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As you consider the home healthcare industry vertical for your firm, begin with the why.

- Why now?
- Why this industry?
- Why this geographic location?
- Why should they work with us?
- Why is it important to the firm's bottom line?

Once you know your why, you're on your way to creating a marketing plan with

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the office on a regular basis.

When it comes to the administration, how might regulations be impacting their agency? Are there economic issues the organization is facing? Do they have a full understanding of their financials to make the best decisions for the business? What can your firm do differently to solve their pain points?

Finding Common Ground

Completely different target markets require completely different marketing approaches – or do they? Not necessarily. What do these two markets have in common?

- Documenting, submitting, and retaining expenses;
- Tax deductions, e.g., gas, mileage, equipment, etc.;
- Payroll and health insurance;
- Retirement planning;
- Financial and estate planning; and
- Tax returns.

Now that you have some common areas to focus on, what can you create to draw them in?

WIIFM

Every potential customer has pain points. Your goal is to help answer, “What’s in it for me?” Take time to explain how your firm solves those pain points. Start by considering universal buying motives, like desire for gain, fear of loss, comfort and convenience, pride, and security.

Then, share benefits they will receive by doing business with you, such as a dedicated

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1. **Online advertising:** Cost-per-click and graphical ad placement campaigns are a great place to start. Be sure to offer a compelling reason to click your ad, such as a free consultation, podcast play, or easy-to-download tip sheet.
2. **Website landing pages:** Create a single landing page on your website dedicated to this industry, its pain points, and how you solve them. Drive advertising, marketing, and social media traffic to that page.
3. **Podcasts, videos, and recorded webinars:** Offer staff and practitioners the flexibility they need to gain access to your content.
4. **Training:** Provide in-house and/or recorded training sessions that may be shared, played back, and leveraged in the agency's internal communications.
5. **Personalized service:** Do you offer clients a dedicated team to answer questions? If not, a chatbot or another AI-supported tool might help when your team is unavailable.
6. **Testimonials:** Collect and share them on your website via graphics, illustrated video, or podcast interview.
7. **Social media:** Focus your efforts on a few, targeted platforms, such as LinkedIn and Facebook groups, like Work From Home Nurses (1.8k members) and Home Health Nurses Rock (2.7k members).

Even if the marketing is done in-house, you'll need a budget. After all, there are online ads to launch, graphics and content to create, webinars to record, videos to shoot, and so much more. You won't have the time, effort, and energy alone. Consider working with a consultant if you don't have a dedicated in-house marketing team to help you to reach your goals.

Now that you have a fundamental plan, it's time to start planning.

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