

A woman with short grey hair, wearing a yellow top, is looking at a laptop screen. The background is blurred, showing a plant and a circular object.

Home Care Sales: Using Email to Nurture Prospective Clients

Caring.com Digital Marketing Academy | May 21, 2020

Welcome to Our Webinar



This presentation will be shared within a few business days.

This is a one-way webcast. Attendees may ask questions.

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Caring.com: #1 Senior Care Resource Online

Founded in 2007, with a Social Mission

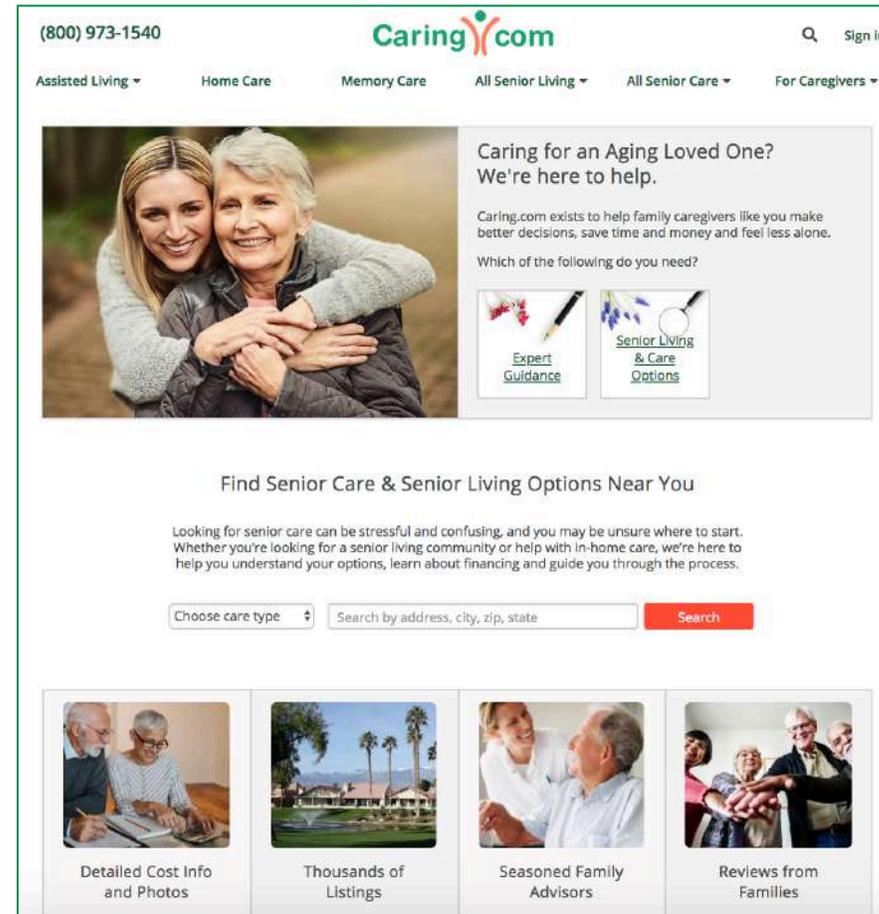
Comprehensive Directories for Senior Living and Senior Care — 80,000+ Listings

