

BUYER PERSONA SNAPSHOT

For Barchester Healthcare



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OVERVIEW

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Why This Matters

In today's world, customers seeking elder care services expect more than just accommodation — they look for compassionate, professional health and social care that delivers dignity, safety, and peace of mind. Barchester Healthcare operates in the senior care sector where trust, personalised care, and emotional reassurance are paramount. Understanding your buyer personas sharpens focus, aligns messaging, and ensures you deliver exactly what your audience needs, precisely when they need it.

About ClickThrough

ClickThrough is a performance-led digital agency helping ambitious brands grow faster through AI-powered marketing strategies, journey optimisation, and joined-up channel execution. Our Integrated Digital Strategies drive a 58% uplift in performance within two years, and our Digital Performance Accelerator guarantees ROI through data, testing, and tech alignment.





CORE PERSONA SUMMARY

Strategic insights for better targeting, messaging, and service design.

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Persona Label	Profile Summary	Needs & Triggers	Buying Drivers / Influencers	Messaging Hooks
Family Caregiver	Adult children or close relatives searching for residential or nursing care for an elderly parent or family member. Often balancing work and care duties.	Reliable, compassionate care; clear communication; reassurance about loved one's wellbeing.	Trustworthiness of care staff; care quality; facility reputation; expert guidance.	<i>"A home you can trust for your loved one – compassionate care every step of the way."</i>
Elderly Prospective Resident	Seniors considering assisted living or nursing homes themselves, valuing independence but seeking support.	Comfortable environment; safety; activities and social engagement; dignity and autonomy.	Positive testimonials; personalised care plans; well-being and lifestyle offerings.	<i>"Maintain your independence with the support you deserve in a vibrant community."</i>
Healthcare Professionals	Doctors, nurses, social workers referring patients to reliable care homes for rehabilitation or long-term support.	Quality clinical care standards; smooth referral process; professional credibility.	Clinical quality accreditations; staff expertise; strong communications.	<i>"Partnering to deliver expert care and seamless transitions for your patients."</i>
Estate & Financial Advisors	Professionals guiding elderly clients or families on care home financing, legal, and estate planning matters.	Clear pricing; funding options and advice; transparency; trustworthiness.	Transparent pricing models; government funding knowledge; compliance and ethics.	<i>"Clarity and support to make confident decisions about care and finances."</i>
Community & Local Authority	Social care managers and local government officials coordinating care placements and ensuring compliance with social care regulations.	Compliance with care standards; cost-effective placements; transparency & reporting.	Regulated care quality; data reporting; partnership reputation.	<i>"Trusted care solutions aligned with regulatory standards and community wellbeing."</i>



CONVERSION INSIGHTS

Tactical detail for campaigns, channel planning, and conversion focus.

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Persona Label	Profile Summary	Needs & Triggers	Buying Drivers / Influencers	Messaging Hooks
Family Caregiver	Emotional difficulty, fear of making wrong choice, cost concerns.	Website, social media, telephone support, word-of-mouth, care advice forums.	High	High
Elderly Prospective Resident	Fear of loss of independence, change anxiety, affordability concerns.	In-person tours, website testimonials, social media, family discussions.	Medium	Medium
Healthcare Professionals	Concerns about clinical quality, administrative delays, trust in referrals.	Professional networks, online healthcare portals, direct liaison/meetings.	Medium-High	Medium
Estate & Financial Advisors	Lack of clarity on fees, complexity of funding sources, legal implications.	Email newsletters, webinars, professional events, direct contact.	Low-Medium	Medium
Community & Local Authority	Budget constraints, regulatory compliance, administrative bureaucracy.	Government procurement portals, stakeholder meetings, official email updates.	Medium	High

WHAT NEXT?

Turn Insight Into Performance

These personas are just the start. The real value comes when they guide your marketing strategy, digital journey, and service innovation — especially when enhanced by AI-enabled personalisation.

Book your strategy session with Rory now — and start turning persona insights into performance gains.

STRATEGY SESSION BOOKING LINK



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*“You've seen the insight.
Let's turn it into action.”*



Rory Tarplee - Digital Strategist



experts@clickthrough-marketing.com