



Digital Strategy

Presented by Lewis Towning

October 2022

Start-up - Scale - Stabilise - Sell



YOUR **DIGITAL STRATEGY** PROJECT

1. Digital Audit - A review of your future and present digital marketing activities
2. Digital Launch Strategy – Our bespoke digital strategy for your company
3. Roadmap – An idea of where to concentrate your time and energy over the course of the following year in order to attain your goals

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DIGITAL LAUNCH OBJECTIVES:

INCREASE BRAND AWARENESS

INCREASE BOOKINGS

INCREASE MARKET SHARE

CURRENT STRATEGY & PLANS

TYPE	UP-TO-DATE DOCUMENT IN USE
Overall Digital Marketing Strategy	X
Marketing Calendar/Plan	X
Content Calendar/Plan	X
Social Plan/Plan	X
Audience Personas	X
Ongoing report tracking success of Digital Marketing/website	X
Tone of Voice/Brand Guidelines	X

AUDIT ANALYSIS

	Current Activity	Potential
Site Performance		
Traffic & Engagement		
Site Speed		
Security		
UX		
Mobile		
Conversions & CRO		
SEO		
Keyword Research		
On-Site		
Technical		
Off-Site		
Social		
Facebook		
Twitter		
Linkedin		
Instagram		
Influencer Marketing		
Paid Social		
Facebook		
Instagram		
Twitter		
Linkedin		

Advertising		
Search Ads		
Display		
Content		
News		
Video		
Images & Infographics		
Personas		
Email		
Audience Lists		
Testing & Measurement		
Automation		
Reviews		
Social Reviews		
Review Sites		
Digital Campaigns		

All are showing red due to the business being a start-up.

PROPOSED TACTICS



Proposed Tactics

DIGITAL TACTIC	OBJECTIVES			KPI's
	Brand Awareness	Market Share	Sign Ups	
Display Advertising	✓			Impressions
Content Marketing		✓		Site Visits
Influencer Marketing		✓		Social Reach
CRO			✓	Registrations
Email Marketing			✓	Open Rate, Click Through Rate
UX & Accessibility			✓	User Rentention Rate
SEO	✓	✓	✓	Site Visits
Outreach	✓			Links Built
PPC	✓		✓	Impressions, Clicks
Social Ads (FB & IG)	✓		✓	Impressions, Clicks
Social Media			✓	Impressions, Clicks
UX & Accessibility			✓	Site Visits
Campaigns	✓	✓		Multiple

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Proposed Tactics

Launch Recommendations *3-6 Months*

**Establish Market Position
Gain New Customers
Grow Quickly**

Retention Recommendations *Ongoing Activity*

**Remain competitive
Evolve with Customer Needs
Grow Consistently**

Proposed Tactics

Overview

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time. [Track in a Campaign](#)

root domain [Analyze](#)

9 of 10 queries available until 01/13

Domain Authority ⁱ	Linking Domains ⁱ	Inbound Links ⁱ	Ranking Keywords ⁱ
1	0 Discovered in the last 60 days 0 Lost in last 60 days 0	0	0

Quick Downloads

All Links	Follow Links	Linking Domains	Follow Linking Domains	Top Pages
Export CSV ⁱ	Export CSV ⁱ	Export CSV ⁱ	Export CSV ⁱ	Export CSV ⁱ

Discovered and lost linking domains [Ⓢ]

ⁱ There is no discovered and lost data for the current query.

jothnocare.co.uk [Check Authority](#)

Limit 3 reports/day (unlimited for Moz Pro customers)

Bummer! No data found for this domain

Try another search or see data for one of the domains below.

moz.com	rei.com
seattlechildrens.org	apple.com
benjerry.com	hertz.com

Want to learn more? Check our [help page](#) for information about these results.

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Retention Recommendations

The following continuing efforts, which are outlined in the digital strategy, must be put into practise by MCB Marketing in order to ensure competitive long-term customer retention and affordable customer acquisition:

- Content Marketing
- Email Marketing
- Organic & Paid Social Media
- Review Strategy
- Search engine optimisation

