

mediahawk



Care homes trends report

Marketing trends 2023

SPRING EDITION



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.

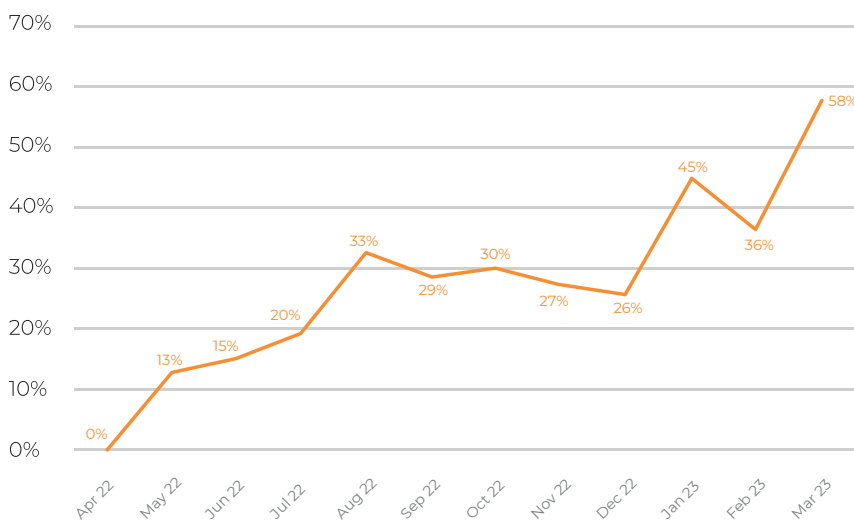
Read on to discover the **six key trends** care home marketing teams need to know right now.”



Michael Morrell, CEO at Mediahawk

* Data reporting period from April 2022 to March 2023. Year-on-year comparisons are for March 2022 vs March 2023.

Index: Calls per care home



Note: Total calls includes all calls to care homes, whether from a care home website, referral site, directory, door drop, or promotional material etc.

Healthy call volumes

After the usual slow-down in April – partly because of the Easter holiday – phone calls into care homes grew significantly through the year, finally peaking in August.

There was a decline in the run-up to the Christmas holidays, but further peaks in January and March as call volumes picked up again in the new year.

The data shows a healthy volume of calls at the beginning of 2023, with **33% year-on-year growth**.

Visitor to call ratio up 13% year-on-year

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.

Calls and visitors from care home websites remained flat in the first few months of 2022 and into the summer. Through the rest of the year, there was an overall uptick in calls, with some dips towards the end of 2022.

Website visitors increased, with a significant peak in January 2023, which is common behaviour following the seasonal break.

Despite this, the visitor to call ratio declined steadily through the year. February and March did show positive engagement, which helped to deliver **13% growth year-on-year**.

Looking at the year-on-year data for phone calls and website visits, calls from care home websites achieved **40% growth**, while website visits grew by **24% year-on-year**.