#1 for Senior Care Reviews: 250,000+ Published — Thousands Added Monthly

Highly Trained, Highly Skilled Team of Family Advisors & Senior Care Experts

Relevant Eldercare Information and Support — Across Portfolio of Websites

www.caring.com



The screenshot shows the Caring.com website interface. At the top, there is a phone number (800) 973-1540 and the Caring.com logo. Navigation links include Assisted Living, Home Care, Memory Care, All Senior Living, All Senior Care, and For Caregivers. A search bar and a Sign In link are also present. The main content area features a large image of a young woman hugging an elderly woman. Below the image, the text reads: "Caring for an Aging Loved One? We're here to help." It states that Caring.com exists to help family caregivers make better decisions, save time and money, and feel less alone. It asks "Which of the following do you need?" and offers two options: "Expert Guidance" (represented by a pencil icon) and "Senior Living & Care Options" (represented by a magnifying glass icon). Below this is a section titled "Find Senior Care & Senior Living Options Near You" with a sub-headline: "Looking for senior care can be stressful and confusing, and you may be unsure where to start. Whether you're looking for a senior living community or help with in-home care, we're here to help you understand your options, learn about financing and guide you through the process." This section includes a search bar with a dropdown for "Choose care type", a text input for "Search by address, city, zip, state", and a red "Search" button. At the bottom, there are four featured content blocks: "Detailed Cost Info and Photos" (with an image of two elderly people), "Thousands of Listings" (with an image of a senior living community), "Seasoned Family Advisors" (with an image of a woman and a man), and "Reviews from Families" (with an image of a group of people).



Today's Presenter: Amy Selle

- Award-winning marketer in aging care services since 2001
- Skilled in marketing, advertising, messaging, content, public relations, branding, website and social media
- Serves as direct client contact on a daily basis
- National Mature Media Awards judge: 2015-2020



Amy Selle

Co-Managing Director, **corecubed**

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Today's Presenter: Shelle Womble

- Dynamic, energetic, and passionate about driving sales
- 25+ years of multi-state experience in aging care arena
- Official Certified Trainer and Authorized Partner for Everything DiSC®
- Has held variety of sales management positions in home care; award-winning for success in divisional leadership



Shelle Womble

Home Care Sales & Operations Coach, **corecubed**

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What We'll Cover Today



- The Basics of Business Email
- Using Email to Nurture Prospective Clients
- Additional Sales Strategies
- Q & A
- Key Takeaways and Special Offer





The Basics of Business Email



Why Email and Professionalism Matters

- Email is still the best way to reach Baby Boomers, Generation X and Millennials
- Over 90% of consumers use email; average number of times a person checks their email is 5x/day
- Professional looking and sounding email instills confidence and trust in your agency's ability to provide excellence in care
- You are competing with other agencies – often national brands – so must reflect the same or greater professionalism to effectively compete

Professional Email Checklist



- ✓ Sign up for a business/web domain email
- ✓ Use email signature with company logo and website link
- ✓ Consider including:
 - Business tagline
 - Accreditations and/or awards
 - Review links (Caring.com, Google, Yelp)
 - A small, professional headshot
- ✓ Standardize for everyone in company

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Sample: What a Well Done Email Signature Looks Like

Sincerely,

Mark Montebello
Owner



350 Pine Street | Suite 765 | Beaumont, TX 77701
409-276-7576 | MontebelloCares.com



Amy Selle
Managing Director
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corecubed | corecubed.com

*Winner of **twelve** 2018 & 2019 Aster Awards and **seven** 2017 & 2018 National Mature Media Awards for excellence in marketing and advertising for the in-home care industry.*



[Click to rate your experience with corecubed](#)

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Sample: What a Non-Professional Email Looks Like

Sales Inquiry

'jo williamson' via info <info@corecubed.com>
to info ▾

Hi corecubed,
My dad owns a home care business in Washington state. I found your website and would like to discuss pricing. Are you available late next week to talk?

I'd like to get a la cart pricing for online sales training and SEO.

Thank you.

from: jessjones@yahoo.com

to: Ann.Smith@gmail.com

subject: info

Here's the info you asked for:

