

## Content Marketing for Home Care

### Why is content marketing so important?

Today, people actively search for information instead of waiting for information to come to them. This creates a need for what is called “pull marketing” versus “push marketing.” Pull marketing seeks to draw consumers in, whereas push marketing interrupts them.

The technological revolution has created a landscape where consumers are doing vastly more pulling and are increasingly pushing back against push marketing. Now consumers can search the Internet on multiple mobile devices from almost any location to find the information they want whenever they want it. Consumers also have a myriad of opportunities on the Internet to find information about services on company websites, review sites, in social media, and more.

These points along the consumer’s buying journey where they stop to pull information are called micro-marketing moments. Content marketing uses strategy to place the most useful and compelling information, both text and visuals, at each micro-marketing moment so there is a greater potential that your business will stand out and the consumer will be drawn to you.

### What is the psychology behind content marketing?

It doesn’t take a psychologist to understand that people don’t like becoming frail and needing care, and most don’t plan ahead for what some of the effects of aging might entail. When they or someone they love begins to show signs of needing help, they don’t immediately buy senior care services. Instead, they search for helpful information and guidance. In addition, the friends and professionals who counsel them point them toward helpful information. The ongoing delivery of consistent, relevant, helpful and valuable information will ultimately be rewarded by gaining their business and loyalty.

### What is content marketing?

- Content marketing is a strategic approach that focuses on creating and distributing relevant, informative, and captivating content to attract and retain a clearly-defined audience and drive profitable consumer action.
- Content marketing is the art of communicating without selling, even though the purpose is to drive sales.
- In home care marketing, content should be educational, interesting and in touch with the consumer’s state of mind.
- Content marketing should deliver helpful information that makes the person searching for services feel both better informed and understood.
- Content marketing should provide consistent, useful, engaging communication that is easy to consume and share.

## What kinds of activities constitute content marketing?

- Blogs
- Microsites
- Print and digital publications
- Social media sharing
- Images
- Memes
- Podcasts and webinars
- Videos
- Apps
- User-generated content
- Multichannel experiences
- Storytelling

## Bottom line:

People can research services on their own, and they don't like being pushed into anything. On the other hand, they appreciate being informed.

## Ideas for content marketing:

- Create a simple guide with helpful information and tips: define what home care is, how it is paid for, what the different models are, how to know when it is needed, etc.
- Review a recent book relevant to your audience, such as books about caregiving, dementia, Alzheimer's, aging at home, etc.
- Compile the top ten resources your consumers should know about: top ten home meal delivery companies, top ten devices to make living at home easier, etc.
- Ask clients and referral sources to submit a story about their experience with your service.
- Give solutions for how to handle a variety of specific care-related situations.
- Gather content that shows the best examples of how people can age in place.

## Resources:

40 Definitions of Content Marketing – [www.TopRankBlog.com/2013/03/what-is-content](http://www.TopRankBlog.com/2013/03/what-is-content)

Content Marketing Ideas: Five Key Tools and One Killer Tip – [Econsultancy.com/blog/64665-content-marketing-ideas-five-key-tools-and-one-killer-tip#.1iu2jmsagvduy](http://Econsultancy.com/blog/64665-content-marketing-ideas-five-key-tools-and-one-killer-tip#.1iu2jmsagvduy)

## Need help? Contact the home care marketing experts at **corecubed!**

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