

BUYER PERSONA SNAPSHOT

For Signature Senior Lifestyle



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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 trust, compassionate support, and environments that feel like home for their loved ones. Within the eldercare sector, families and professionals require assurance of quality, safety, and personalised care tailored to residents' unique needs. 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-Maker	Adult children or relatives (typically aged 40-65) researching care options for aging parents.	Peace of mind, quality care, safety, and transparency in services	Reputation, care standards, referrals, pricing transparency	<i>"Trusted, compassionate care that feels like home for your loved ones."</i>
Healthcare Professional Referrer	GPs, hospital discharge planners, social workers advising families on suitable care homes.	Reliable communication, resident wellbeing, quick response times	Quality ratings, regulatory compliance, smooth referral processes	<i>"Partnering with healthcare to ensure seamless, dignified transitions."</i>
Prospective Resident	Elderly individuals considering moving to a care home, often seeking dignity and community life.	Comfort, social interaction, personalised care plans	Amenities, staff friendliness, safety, reputation	<i>"A welcoming community where your wellbeing is our priority."</i>
Estate Planner / Legal Advisor	Professionals advising clients on long-term care funding and estate planning.	Clear cost structures, transparent contracts, legal compliance	Pricing options, payment plans, contracts clarity	<i>"Transparent care options tailored to your financial and legal needs."</i>
Local Authority Care Coordinator	Council employees responsible for sourcing care homes within budget for public-funded clients.	Cost-effectiveness, compliance, quality assurance	Contractual compliance, value for money, accessibility	<i>"Delivering compliant, affordable care solutions that meet strict standards."</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 Decision-Maker	Emotional stress, mistrust, price sensitivity	Website, online reviews, family support forums, phone calls	High (when care is urgent)	<i>High (private payers)</i>
Healthcare Professional Referrer	Lack of time, unfamiliarity with care home options	Professional networks, referral portals, meetings, email	Medium-High	<i>Medium (referral-based volume)</i>
Prospective Resident	Fear of losing independence, anxiety about change	Website content, open days, community events, social media	Medium	<i>Medium (self-pay or family-funded)</i>
Estate Planner / Legal Advisor	Complexity around fees and contracts	Professional seminars, direct contacts, detailed website	Low-Medium	<i>Medium (influences long-term deals)</i>
Local Authority Care Coordinator	Budget constraints, strict procurement processes	Council tender portals, official correspondence, meetings	Medium-High	<i>Medium-High (public funding contracts)</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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