



Marketing! Who Are You
Advertising Too?

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Who is looking for your help?





People who need care and support?


Right??





Who is looking for your help?





People who are looking after the person that
needs care are the ones who is looking for the
help!

So it's the sons, daughters, neighbours,
grandchildren of the person who is in need of
more support, that is actually looking for the
help.

(98% of the time)






The person who is in need of support might not realise they need more support.

Family/friends who they are relying on are beginning to struggle themselves.

They don't want to be a carer, they want to be the sons, daughters, neighbours, friends, grandchildren, that they always were.





Knowing this is gold for marketing...

You need to target where the sons, daughters,
grandchildren are.

Not where the person who needs the care is!