hourly rate - \$20

caregivers - all screened

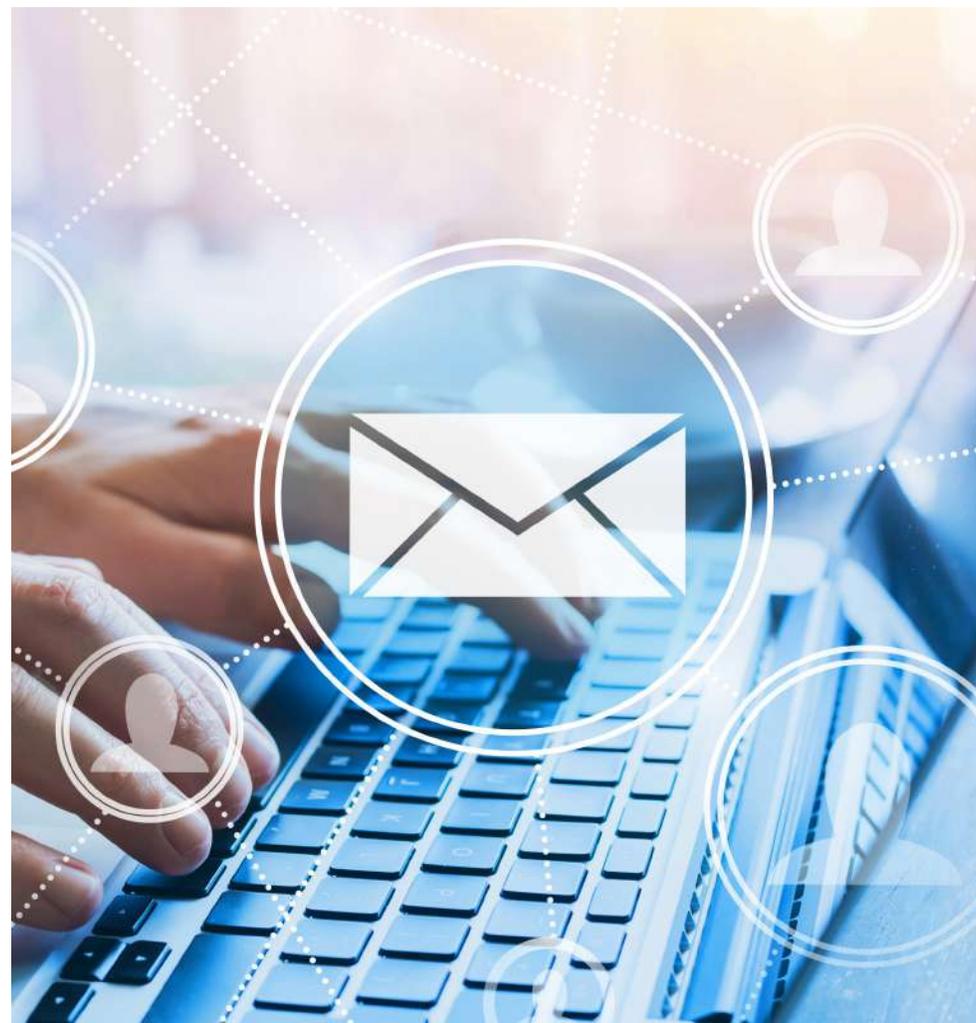
time to start - need 2 days notice

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Sending Emails to Multiple People Simultaneously

- Using an email blast service (Constant Contact, Mailchimp, SendGrid) allows you to:
 - Brand your messages in a professional format
 - Build distribution lists
 - Categorize distribution lists for targeted mailings
- You may also work with a professional partner to send email
- If you send within a standard email: Use BCC to keep recipient list private