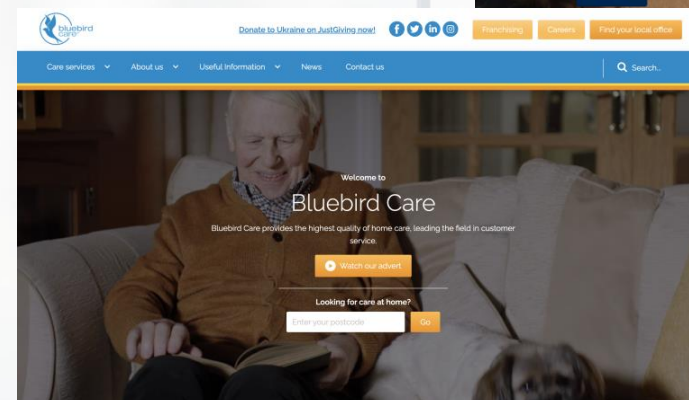
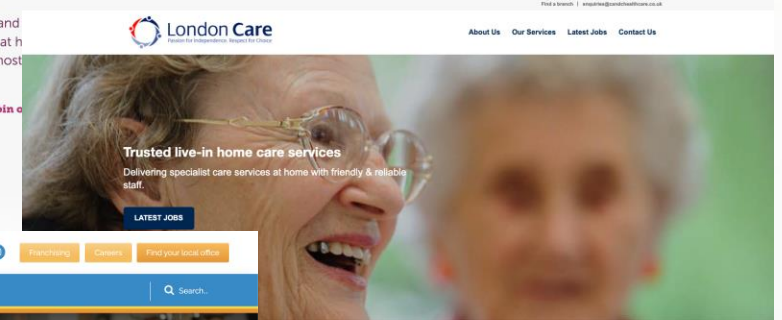
Customer Retention is Critical for New Care Businesses

Retention Recommendations

Market leaders like 'Care Your Way', 'London Care' and 'Bluebird Care' have invested in these channels to:

- Retain users after initial acquisition.
- Re-engage new users to become long term clients.
- Benefit from the virality of user recommendations

This has the combined effect of improving marketing efficiency and performance.



Launch Recommendations

INCREASE BRAND AWARENESS

- Outreach via Relevant Partners & Publications
- Paid Advertising Campaign on PPC, YouTube, Display & Social
- Targeted Campaigns
- Integrated SEO

INCREASE MARKET SHARE

- Targeted Influencer Marketing
- Targeted Content (Gap) Marketing
- Paid Advertising Remarketing

INCREASE BOOKINGS

- Conversion Rate Optimisation
- UX & Accessibility
- Email Marketing

OUTREACH



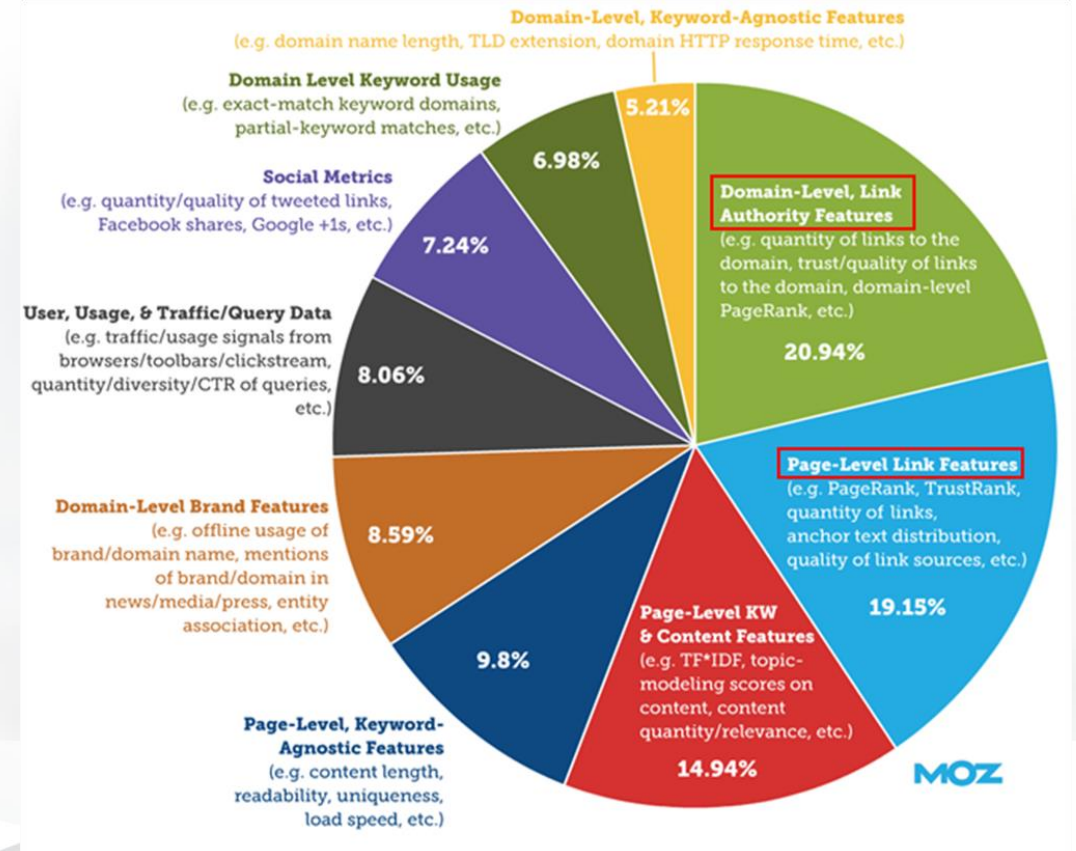
AWARENESS: OUTREACH

Competitor Activity: Significant

Jothno Care Opportunity:

