

BUYER PERSONA SNAPSHOT

For Barchester Healthcare



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OVERVIEW

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Why This Matters

In today's world, customers expect more than just care services — they seek compassion, safety, trust, and personalised support aligned with their wellbeing priorities in later life. The senior living and care sector demands services that not only deliver expert care but foster dignity, community, and peace of mind for both residents and their families. 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
Elderly Individual / Resident	Seniors, often 75+, seeking quality assisted living or nursing care to maintain dignity and comfort as independence fades.	Need for safe, compassionate, tailored care; reassurance of social engagement and wellbeing.	Family recommendations, location convenience, quality ratings, personalised care plans.	<i>"Feel at home with expert care and a vibrant community."</i>
Family Caregiver	Adult children or relatives researching care options for ageing parents; emotionally involved decision-makers.	Trustworthiness, transparency, timely updates, affordability, ease of transition.	Reviews, recommendations, care standards, communication quality.	<i>"Supporting your loved ones with care you can trust."</i>
Healthcare Professional	Social workers, discharge planners, or GPs recommending or selecting care providers for patients.	Reliable quality, compliance with care regulations, integrated health support.	Accreditation, clinical reputation, multidisciplinary care teams.	<i>"Partnering to deliver safe, effective care solutions."</i>
Corporate Client / Partner	Businesses or institutions requiring care services for staff relatives or corporate responsibility programs.	Seamless referrals, scalable care options, strong service reputation.	Proven track record, professional partnerships, client testimonials.	<i>"Dependable care solutions tailored to your corporate needs."</i>
Prospective Employee	Qualified nurses, carers, or support staff seeking fulfilling and stable employment in a reputable care provider.	Positive workplace culture, career growth, training opportunities, meaningful impact.	Employer brand, employee testimonials, benefits, career pathways.	<i>"Join a caring team that values your skills and growth."</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
Elderly Individual / Resident	Fear of losing independence; cost concerns	Website, facility tours, referral agencies, social media	Medium to High (when health declines)	<i>High (long-term residency contracts)</i>
Family Caregiver	Anxiety about quality, affordability, trust	Online reviews, Google search, phone calls, social media groups	High (often urgent when crisis occurs)	<i>High (likely influencer on contract)</i>
Healthcare Professional	Limited familiarity with specific homes	Professional networks, healthcare conferences, direct outreach	Medium (planning discharge)	<i>Medium (referral fees, partnerships)</i>
Corporate Client / Partner	Concerns over scalability and reliability	Industry events, LinkedIn, direct B2B outreach	Low to Medium (ongoing partnerships)	<i>Medium to High (bulk or contract services)</i>
Prospective Employee	Job security and work environment worries	Job boards, employee testimonial videos, LinkedIn	Medium (job searching cycle)	<i>Indirect (staff retention boosts business performance)</i>

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



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