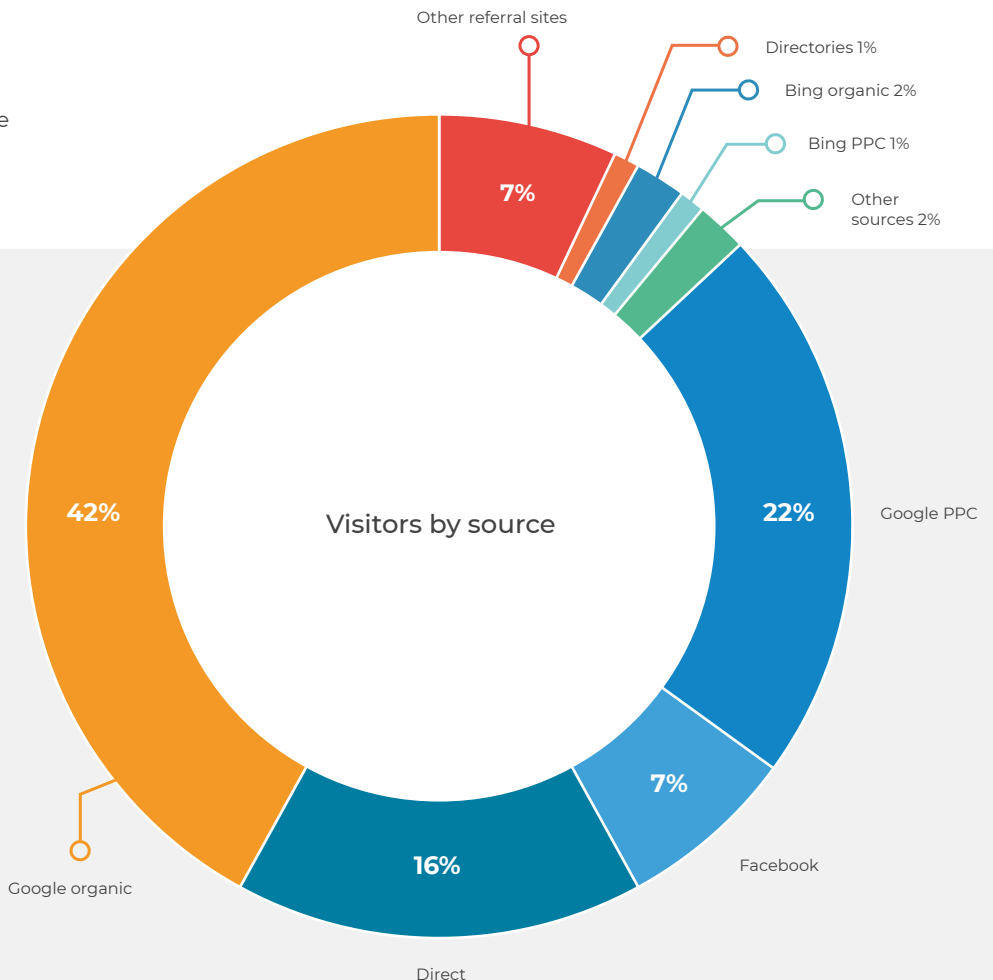
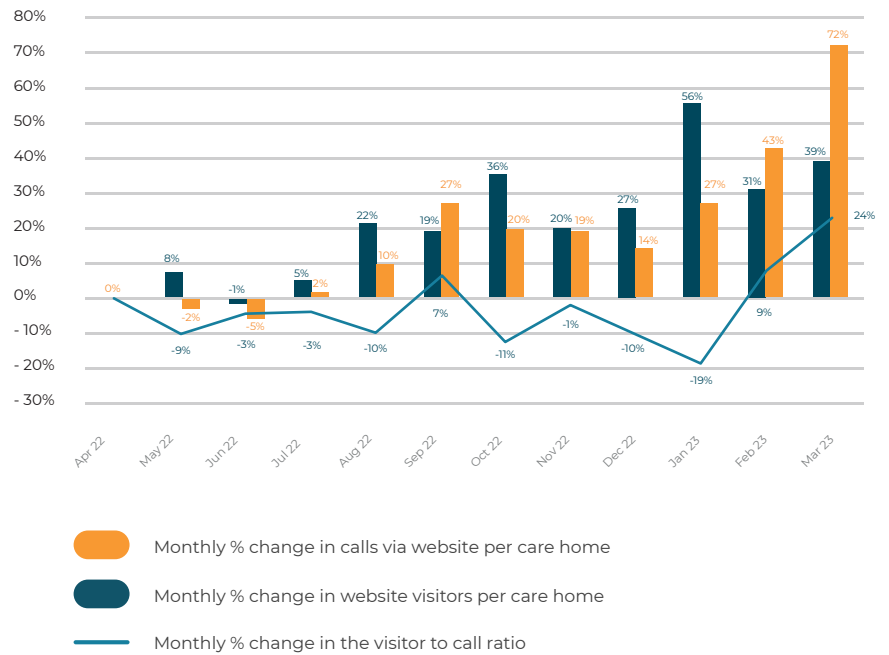
Organic search drives web traffic

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

Both Google organic and PPC are showing year-on-year growth, with Google organic increasing throughout the year and spiking in December and January.

Bing organic and Facebook have seen sizeable year-on-year increases, too.