- Biggest factor to develop your SEO rankings
- A single link could improve all rankings
- Drive referrals via links on relevant sites
- Can integrate with other activity
- Short and long term benefits
- Engage partners

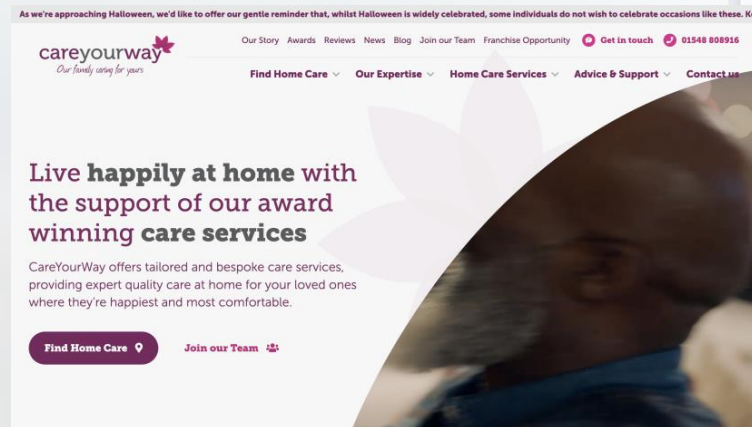
ACTIVITY	
POTENTIAL	



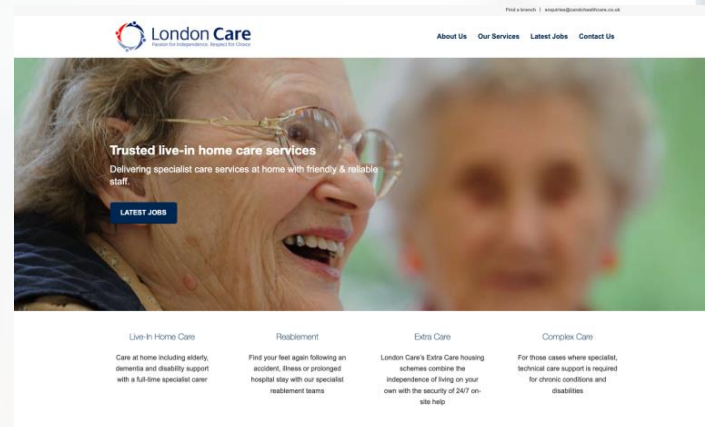
AWARENESS: OUTREACH



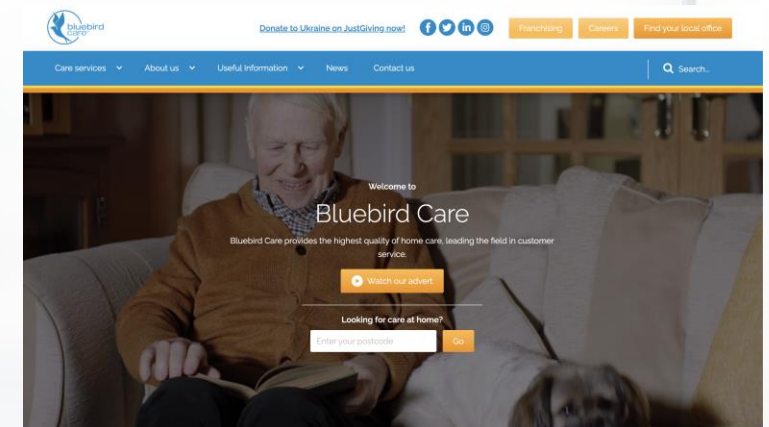
Devon Competitor



London Competitor



National Competitor



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PPC

AWARENESS: PPC

Competitor Activity: Significant for top keywords

Jothno Care Opportunity:

- Opportunity to gain long tail keywords
- Drives conversion related traffic
- Can integrate with other activity
- Short term benefits with clear ROI
- Highly Targeted
- Internationally scalable

Overview

Research by keyword to analyze predictive metrics and identify high-impact suggestions.

