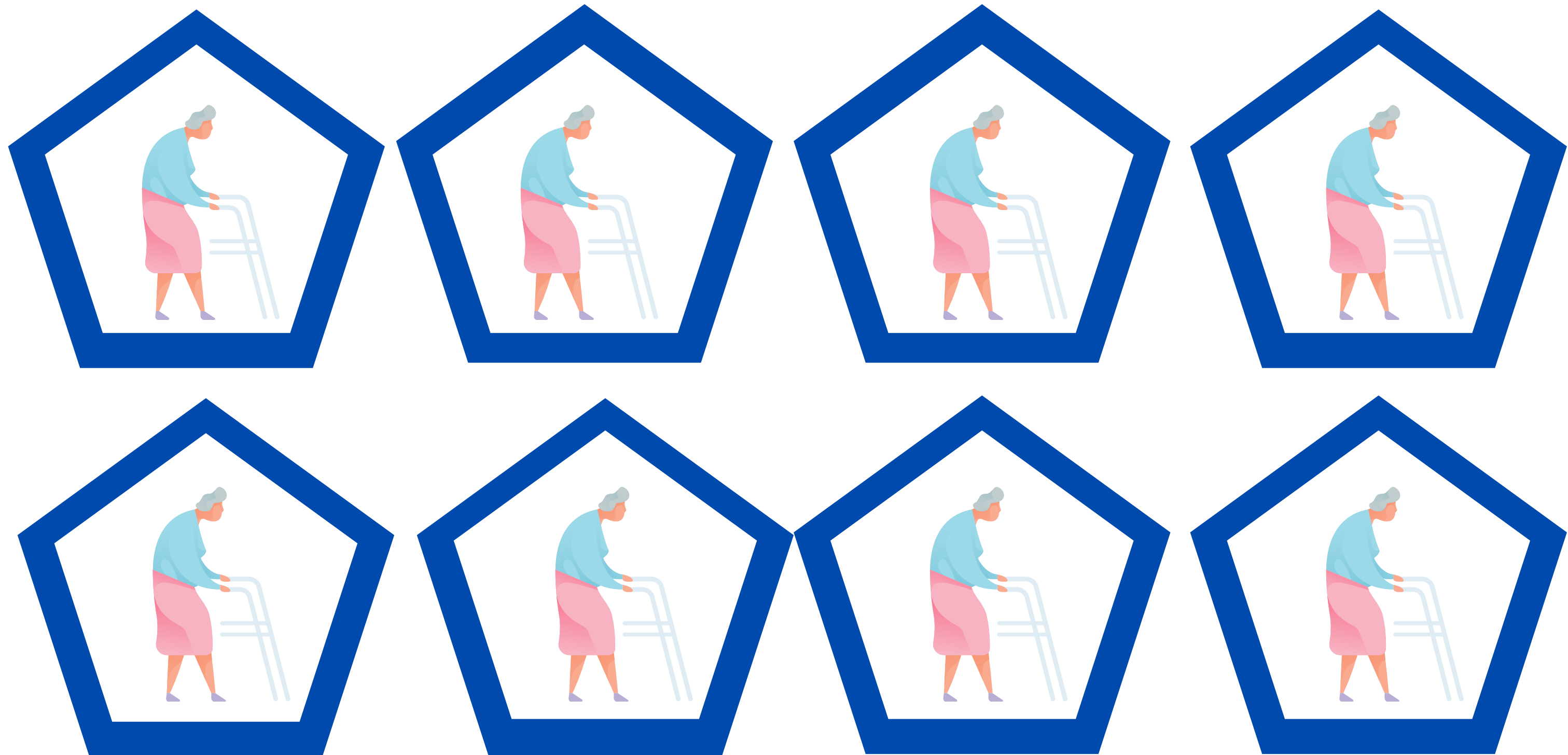
Step 2: Create a profile of your "best clients"



Sex	Dwelling Type	Inco	Zip
Male	Single Family Home	000	63122
Female	Apt. /Condo	\$2,000-\$3,000	63124
Couple	Senior Community	\$3,000+	63129

