

mediahawk



# Mediahawk trends report: **Care homes**

Marketing trends 2022

## Introduction

“We’ve gathered up the latest insights and market trends\* to guide your care home marketing strategy.

Based on anonymised data from Mediahawk’s **call tracking software**, this report will help you understand what’s working and what isn’t for the care home sector.

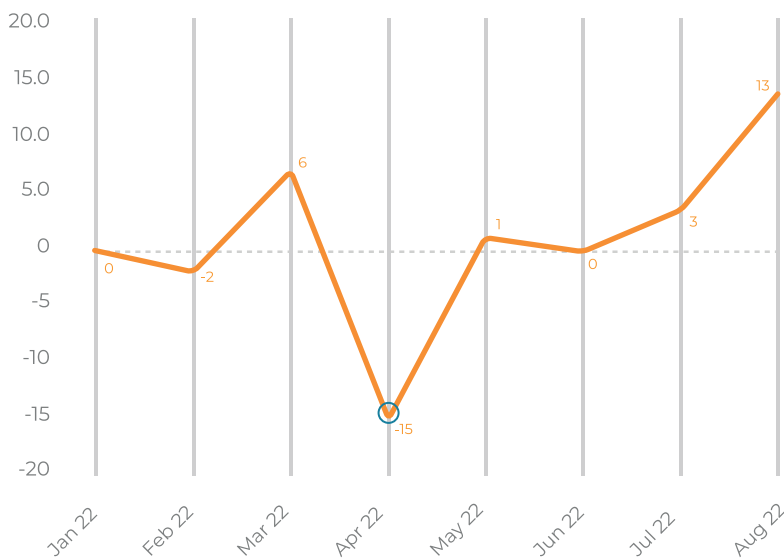
Read on to discover the **six key trends** care home marketing teams need to know right now.”

\* Data reporting period from January 2022 to August 2022. Year-on-year comparisons are for August 2021 vs August 2022.



Michael Morrell, CEO at Mediahawk

Calls per care home index



○ Call volumes fell in April partly due to the Easter holiday

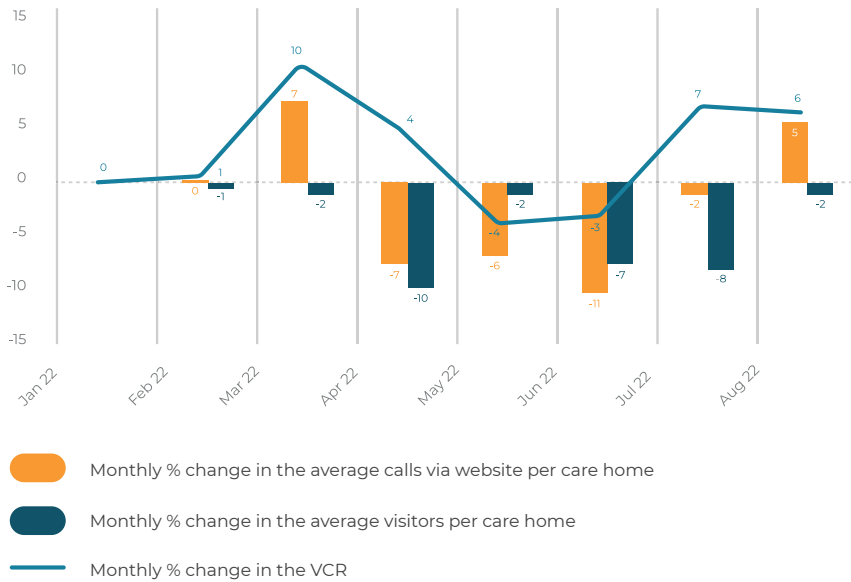
## Phone calls are up

Comparing August 2021 with August 2022, we can see that **care homes saw a 55% increase in phone calls.**

This includes calls originating from a website, referral site, care home directory, door drops and any online and offline marketing campaign activity.

Clearly the phone is still a core means of communication for potential new residents and their families.

Visitor/call per care home index



### Visitor to call ratio has increased

The visitor to call ratio shows the number of web visitors versus the number of phone calls generated by the website, which is useful for measuring visitor engagement and intent.

After a spike in calls from care home websites in March, it dipped for a couple of months and is now seeing growth.