Explore by keyword:

care support

United Kingdom - en-GB

Analyze

0 of 10 queries available until 02/01. Want more queries? [Sign up for a 30 day free trial of Moz Pro.](#)

+ Add to...

201-500

Monthly Volume ⁱ

[Learn more about Volume](#)



37

Difficulty ⁱ

[Learn more about Difficulty](#)



22%

Organic CTR ⁱ

[Learn more about Organic CTR](#)



43

Priority ⁱ

[Learn more about Priority](#)



Keyword Suggestions ⁱ

Keyword	Monthly Volume ⁱ
care support services	3
care support worker	436
care support jobs	34
care support meaning	Data not available ⁱ
care support agency	11

[See all suggestions](#) ⁱ

SERP Analysis ⁱ

Rank	Title & URL	PA ⁱ	DA ⁱ
1	Care Support The Leading Dedicated ... https://caresupport.co.uk/	18	9
2	Social care and support guide - NHS https://www.nhs.uk/conditions/social-c-...	64	91
3	Find out about changes to care and sup... https://www.gov.uk/help-care-support	58	94

[See full analysis](#) ⁱ

DISPLAY ADVERTISING



AWARENESS: DISPLAY

Competitor Activity: Mainly Established Brands

Jothno Care Opportunity:

- Reach potential customers with engaging image Ads
- Target In-Marketing audiences
- Low cost method of reaching large volumes of people
- Target Relevant Publishers and Topics



