

# BUYER PERSONA SNAPSHOT

*For Caring Homes Group*



[www.clickthrough-marketing.com](http://www.clickthrough-marketing.com)

# OVERVIEW

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## Why This Matters

In today's world, families and individuals seeking senior care expect more than just accommodation — they seek compassion, reliability, tailored support, and a trusted environment for their loved ones. Understanding the complex emotional and practical considerations behind choosing a care home is crucial for connecting meaningfully and responsively. 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
Adult Child Decision Maker	Typically aged 40-60, often juggling careers and families, seeking a safe, professional home for aging parents or relatives.	Peace of mind, trustworthy care, quality facilities, transparency on care practices, and smooth admission process.	Positive reputation, testimonials, inspections/ratings (CQC), responsiveness of staff, and clear costs/pricing	<i>"Trustworthy care homes that treat your loved ones like family."</i>
Prospective Resident	Older adults considering moving into residential or dementia care, often seeking independence with help and a supportive environment.	Understanding care options, environment comfort, social activities, and dignity in daily living.	Transparency, friendly staff, environment aesthetics, tailored care plans, activities, and quality of life improvement.	<i>"A caring home where your independence and wellbeing come first."</i>
Social Worker / Care Advisor	Professionals recommending care placements for elderly clients, focused on matching needs with available, compliant care homes.	Clear information on care types, regulatory compliance, availability, and partnership communication.	Quality of care, location convenience, CQC ratings, ability to meet specialized needs (e.g., dementia), and regulatory specialist	<i>"Partnering with professionals to deliver quality, compliant senior care solutions."</i>
Healthcare Providers	GPs, nurses, therapists who refer patients to care homes or coordinate post-hospital care transitions.	Accessible, quality, specialized care options with good reputation and communication channels.	dementia/elderly care expertise, coordination ease with hospital discharge planning and updates, Quality accreditations, partnership transparency,	<i>"Seamless transition and specialized care for your patients' next chapter."</i>
Local Authority Commissioners	Representatives responsible for allocating public funds for social care placements, ensuring value and quality in contracted providers.	Compliance with regulations, cost-effectiveness, reliable capacity, and proven outcomes for residents.	competitive pricing, evidence of positive resident outcomes and satisfaction.	<i>"Delivering quality care that meets regulatory standards and budgetary requirements."</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
Adult Child Decision Maker	Emotional difficulty in placing loved ones, concerns over quality/safety, complex comparison decision-making	Website FAQs, testimonials, virtual tours, phone/email consultations, social media groups	High urgency especially during crises or sudden health declines	<i>High – primary paying party or influencer for private pay</i>
Prospective Resident	Fear of loss of independence, adjustment anxiety, financial concerns	In-person visits, open days, brochures, trusted family advice, social events	Medium urgency; planning ahead or immediate in case of health decline	<i>Medium – direct contract or family-involved payments</i>
Social Worker / Care Advisor	Limited time to research, strict budgets, need for credible, up-to-date info	Professional networks, referral portals, official care directories, email newsletters	Medium urgency; ongoing caseload demands	<i>Medium – influences multiple placements</i>
Healthcare Providers	Doubts about quality, communication challenges between care home and hospital	Professional briefings, healthcare conferences, email updates, hospital discharge teams	Medium to high depending on patient needs	<i>Medium – indirect but critical referral source</i>
Local Authority Commissioners	Tight budget controls, requirement to prove value, complex procurement processes	Formal proposals, compliance documents, government portals, networking events	Low to medium urgency, scheduled tender cycles	<i>High – bulk placements often funded by local authority</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.

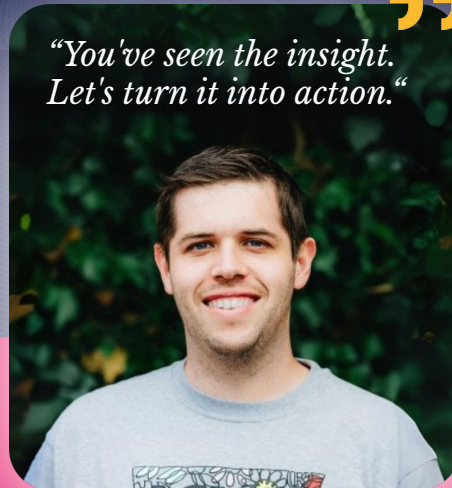
**STRATEGY SESSION BOOKING LINK**



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



Rory Tarplee - Digital Strategist



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