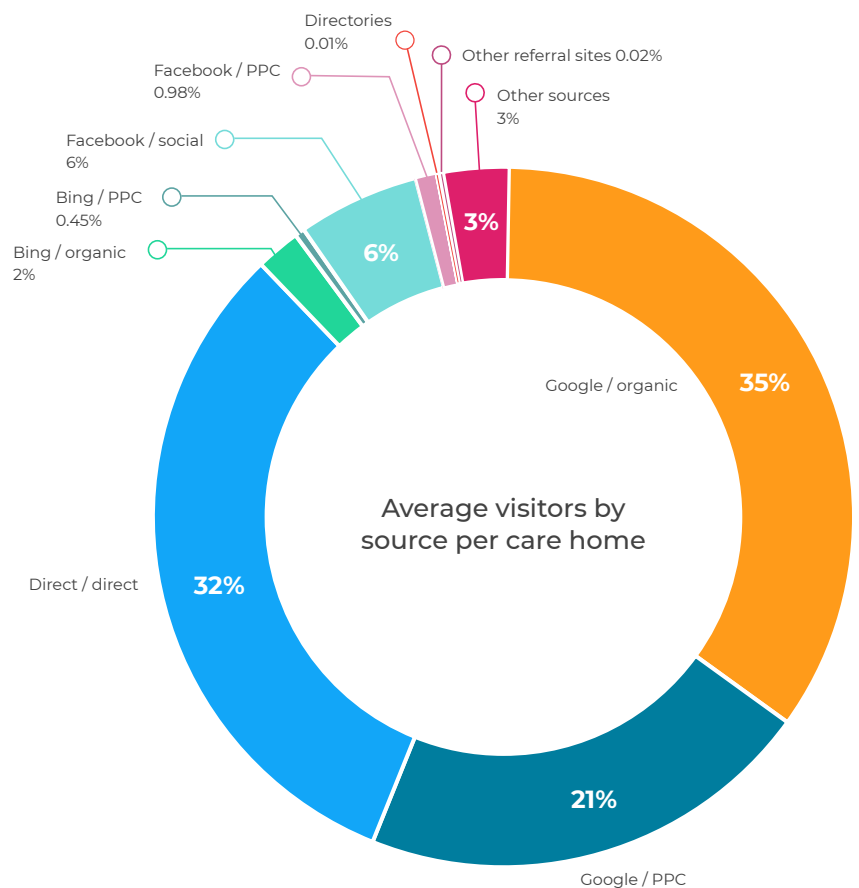
**It's increased by 6% from January to August 2022.**

This growth shows that it now takes fewer visitors to your website before a visitor calls you.

### Organic search drives web traffic

Google organic (which includes Google Business Profile) plays a crucial role in traffic acquisition.

**Both Google organic (19%) and PPC (18%) are showing a year-on-year growth** but have been relatively flat throughout the year.



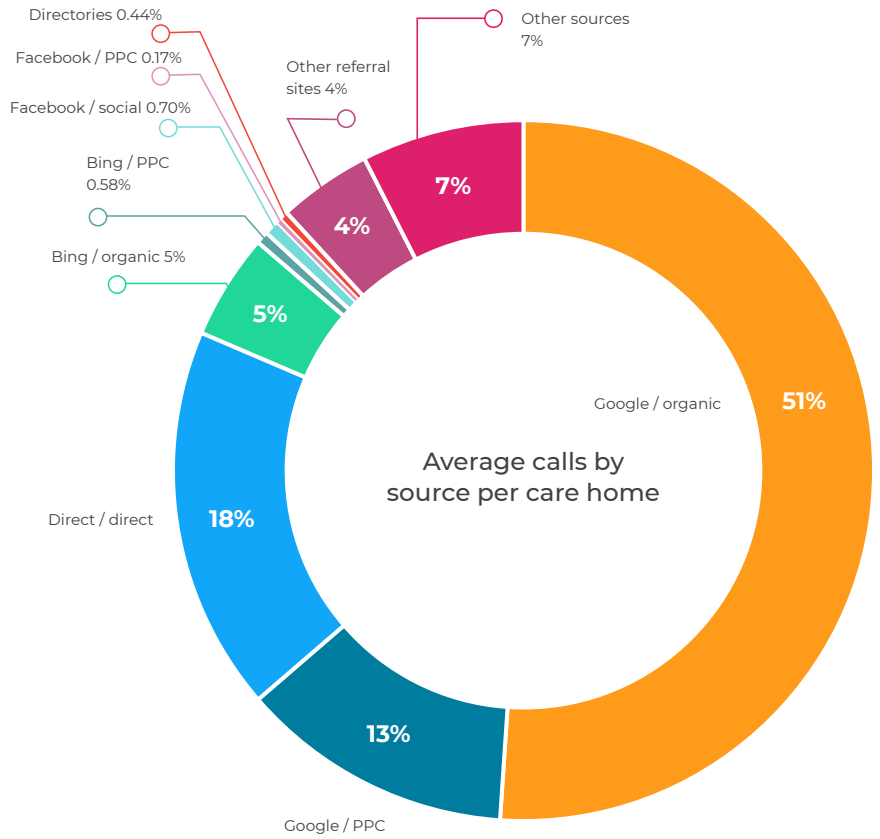
- Google / organic
- Google / PPC
- Direct / direct
- Bing / organic
- Bing / PPC
- Facebook / social
- Facebook / PPC
- Directories
- Other referral sites
- Other sources