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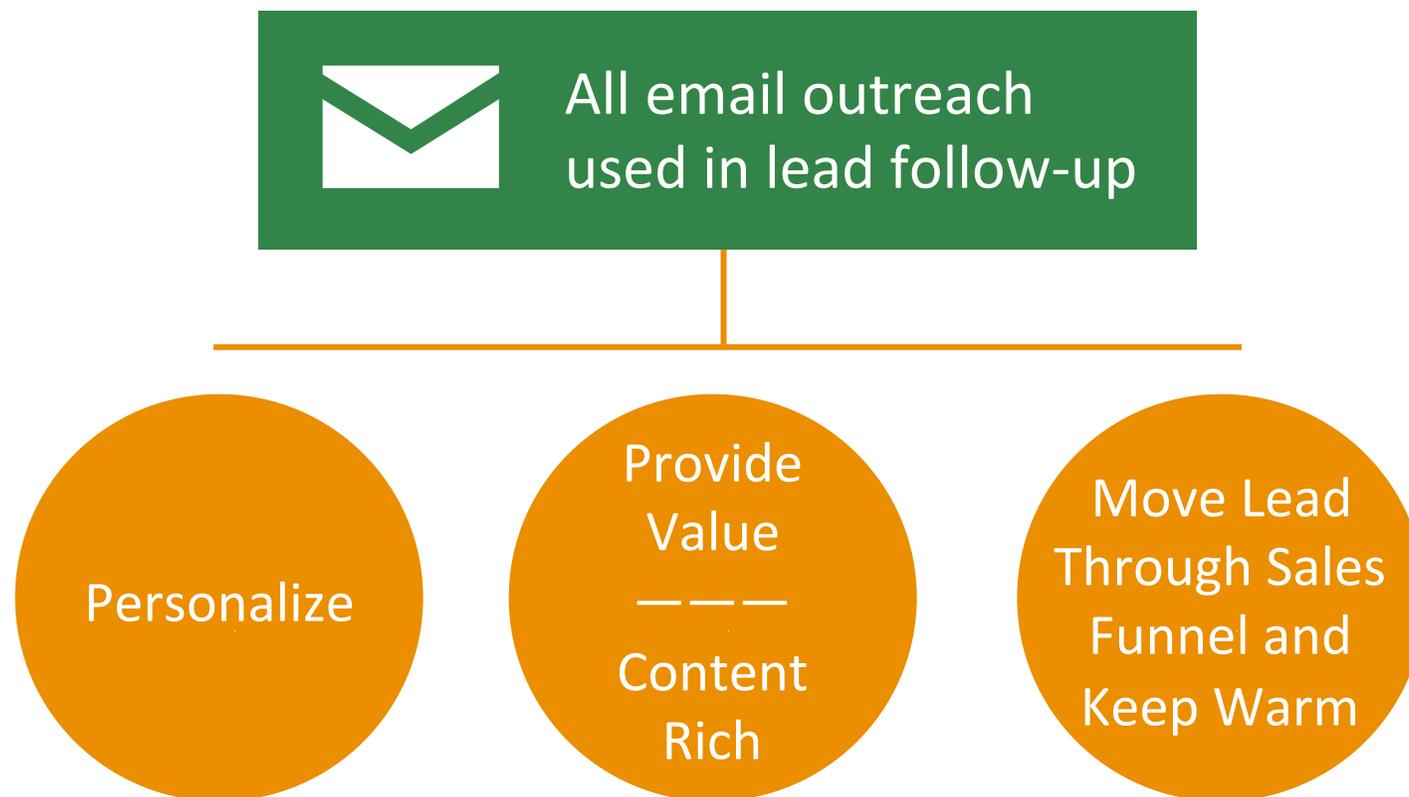


Using Email to Nurture Prospective Clients



Email for Inquiry Follow Up

Email is a powerful tool when following up with inquiries looking for care



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Personalized Email to Nurture Prospects



Personalize

Address inquiry by name (caller and prospective client if given)



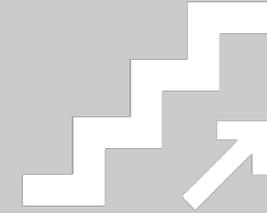
Details

Discuss call or contact form details – shows you listened and are connected



Follow Up

Provide follow-up materials discussed on call



Next Steps

Clearly provide next steps to arrange care

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Sample: Inquiry Follow Up Email

RE: **Here's the information you requested!**

Fri, May 15, 2020, 1:44 PM

Dear Mary,

Thank you for talking to me earlier today about the possibility of our agency providing care for your mom, Silvia. It was a pleasure getting to know a bit about you and your mom. As we discussed, I think we can certainly be a great fit in helping Silvia regain some freedom by getting her to her doctors and hair appointments now that she is no longer driving, as well as helping to ensure that she's eating well and taking care of herself properly. I myself live a distance from my mother, so I know that living in another state can be very stressful. We'd love to help relieve some of that stress for you!

