

BUYER PERSONA SNAPSHOT

For Maria Mallaband Care Group



OVERVIEW

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Why This Matters

In today's world, families and healthcare professionals expect more than just residential care — they seek compassion, safety, transparent communication, and personalised support tailored to the unique needs of elderly loved ones or care recipients. 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 Decision Makers	Adult children or relatives researching residential care options for elderly parents or family members. Often balancing own family/employment responsibilities.	Trustworthy, high-quality care, transparent communication, home-like environment, tailored dementia/person-centred care options.	Recommendations from healthcare professionals, user reviews, regulatory compliance, cost, location proximity.	"Compassionate care close to home with family involvement," "Trusted by healthcare professionals."
Healthcare Professionals	Social workers, hospital discharge planners, or GPs referring patients to care homes.	Assurance of medical and personal support standards, quick access to availability, regulatory compliance, multidisciplinary team collaboration.	Care reputation, professional feedback, service responsiveness, experience with complex needs (dementia, nursing).	"Partnering with healthcare professionals to ensure seamless patient transition and holistic care."
Elderly Prospective Residents	Seniors considering their own future accommodation needs, seeking dignity, independence, and tailored care environments.	Comfortable, respectful living spaces, social engagement, clear service scope, preserving autonomy and lifestyle preferences.	Personal visits, testimonials, reputation for respecting independence, varied care options.	"Live with dignity and companionship in a warm, supportive community."
Local Authorities & Commissioners	Government or council officials responsible for funding or commission residential care for constituents.	Cost-effectiveness, compliance with care standards, quality assurance, meeting residents' complex needs efficiently.	Quality inspection ratings (CQC), contractual transparency, value for funding, outcomes reports.	"Reliable care partner delivering high standards and excellent value for public funds."
Private Pay Clients	Individuals or families who self-fund residential care, often seeking premium, personalised services and amenities.	High-standard facilities, bespoke care plans, luxury environment, added comforts, privacy, and social activities.	Facility quality, bespoke care options, reputation, referrals, flexibility in payment and services.	"Tailored, premium care in a comfortable, welcoming environment built around you."



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 Decision Makers	Emotional stress, cost concerns, skepticism about care quality	Website, online reviews, social media, phone enquiries, home visits	High - typically urgent when caring needs escalate	<i>High - often the primary decision-makers and payers</i>
Healthcare Professionals	Time constraints, limited knowledge of specific homes	Professional networks, direct outreach, email, care conferences	Medium - needs timely info for discharge planning	<i>Medium to high - influence multiple placements</i>
Elderly Prospective Residents	Fear of losing independence, stigma around care homes	Direct visits, informational brochures, community centres	Medium - planning for future	<i>Medium - potential long-term residents</i>
Local Authorities & Commissioners	Budget limits, strict procurement procedures	Official channels, formal presentations, referrals, websites	Medium to low - planned procurement cycles	<i>Very high - contracts impact volume of residents</i>
Private Pay Clients	Cost sensitivity, assurance of quality, privacy concerns	Website, testimonials, luxury lifestyle events, referrals	Medium - urgent if self-funding needed quickly	<i>Very high - direct funding means premium revenue potential</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.

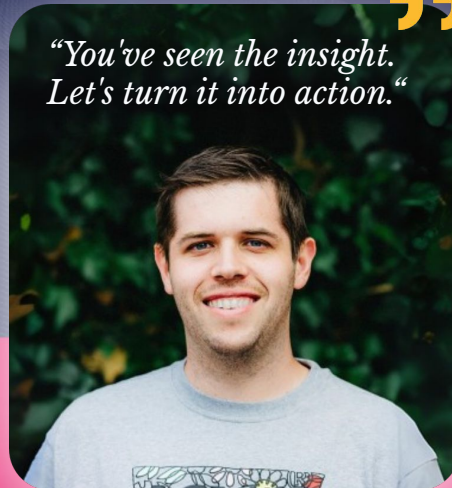
STRATEGY SESSION BOOKING LINK



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



Rory Tarplee - Digital Strategist



experts@clickthrough-marketing.com