## Organic search delivers phone calls

Our calls-by-source data shows that organic traffic plays the most significant role in generating phone calls via a website – **with a 31% increase year-on-year.**

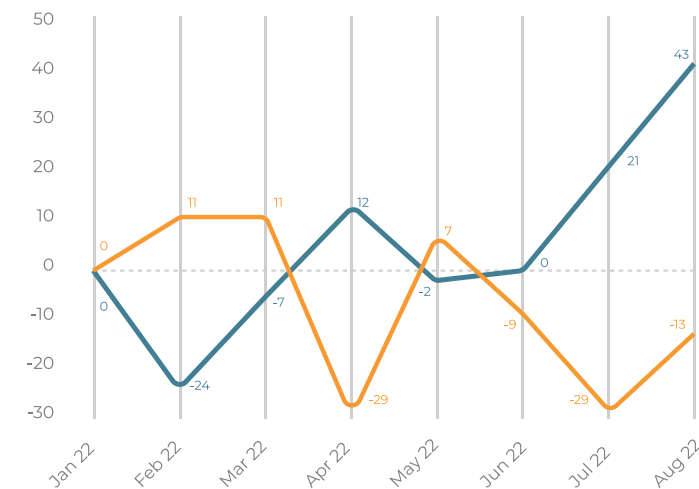
On the other hand, the role of PPC in driving calls has remained flat, with a slight reduction over the year.

Posting on Facebook has seen a healthy growth in driving calls (a 41% increase year-on-year, although visitor numbers are relatively small). However, Facebook posts tend not to drive website traffic – which has declined since peaking in January 2022.



- Google / organic
- Google / PPC
- Direct / direct
- Bing / organic
- Bing / PPC
- Facebook / social
- Facebook / PPC
- Directories
- Other referral sites
- Other sources

Calls by keyword index



- Monthly % change in calls by keyword 'Respite'
- Monthly % change in calls by keyword 'Residential'

## Respite care demand increasing

Mediahawk's PPC keyword search data shows that **calls about respite care have increased by 233% year-on-year**, while residential care calls have remained flat over the past 12 months.

As you'd expect, localised searches – for example, people searching 'care homes in Edinburgh' – continue to be prominent, with a 21% increase year-on-year.

## Summary

# Key trends you need to know

Our data shows six key marketing trends that care home marketers should be aware of right now:

- 1 Phone calls are steadily increasing
- 2 The visitor to call ratio has seen an increase in the last couple of months, as call growth is surpassing web visitor growth
- 3 Google organic is the top driver of web traffic and calls
- 4 PPC is important for visitor traffic but seeing a slight decline for calls
- 5 Posting on Facebook looks to be growing in importance for driving calls
- 6 Demand for respite care is growing significantly, while demand for residential care has remained relatively flat



**“ After a sluggish start to the year, we are now seeing a strong increase in telephone calls with a particular trend toward respite over residential enquiries. ”**

Michael Morrell, CEO at Mediahawk

## Want help to benchmark your care home against the sector?

Contact us today and see how Mediahawk can help you.

**01908 448 234**  
**mediahawk.co.uk**