

strategic marketing

coaching and training
marketing plans and development
seminars and workshops

creative marketing

brand and corporate identity
promotional literature
advertising and editorial

web marketing

website design and management
website optimisation
domains and hosting
online collaboration
email and computer support

Improving the way an established care home markets its business

client

Orchard House Residential Care Home

market sector

Social care

brief

To help an established care home to improve its image in order to attract more families to visit

solution

As the care home had no promotional material, a complete package of services was required.

result

Through their new website the care home was able to provide all interested families worldwide information about their services. The leaflets were used to create more awareness of their services locally and everyone who visited their care home went away with a simple smart folder to contain essential information.

provided

- Corporate identity
- Range of co-ordinating stationery
- Website - www.orchard-house-care.co.uk
- Domain name

testimony

"...with your professional support we have been able to market our home to a much wider market than just relying upon local advertising..."

Geoff Clarke - Orchard House Residential Care Home



ORCHARD HOUSE



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