

BUYER PERSONA SNAPSHOT

For HC-One



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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, expert support, and tailored solutions that prioritise dignity and quality of life for their loved ones or residents. 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	Adult children or close relatives seeking residential or dementia care for elderly loved ones.	Trustworthy care options, transparent pricing, quality of life, personal communication.	Recommendations, care quality ratings, word of mouth, emotional reassurance.	<i>"Compassionate, personalised care ensuring peace of mind for you and your loved ones."</i>
NHS & Local Authority Buyer	Public sector commissioners procuring nursing and residential care services for local populations.	Compliance with regulations, quality outcomes, cost-effectiveness, partnership reliability.	Accreditation, service consistency, contractual terms, reputation.	<i>"Partnering with you to deliver safe, compliant, and high-quality care across communities."</i>
Healthcare Professionals	Nurses, GPs, social workers referring clients to specialist care providers.	Seamless patient transitions, professional standards, collaborative care planning.	Clinical evidence, staff expertise, communication clarity.	<i>"Expert care providers supporting your patients' health journey every step of the way."</i>
Prospective Care Staff	Registered nurses, carers, and support workers looking for meaningful employment in a caring environment.	Job security, professional development, supportive culture, good work-life balance.	Employer reputation, training opportunities, work environment benefits.	<i>"Join a compassionate team where your skills truly make a difference — career growth and support await."</i>
Investors / Partners	Stakeholders interested in the care home sector's growth, sustainability, and ethical practices.	Financial performance, sector trends, regulatory compliance, brand reputation.	Transparent reporting, market position, growth strategy.	<i>"Trusted care brand delivering sustainable growth with integrity and innovation."</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	Cost concerns, emotional stress, distrust in care quality	Website, social media, telephone enquiries, reviews sites	High when care need is immediate	<i>High - long-term residency fees</i>
NHS & Local Authority Buyer	Bureaucracy, budget constraints, procurement cycles	Formal proposals, networking events, professional forums	Medium to High around contract renewals	<i>Very High - multi-year contracts</i>
Healthcare Professionals	Lack of awareness of the provider's services	Professional webinars, referral networks, LinkedIn	Medium	<i>Medium - indirect referral impact</i>
Prospective Care Staff	Perceived workload, pay rates, location issues	Job boards, social media, recruitment fairs, careers page	Medium	<i>Medium - staffing quality impacts client satisfaction</i>
Investors / Partners	Market volatility, regulatory changes	Investor relations website, annual reports, business press	Low to Medium	<i>Very High - capital and expansion 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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