SOCIAL ADS

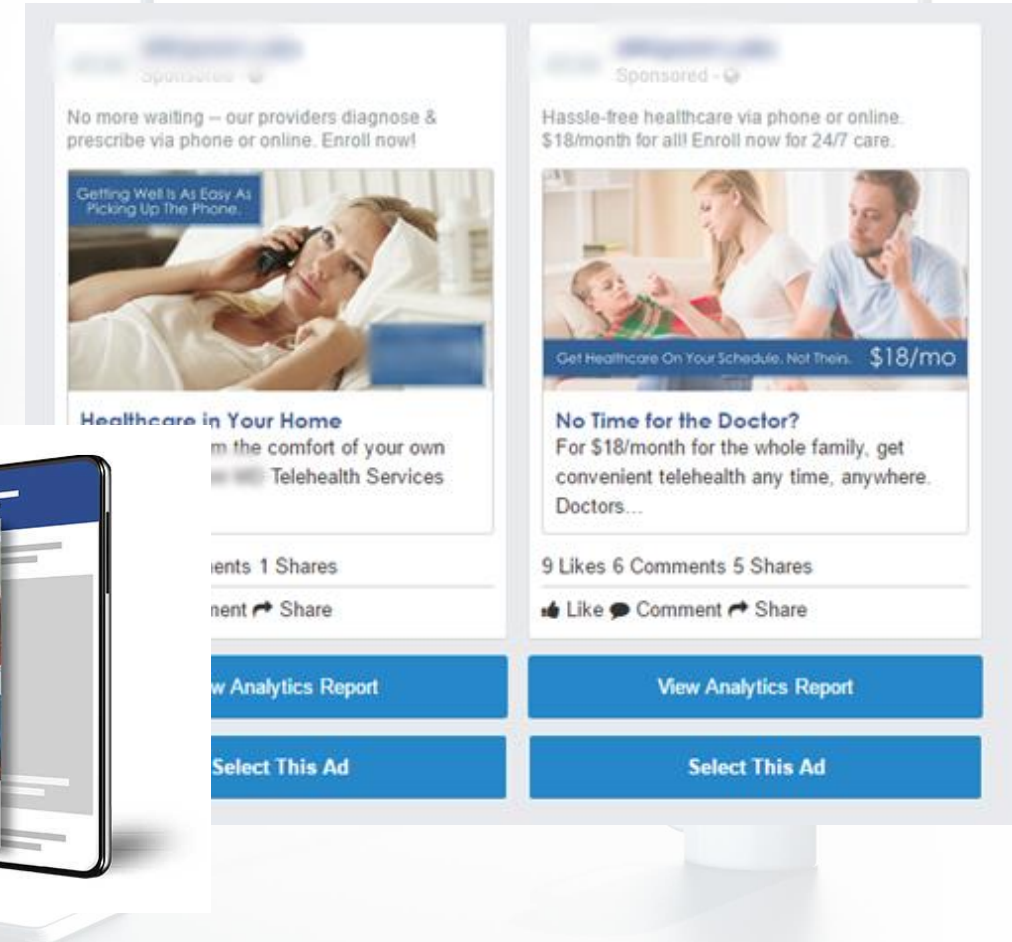


AWARENESS: SOCIAL ADS

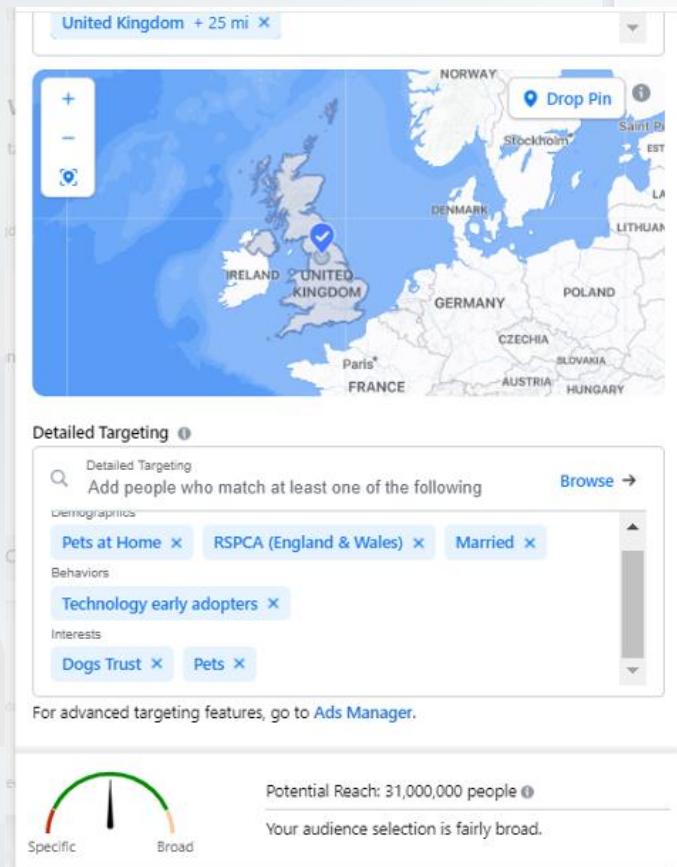
Competitor Activity: Mainly Established Brands

Jothno Care Opportunity:

- Increase use of this channel
- Reach the right audience with an engaging message
- Great targeting options provide good return on spend
- Support Campaigns with specific audiences
- High levels of differentiation



AWARENESS: SOCIAL ADS



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CAMPAIGNS



AWARENESS: CAMPAIGNS

Competitor Activity: Mainly Established Brands

Jothno Care Opportunity:

- Focus your entire Marketing around key themes & events though the year
- Plan Campaign in advance and execute across all channels to reach a wider audience
- Channels work together to drive greater results
- Take advantage of awareness raising initiatives

