

BUYER PERSONA SNAPSHOT

For Hamberley Care Homes



OVERVIEW

Why This Matters

In today's world, families, healthcare professionals, and local authorities expect more than just care services — they seek compassionate, trustworthy, and high-quality residential and dementia care environments that prioritise dignity and wellbeing. 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
Concerned Family Member	Adult children or relatives researching quality senior care options for elderly parents.	Desire for compassionate, safe care environments; triggers include health decline or accidents of elder family member.	Reputation of care home, staff kindness, quality of dementia & personal care, proximity to home.	<i>"We understand the importance of trust and personalised care for your loved ones."</i>
Healthcare Professional	Social workers, GPs, or hospital discharge planners recommending or facilitating care home placement.	Need reliable, responsive providers who offer specialised dementia or nursing care and clear communication.	Professional reputation, care standards, ease of referral process, successful resident outcomes.	<i>"Partner with a trusted care home dedicated to resident wellbeing and seamless coordination."</i>
Older Adult Resident	Seniors considering moving into a residential or dementia care home autonomously or with support.	Desire for a homely, engaging environment that supports independence and dignity.	Comfort, activities, personalised care plans, environment aesthetics, peer reviews.	<i>"A warm, supportive community where you can live your best later life with dignity and purpose."</i>
Local Authority Buyer	Local government or NHS commissioners procuring care home beds for eligible residents.	Need to assure compliance, cost-effectiveness, quality standards, and good partnership working.	Regulatory compliance, cost, care quality ratings, partnership track record.	<i>"Quality assured care homes with a proven track record delivering value and compliance at every step."</i>
Caregiver / Support Worker	Paid carers or agency staff working alongside the home's permanent team or family caregivers.	Clear guidance, training opportunities, and a supportive environment to provide quality hands-on care.	Management support, training, workload balance, team culture.	<i>"Join a compassionate care team where your skills make a real difference every day."</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
Concerned Family Member	Emotional difficulty, cost concerns, lack of clear information.	Website FAQs, virtual tours, social media testimonials, phone calls.	High during crisis	<i>High – direct private pay or funded referrals</i>
Healthcare Professional	Complexity of referral processes, unfamiliarity with care home.	Professional networking, email communications, care directories, conferences.	Medium	<i>Medium – repeat referrals and partnerships</i>
Older Adult Resident	Anxiety about losing independence, fear of institutional care.	In-person visits, community events, brochures, website videos.	Medium to low	<i>Medium – private pay with long stays</i>
Local Authority Buyer	Budget constraints, need for proof of compliance and MB standards.	Official tenders, face-to-face meetings, care quality reports.	Medium	<i>High – block or funded placements</i>
Caregiver / Support Worker	Concerns over workload, insufficient training, team culture issues.	Internal communications, training workshops, social media groups.	Low	<i>Indirect – staff retention impacts care quality and reputation</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



experts@clickthrough-marketing.com