

BUYER PERSONA SNAPSHOT

For Care UK



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OVERVIEW

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Why This Matters

In today's world, customers expect more than just healthcare services — they seek compassionate, reliable, and tailored care solutions that improve the quality of life for themselves or their loved ones. Care UK operates in a sensitive sector focused on health and social care, where trust and personalised support 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	Middle-aged adults (40-60) caring for elderly or disabled relatives, often balancing work & family	Searching for trusted, flexible care to support loved ones at home or in care	Recommendations from healthcare professionals, peer reviews, trust	<i>"Compassionate care that fits your family's unique needs and schedule"</i>
Elderly Individual / Resident	Seniors (70+) seeking supported living, nursing homes, or respite care	Need for safe, dignified, and engaging care environments	Comfort, safety, friendly community environment, clinical expertise	<i>"Live independently with expert support in a warm, welcoming setting"</i>
NHS / Healthcare Partner	NHS managers and commissioners looking for reliable outsourced care providers	Need to meet patient care standards, cost-effectiveness, and compliance	Proven track record, regulatory compliance, partnership reliability	<i>"Partnering to deliver outstanding patient care with measurable outcomes"</i>
Adult with Long-Term Condition	Adults (30-65) managing chronic health conditions needing ongoing support or intermediate care	Consistent, skilled care that enables independence and symptom management	Specialist care staff, flexible scheduling, personalised care plans	<i>"Supporting your health journey with expert, personalised care solutions"</i>
HR / Corporate Benefits Manager	Corporate HR leads providing employee wellbeing benefits including care or health support services	Solutions that improve employee health, reduce absenteeism, and add value	Employee feedback, cost efficiency, ease of access	<i>"Enhance employee wellbeing with trusted care services that deliver peace of mind"</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 overwhelm, cost concerns, distrust of providers	Social media, referral via healthcare professionals, website	High	Medium to High
Elderly Individual / Resident	Fear of loss of independence, unfamiliarity with care options	Print brochures, direct contact, events, family referrals	Medium	High
NHS / Healthcare Partner	Budget limitations, strict quality and compliance demands	Formal proposals, relationship meetings, sector conferences	High	Very High
Adult with Long-Term Condition	Concern about care consistency, privacy, and autonomy	Online forums, healthcare provider referrals, app notifications	Medium	Medium
HR / Corporate Benefits Manager	ROI justification, employee adoption, data privacy concerns	LinkedIn, corporate webinars, email newsletters	Medium to High	Medium

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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