

BUYER PERSONA SNAPSHOT

For Runwood Homes



www.clickthrough-marketing.com

OVERVIEW

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Why This Matters

In today's world, residents and local authorities expect more than just housing provision — they seek safe, affordable, and well-managed supported living environments tailored to their unique needs and challenges. 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
Supported Housing Manager	Professionals working in local authorities, charities, or social care orgs who arrange housing and support for vulnerable adults.	Need reliable housing providers with tailored support services and compliance with regulations.	Proven track record, sector reputation, partnership opportunities, cost effectiveness, quality of support services offered.	<i>"Partner with a trusted supported housing provider delivering tailored, compliant services for vulnerable individuals."</i>
Family Member / Carer	Relatives or carers seeking safe, nurturing supported living for their loved ones with complex needs or disabilities.	Seeking trustworthy, compassionate care environments that encourage independence and wellbeing.	Safety, quality of life, positive testimonials, responsiveness of provider, range of support offered.	<i>"Ensure your loved ones live in a safe, supportive home that prioritises their wellbeing and independence."</i>
Local Authority Planner	Government officials responsible for planning and commissioning supported housing services within communities.	Need providers who can deliver scalable, compliant housing solutions aligned with budget and policy frameworks.	Compliance, value for money, ability to meet strategic objectives, partnership potential.	<i>"Deliver compliant and sustainable supported housing that aligns with your community planning and social care objectives."</i>
Service User	Vulnerable adults or individuals with complex needs looking for supported living environments that promote independence and wellbeing.	Seek safe, comfortable homes with access to tailored daily living support and community integration.	Accessibility, personalized support, community feel, encouragement towards independence.	<i>"Live independently with the support you need in a home that feels safe and welcoming."</i>
Housing Support Worker	Frontline staff delivering day-to-day support to residents in supported living schemes, ensuring wellbeing and engagement.	Require well-managed homes with clear protocols and resources to support residents effectively.	Organizational support, training opportunities, clarity of roles, responsiveness from housing provider.	<i>"Empower your work with a reliable housing partner committed to supporting both residents and frontline teams effectively."</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
Supported Housing Manager	Concerns about quality assurance, ability to meet specific support needs, budget constraints	Sector conferences, professional LinkedIn groups, specialist websites, direct outreach by email	High, driven by resident need and funding cycles	<i>Very High – Large contracts with long-term value</i>
Family Member / Carer	Distrust of providers, lack of clear information, fear of poor care or neglect	Social media reviews, family-focused forums, direct provider contact, testimonials	Medium to High, emotional urgency	<i>Medium – Influences housing decisions, but no direct purchase</i>
Local Authority Planner	Bureaucratic delays, complex tender procedures, budget restrictions	Government portals, formal RFP processes, industry networking events, professional newsletters	Medium, depends on policy and budget timelines	<i>Very High – Commissioning large-scale projects</i>
Service User	Anxiety about moving, limited awareness of housing options, concerns about compatibility	Word of mouth, social services referrals, community centres, accessible website content	High, linked to immediate housing needs	<i>Low individually but critical for occupancy rates</i>
Housing Support Worker	Concerns over workload, job security, clarity on operating procedures	Internal communications, employer briefings, sector training sessions, phone and email communication	Medium, ongoing operational need	<i>Indirect – Influences satisfaction and retention</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.

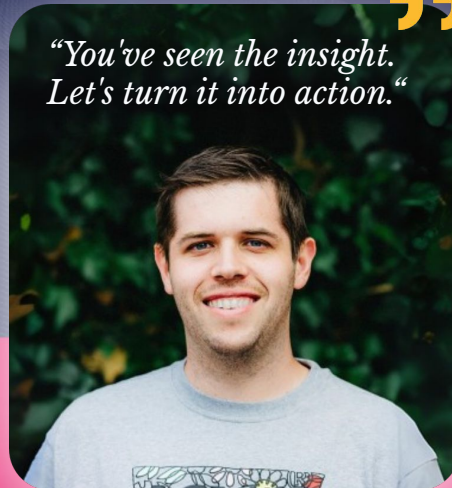
STRATEGY SESSION BOOKING LINK



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



Rory Tarplee - Digital Strategist



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