ACTIVITY	
POTENTIAL	

Jothno Care 2023 Marketing Plan																
Category	Sub Category	Project	January	February	March	April	May	June	July	August	September	October	November	December	Budget	Expected New Customers
Paid Campaigns	Google Ads	Health Care keywords	Care service keywords	Original optimization	Health Care keywords	Care service keywords	Original optimization	Health Care keywords	Care service keywords	Original optimization	Health Care keywords	Care service keywords	Original optimization	Health Care keywords	RM1 + RM2	RM1 + RM2
	Facebook	Premium Service - lead ads	Funnel to landing page	Corporate Video - lead ads	Testimonial - lead ads	Funnel to landing page	Corporate Video - lead ads	Testimonial - lead ads	Funnel to landing page	Corporate Video - lead ads	Testimonial - lead ads	Funnel to landing page	Corporate Video - lead ads	Testimonial - lead ads	RM1 + RM2	RM1 + RM2
	Instagram	Premium Service - lead ads	Funnel to landing page	Corporate Video - lead ads	Testimonial - lead ads	Funnel to landing page	Corporate Video - lead ads	Testimonial - lead ads	Funnel to landing page	Corporate Video - lead ads	Testimonial - lead ads	Funnel to landing page	Corporate Video - lead ads	Testimonial - lead ads	RM1 + RM2	RM1 + RM2
	Cross-channel	Website Visits	RM1 + RM2 (all visitors)	RM1 + RM2 (all visitors)	RM1 + RM2 (all visitors)	RM1 + RM2 (all visitors)	RM1 + RM2 (all visitors)	RM1 + RM2 (all visitors)	RM1 + RM2 (all visitors)	RM1 + RM2 (all visitors)	RM1 + RM2 (all visitors)	RM1 + RM2 (all visitors)	RM1 + RM2 (all visitors)	RM1 + RM2 (all visitors)	RM1 + RM2	RM1 + RM2
Special Events	Holiday deals	Dry January	World Cancer Day	Health Care Science Week	Awareness Month	International Nurses Day	National Carers Week	Deaf Awareness Week	Cycle to Work Week	World Suicide Prevention Day	World Mental Health Day	Stress Awareness Day	International Volunteer Day			
	Seasonality	Product Launch														
	Influencers	Branding	Paid post			Paid story			Paid post			Paid story				
	Lead-gen		Paid post	Collaboration		Paid story	Collaboration		Paid post	Collaboration		Paid story	Collaboration			
Website	Website redesign	Phase 1				Phase 2			Phase 3			Phase 4				
	Blog	Blog design	SEO Pillar Page			Optimization	SEO Pillar Page		Blog redesign	SEO Pillar Page		Optimization	SEO Pillar Page			
	Special SEO Posts	Business insights	Industry insights	Top care services	Why use care services	Care services Process	Different types of care services	Business insights	Industry insights	Top care services	Why use care services	Care services Process	Different types of care services			
	Weekly Blog posts	Educational	Meet the team	Testimonial	Product / service	Fun meme	Company news	Educational	Meet the team	Testimonial	Product / service	Fun meme	Company news			
SEO	Keywords Research	Research 1	Research 2	Research 3	Research 4	Research 5	Research 6	Research 7	Research 8	Research 9	Research 10	Research 11	Research 12			
	Link building	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links	X20 new links			
	Distribution boost	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms	X3 platforms			
	Lead Magnet	Free Content	Newsletter Signup	Podcast business overview	Talking about the industry	Newsletter Signup	Podcast business overview	Talking about the industry	Newsletter Signup	Podcast business overview	Talking about the industry	Newsletter Signup	Podcast business overview	Talking about the industry		
Assets	Video	Corporate video	Care magazine section	Interview	Recruitment	USP's video	Local press release	Services	Social content	Corporate video	Interview	Recruitment	USP's video	Services	Social content	
	PR															
	Facebook	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month	1 post a day, 1 video a month		
	Instagram	1 post a day, 2 videos a month	1 post a day, 2 videos a month	1 post a day, 2 videos a month	1 post a day, 2 videos a month	1 post a day, 2 videos a month	1 post a day, 2 videos a month	1 post a day, 2 videos a month	1 post a day, 2 videos a month	1 post a day, 2 videos a month	1 post a day, 2 videos a month	1 post a day, 2 videos a month	1 post a day, 2 videos a month	1 post a day, 2 videos a month		
Email Marketing	Content	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week	New content updates: 1/week		
	Drip	Club members	New customers	New subscribers	Club members	New customers	New subscribers	Club members	New customers	New subscribers	Club members	New customers	New subscribers	Club members		
	Special Events	Dry January	World Cancer Day	Health Care Science Week	International Nurses Day	National Carers Week	Deaf Awareness Week	Cycle to Work Week	World Suicide Prevention Day	World Mental Health Day	Stress Awareness Day	International Volunteer Day				
	Blog	Service USP 1	Service USP 2	Service USP 3	Service USP 4	Service USP 5	Service USP 6	Service USP 7	Service USP 8	Service USP 9	Service USP 10	Service USP 11				
Social Media	Facebook	LinkedIn	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram		
	Instagram	LinkedIn	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram		
	LinkedIn	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram		
	Instagram	LinkedIn	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram		
Events	Conferences & Shows	Care Conference	Integrated Care Summit	Healthcare Summit	The Home Care Show	Care Forum	Business International									
	Meetups	Designers	Influencers													
	Partnerships	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 2 new		
	Other Biz Dev	Partners			Add 1 new				Add 1 new					Add 1 new		

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INTEGRATED SEO

AWARENESS: INTEGRATED SEO

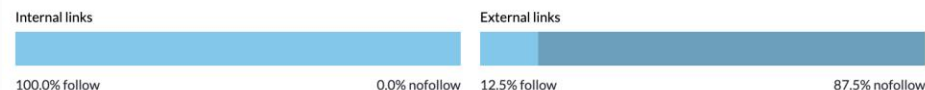
Competitor Activity: Established Brands

Jothno Care Opportunity:

- Drive highly relevant traffic to the site
- Ensure offline reputation is reflected online
- Build authority of service pages
- Increase conversions
- Improved Channel Integration



Follow vs Nofollow



Top followed links to this site

URL	Page Authority
bidstats.uk/...uppliers/superior-home-care-services	24
bidstats.uk/analysis/suppliers/care-home	24
bidstats.uk/analysis/suppliers/services	24
bidstats.uk/analysis/suppliers/care	24
live.bidstats.uk/analysis/suppliers/care-home	24

