

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 trust, safety, personalised support, and reassurance for themselves or loved ones. For Barchester Healthcare, a leading provider in care homes and services for older adults, understanding the distinct needs of families, professionals, and referral partners shapes meaningful communication and service delivery. Understanding your buyer personas sharpens focus, aligns messaging, and ensures you deliver exactly what your audience needs precisely when they need it.

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 Decision Maker | Adult children or relatives seeking trustworthy, high-quality care homes or services for elderly family members. Often emotionally involved, balancing care needs with budget constraints. | Reliable, safe environment; transparent information; emotional reassurance; proximity to family; care quality. | Reputation, value for money, recommendations, location, service breadth, staff credentials. | <i>"Compassionate care your loved ones deserve, close to home."</i> |
| Older Adult Considering Care | Seniors themselves contemplating moving into care, seeking dignity, independence, and respect in a supportive environment. | Comfortable, engaging lifestyle; person-centred care; social activities; preserving autonomy. | Quality of life, environment, friendliness of staff, available amenities, autonomy. | <i>"Supporting your independence with warmth and respect."</i> |
| Healthcare Professional/GP | Doctors, nurses, social workers who refer patients to care homes or community services, valuing professional standards and seamless care transitions. | Responsive communication; clinical expertise; care quality; ease of referrals; reputation. | Clinical accreditation, peer recommendations, transparency, integrated healthcare. | <i>"Partnering with healthcare professionals to deliver seamless care."</i> |
| Estate & Financial Advisers | Professionals advising clients on care options and funding, requiring clear financial, legal, and care service info. | Transparent pricing; clear contracts; care quality data; legal compliance; flexible funding options. | Trustworthiness, compliance, clarity on fees and services, client satisfaction. | <i>"Transparent care and flexible options for peace of mind."</i> |
| Barchester Employees (Care Staff) | Caregivers and support staff seeking a rewarding workplace with strong values, training, and supportive community. | Professional growth; recognition; supportive culture; job security; work-life balance. | Career development, workplace culture, benefits, management support. | <i>"Join a team that values your dedication and helps you grow."</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 Decision Maker | Doubts about care quality or cost; emotional stress; overwhelming choice; need for personalised info. | Website research, phone calls, social media reviews, referral sites | High when a related health event occurs or decline noticed. | <i>High – primary payers / influencers in care decisions.</i> |
| Older Adult Considering Care | Fear of losing independence; stigma; uncertainty; unfamiliarity with care homes. | Friendly, informative website content, community events, direct visits | Medium – planning or prompted by health decline. | <i>Medium – self-funded or subsidised user.</i> |
| Healthcare Professional/GP | Concern about delays or quality issues; lack of detailed care info; patient suitability doubts. | Professional networks, email updates, clinical partnership events | Medium to High depending on patient needs. | <i>Medium – indirect influence via referrals.</i> |
| Estate & Financial Advisers | Complexity of care funding; perceived costliness; unfamiliarity with care provider. | Email newsletters, professional conferences, financial advisories | Low to Medium – linked to client situations. | <i>Medium to High – advise on funding solutions.</i> |
| Barchester Employees (Care Staff) | Job satisfaction concerns; workload; pay; development opportunities; workplace reputation. | Internal communications, HR portals, training workshops, peer networks | Medium – ongoing retention and recruitment needs. | <i>Indirect – impacts service quality and retention cost.</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.

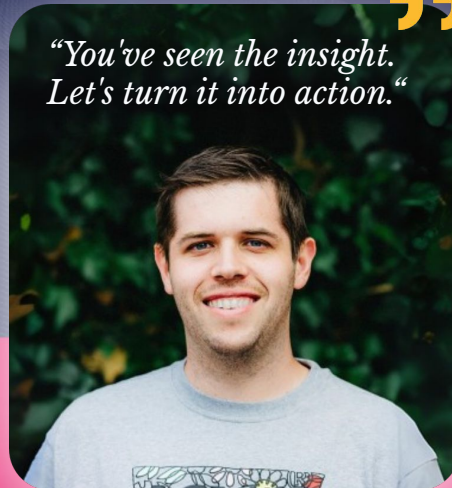
STRATEGY SESSION BOOKING LINK



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



Rory Tarplee - Digital Strategist



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