

Empathy In Every Campaign: Aged Care Marketing that Resonates



30 April 2024

Benefits of incorporating empathy into marketing strategies

- Gain a competitive advantage by building stronger connections
- Create inclusive marketing campaigns that are respectful and authentic to the real world



The aged care customer buyer journey is complex and emotional

Above all, families are looking for providers who offer empathy, reassurance and respectful engagement.



Research provides critical customer insights

- Listening and understanding customers' respective needs, wants and motivations is vital to developing a meaningful brand and customer experience



Genuine customer insights lead to more original and impactful marketing



Customer segmentation is a foundational element

- Use segmentation to craft strategies that are not only more resonant and engaging for our target audience but also more efficient in terms of resource allocation and return on investment



Be clear about who you are seeking to sell to

Behavioural: Triggers, Actions,
Proactivity, Values

Psychographic: Attitudes, Opinions, Beliefs, Priorities,
Level of Sophistication, Style

Demographics: Age, Gender, Ethnicity, Income, Education,
Profession/ Occupation, Religion

Geographic: Regions, Footprint, Distance

In order to stand out, MAKE IT REAL

- What we often see in our industry's marketing is carbon copy websites with the focus on features and facts
- Such communication lacks personality and the human element – it fails to acknowledge the real life conditions and situations of its audience



Humanise it by bringing in personal stories

- **Well-composed professionally shot images** of customers and care workers with a focus on portraying genuine care and companionship
- **Testimonials on websites and social media** from customers and care workers including video and review feeds
- **Quotes from employees** about why they love working for your organisation and case studies setting out their career journey
- **Real life stories** about client-care worker relationships and pitching these to local media outlets



Keep your brand promise – MAKE IT TWO WAY



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