TRY PROFILING & CLONING STRATEGY

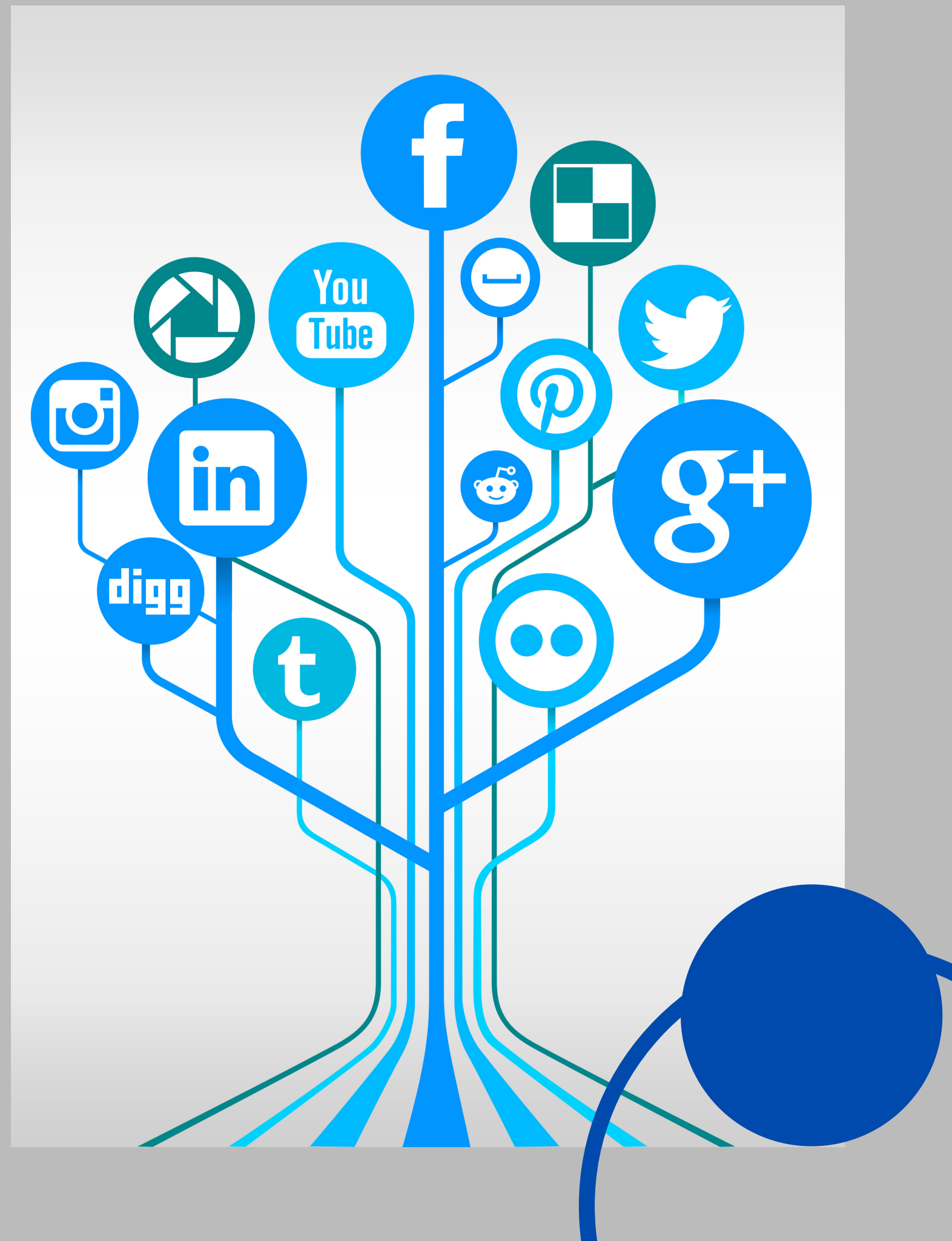
Step 3: Target and replicate how you enlisted your best clients.



Thank you!

TOPICS FOR NEXT TIME...

Tips for social media and
paid advertising



TALK TO US!

EMAIL

info@veteranshomecare.com

PHONE

877-390-6377

OUR TEAM DIRECTORY

1[https://veteranshomecare.com/region
alcontacts/](https://veteranshomecare.com/regionalcontacts/)

REFER A CLIENT!

ONLINE FORM

<https://veteranshomecare.com/refer-veteran-family-us/>

EMAIL

referrals@veteranshomecare.com

PHONE

888-314-6075

FAX

888-639-4180

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