We know that making the decision to have someone come into your mom's home is not something that you take lightly and determining the many options you are considering can be daunting. To help you make a decision, you may want to read a few of our helpful articles about how to best select a home care agency found here and here. Our Resources page can also be a great place to find both national and local resources to help you and your mom determine the best options for care. As we talked about on our call, I think you'll find a great number of support services through our local Area Agency on Aging. Call and ask to speak to Nancy at 822-333-4567 and please let her know that I referred you to her.

I have sent some additional information to you in the mail and plan to reach out to you again soon. Please don't hesitate to contact me if you have any questions once you review our information further.

Take care and enjoy the nice weather that you are finally getting in Michigan!

Sincerely,

Suzy Que
Business Manager

 HOME CARE 800.123.4567 | HomeCareProvider.com
P-R-O-V-I-D-E-R

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Sample: Inquiry Follow Up Email Using a Template

Live-in care inquiry follow-up email

Email Subject Line: **Here's the information you requested!**

Dear [insert caller's first name],

Thank you for inquiring about services provided by [insert your agency name] for your [insert appropriate relationship, i.e. father, mother, etc.]. We have provided in-home care services in the [geographic area] since [year] and have a solid reputation for supporting our clients with quality care and compassionate concern unequalled by our competitors.

All of our caregivers are insured, monitored and supervised by our in-office and home visiting staff. We cover all employee-related expenses, and carefully match the requests of our clients with the skills and personality of our caregivers.

Our live-in service is for those who need someone in the home around-the-clock. A live-in caregiver requires a private sleeping space, with a designated amount of time for providing care as well as a designated amount of time for sleep and personal needs.

Here is a link to the services page of our website so that you can review all of the services we provide: <https://HomeCare.com/services>. You might also find this blog on our site about managing difficult dementia behaviors helpful.

If we can be of any further assistance to you, please call us and we will be glad to help. We look forward to working with you.

With warm regards,

Use Rich Content in Nurture Email



- Provides useful information that is educational in nature (as opposed to sales-focused)
- Drives prospect back to your website for more information:
 - A blog post
 - Your services page
 - Your resources page

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Additional Sales Strategies



Moving a Lead Through the Sales Funnel

- Have a documented sales process which includes follow-up (both calls and email) at various points in the process, based on the prospect's actions
- Cadence and timing of follow-up should be standard and consistently used for every call
- All follow-up – whether phone call or email – should be tracked and documented



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Track All Follow Up

- Use a CRM
- Add prospective clients to targeted distribution list(s) based on interest and needs
- Determine the frequency of e-blast messages for these specific audiences and always have a call to action in each communication

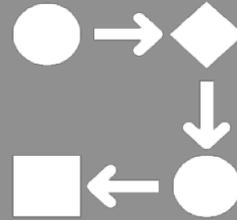


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Standardize Communications



Train Staff
to Handle
Inquiry Calls



Document
Follow-Up
Process



Use
Personalized
Email Templates





Key Takeaways & Special Offer



Key Takeaways



Email can be an effective way to nurture prospects through the sales funnel — when done right.



When sending email: Be professional, personalize your messages, offer educational content, and track communications.



There are sales tactics, email tools and organizations like corecubed who can help you better manage your email communications.



Our Gift To You

Receive 15% off either
of our email templates:

Specific Service Request Email Responses

or

9 Follow-Up Emails to Inquiries, Referral
Sources and Clients — Tools from
corecubed's Market Home Care resources

bit.ly/CARING15



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Q & A



How to Reach corecubed

Amy Selle

- Managing Director
- Amy.Selle@corecubed.com

Shelle Womble

- Home Care Sales and Operations Coach
- Shelle.Womble@corecubed.com

Contact corecubed today

- 800.370.6580
- corecubed.com



Thank You!

We Welcome Your Feedback and Suggestions



(855) 590-8989



sales_homecare@
caring.com



company/caring-com



@CaringInsights

More Resources on Our Industry Blog:

<http://partners.caring.com>

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