

BUYER PERSONA SNAPSHOT

For Caring Homes Group



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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 empathetic, trustworthy, and high-quality living environments tailored to their loved ones' needs and priorities. 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 caring for elderly parents who need residential care or daily support.	Finding a trustworthy, compassionate home with transparency, safety, and regular updates.	Reputation, staff expertise, local presence, and strong care values.	<i>"We treat your family like our own – compassionate, safe, and transparent care."</i>
Prospective Resident	Seniors actively researching care homes offering comfort, community, and specialised support.	Desire for dignity, independence, engaging community life, and clinical care availability.	Quality of life, activities offered, staff qualifications, environment aesthetics.	<i>"Live life comfortably with expert care tailored to you."</i>
Healthcare Professional	Social workers, nurses, or hospital discharge planners coordinating patient transitions into care.	Reliable, timely communication, smooth admissions, and quality care assurances.	Accreditation, clear care protocols, responsive staff, and communication ease.	<i>"Partnering for seamless care transitions and trusted support."</i>
Local Authority Manager	Government or council employees managing housing and social care commissioning budgets and contracts.	Compliance with regulations, cost-effectiveness, robust care standards, and outcomes reporting.	Quality ratings, proven outcomes, cost-efficiency, transparency, and compliance.	<i>"Delivering high-quality, compliant care solutions that respect your budget and standards."</i>
Investor / Partner	Individuals or organisations interested in social care sector investments or partnerships.	Sustainable business model, growth potential, regulatory compliance, and social impact reporting.	Financial viability, ethical reputation, market demand, and governance strength.	<i>"Invest in a caring home with a commitment to excellence and community impact."</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	Concerns about affordability, trustworthiness, and emotional difficulty in decision-making.	Website FAQs, testimonials, social media support groups, phone consultations.	High (when care needed imminently)	<i>High – direct service sales.</i>
Prospective Resident	Fear of loss of independence, lack of familiarity with options, emotional readiness.	Informational webinars, virtual tours, onsite visits, email newsletters.	Medium to High	<i>Medium – long-term residency.</i>
Healthcare Professional	Worries about placement delays, unclear processes, limited communication.	Professional networks, referral portals, email, and direct liaison contacts.	High	<i>Indirect – influences multiple placements.</i>
Local Authority Manager	Budget constraints, regulatory concerns, previous vendor performance issues.	Official reports, tender portals, informational meetings, industry events.	Medium	<i>High – large volume contracts.</i>
Investor / Partner	Uncertainty about social care regulations, return on investment, reputational risks.	Industry reports, investor briefings, networking events, digital newsletters.	Low to medium	<i>High – capital and partnership funding.</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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