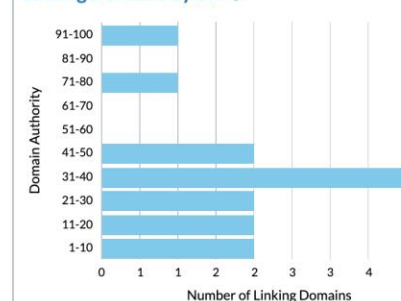
Top pages on this site

URL	Page Authority
www.superiorhcs.co.uk	18
superiorhcs.co.uk	14
www.superiorhcs.co.uk/about-us/	12
superiorhcs.co.uk/feed/	9
www.superiorhcs.co.uk/coronavirus	9

Top anchor text for this site

Anchor Text	Followed External Links
"www.superiorhcs.co.uk"	9

Linking Domains by DA



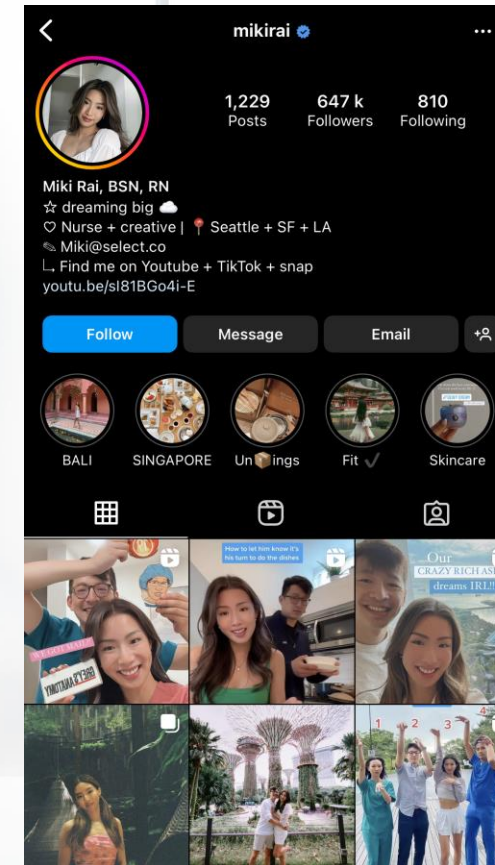
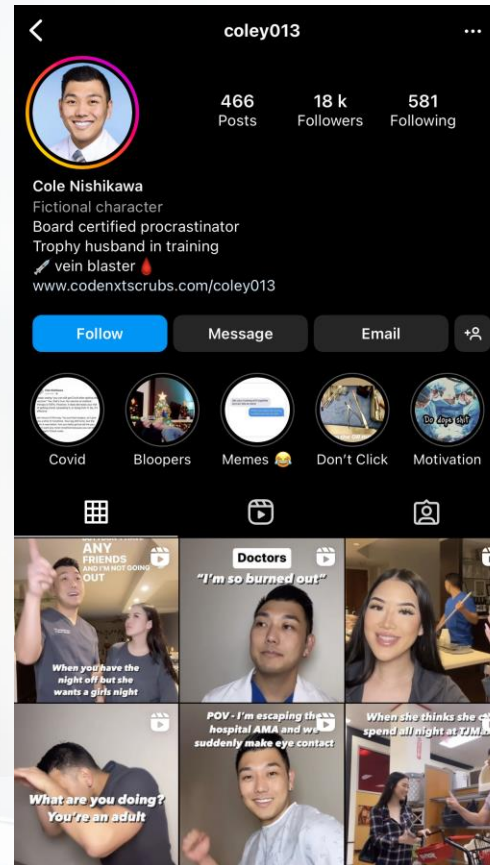
INFLUENCER MARKETING

INFLUENCER MARKETING

Competitor Activity: Limited

Jothno Care Opportunity:

- Increase brand awareness
- Gain social shares
- Connect with trusted
- Costs can be controlled or scaled
- Build on Existing Networks