Index: Visitors/calls per care home

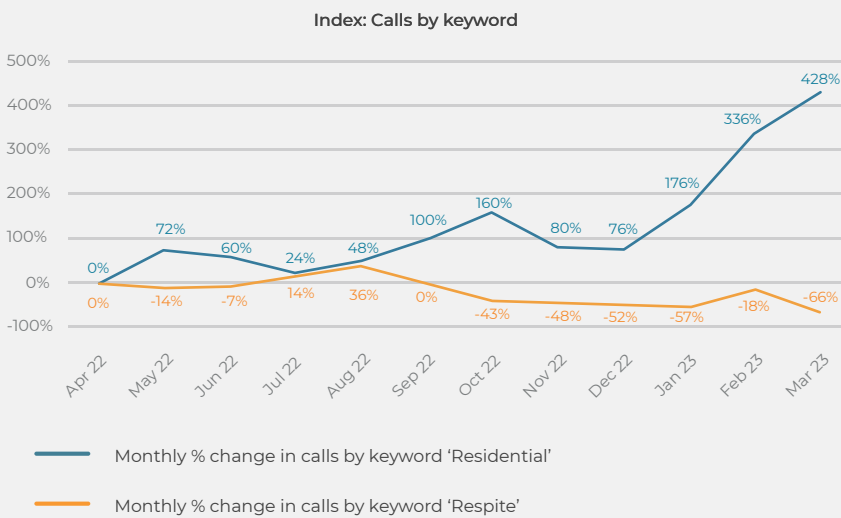
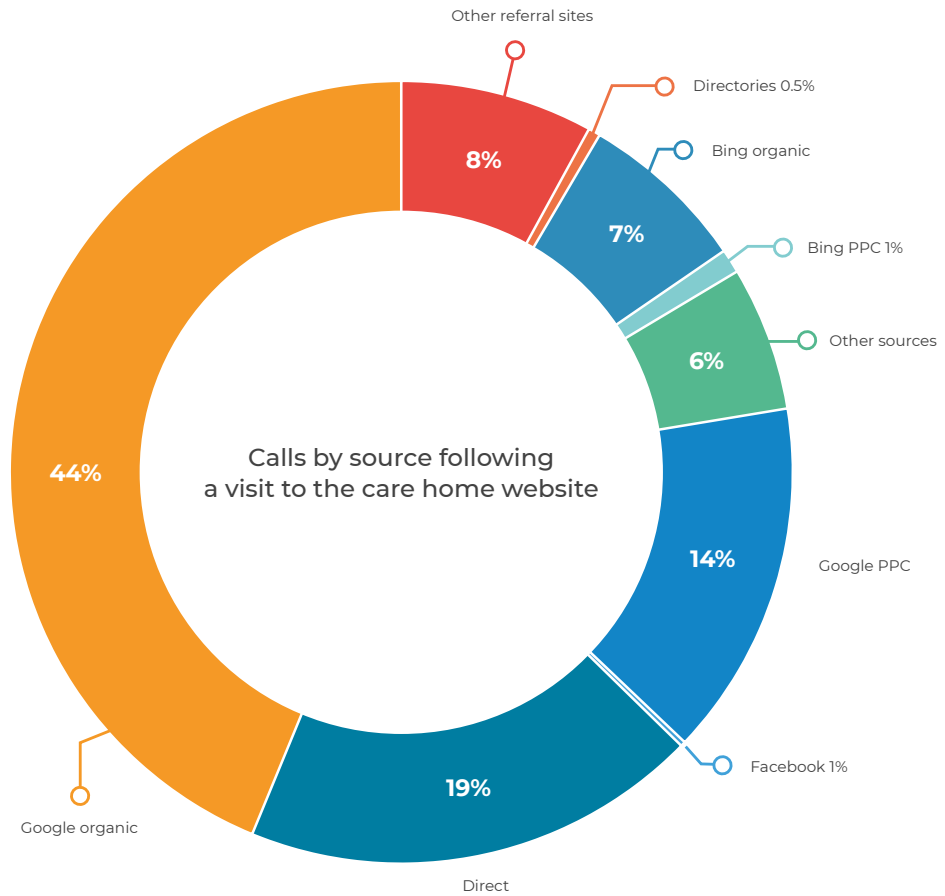


Organic search delivers phone calls

For calls that occur following a visit to a care home website, we can see that organic sources play a significant role. However, we can also see that calls originating from PPC sources are playing an increasingly larger role, too – **with 99% year-on-year growth.**

Elsewhere, social media posts on Facebook showed healthy year-on-year growth for driving visitors, but just 9% growth in driving phone calls. In our 2022 trends report, we saw a 41% year-on-year growth in calls from Facebook – meaning we’re now seeing a slow down in Facebook’s effectiveness at driving calls.

Bing organic is showing increased importance as a channel (**115% year-on-year growth**), though its numbers are still very low compared with Google organic.



Growth in demand for residential care

In last year’s trends report, we found that the keyword ‘respite care’ had the biggest growth.

Since then, there has been a steady decrease in demand for respite care (-61% year-on-year decline). Instead, we’ve a significant increase in calls where ‘residential’ has been the focus. In fact, residential care has seen a **214% year-on-year increase.**

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 After call volumes fell slightly at the end of 2022, the sector saw a sharp increase in calls at the start of 2023.
- 2 In September, February and March it took fewer visitors to make a call.
- 3 While PPC is a key driver of website visitors, it is now an important channel for delivering calls, too.
- 4 When it comes to bringing in calls, Google organic is king. But Bing is increasing in importance – although the numbers are still very low.
- 5 Posting on Facebook is increasing in importance for driving visitors but is flat for driving calls – the opposite to last year.
- 6 The demand for respite care has been slowly falling, while demand for residential care has grown significantly since the start of 2023.



“ The data suggests a concerted effort by marketing teams has driven more website visitors and enquiries. We’re seeing a rise in calls from campaigns and significant year-on-year growth on key sources. ”

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.

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