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CONTENT (GAP) MARKETING

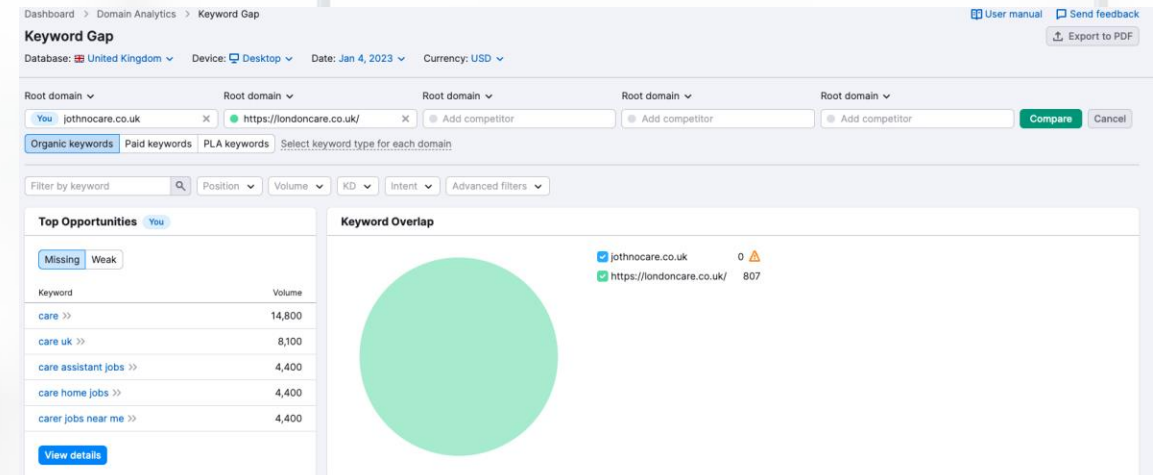


AWARENESS: CONTENT GAP

Competitor Activity: Significant

Jothno Care Opportunity:

- Planned and Implemented Strategically
- Works will with channels like PPC, social and Outreach
- Builds brand Authority
- Low and consistent cost
- Connects with User need



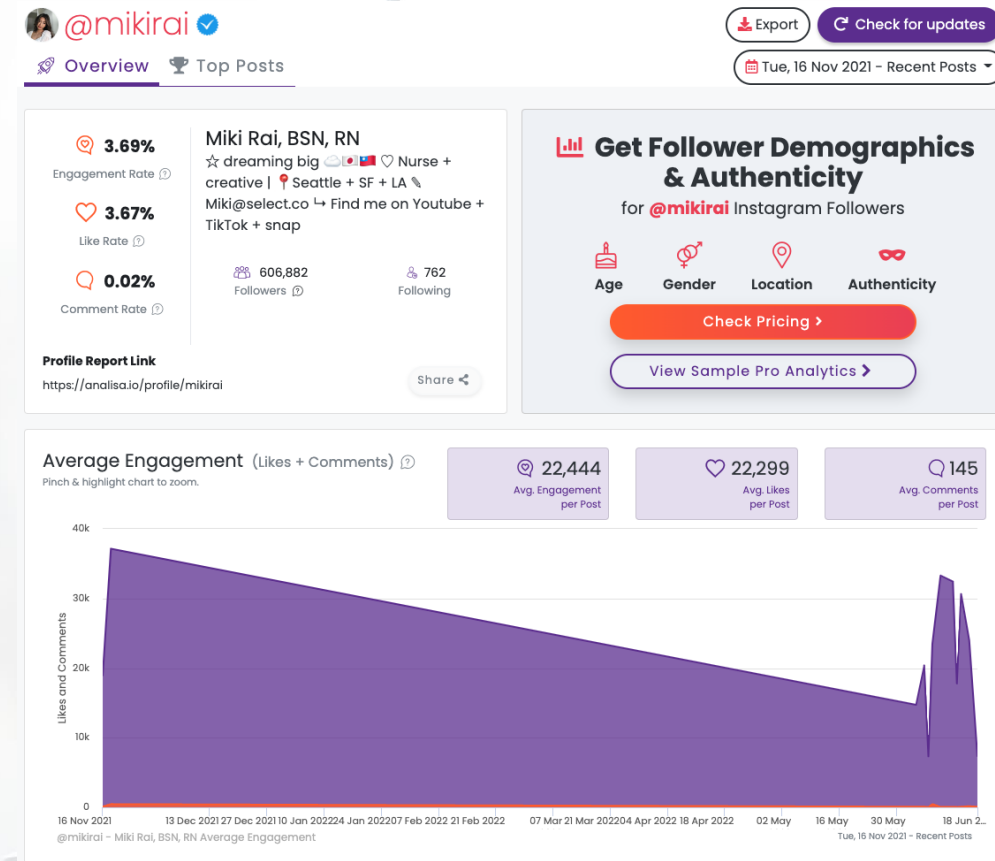
SOCIAL MEDIA



MARKET SHARE: SOCIAL MEDIA

Competitor Activity: Significant

- Reach and engage with niche users
- Tie all into awareness campaigns
- Plan, test and refine
- Build on complete engagement rate
- Use audience knowledge to improve wider marketing performance.



PAID REMARKETING

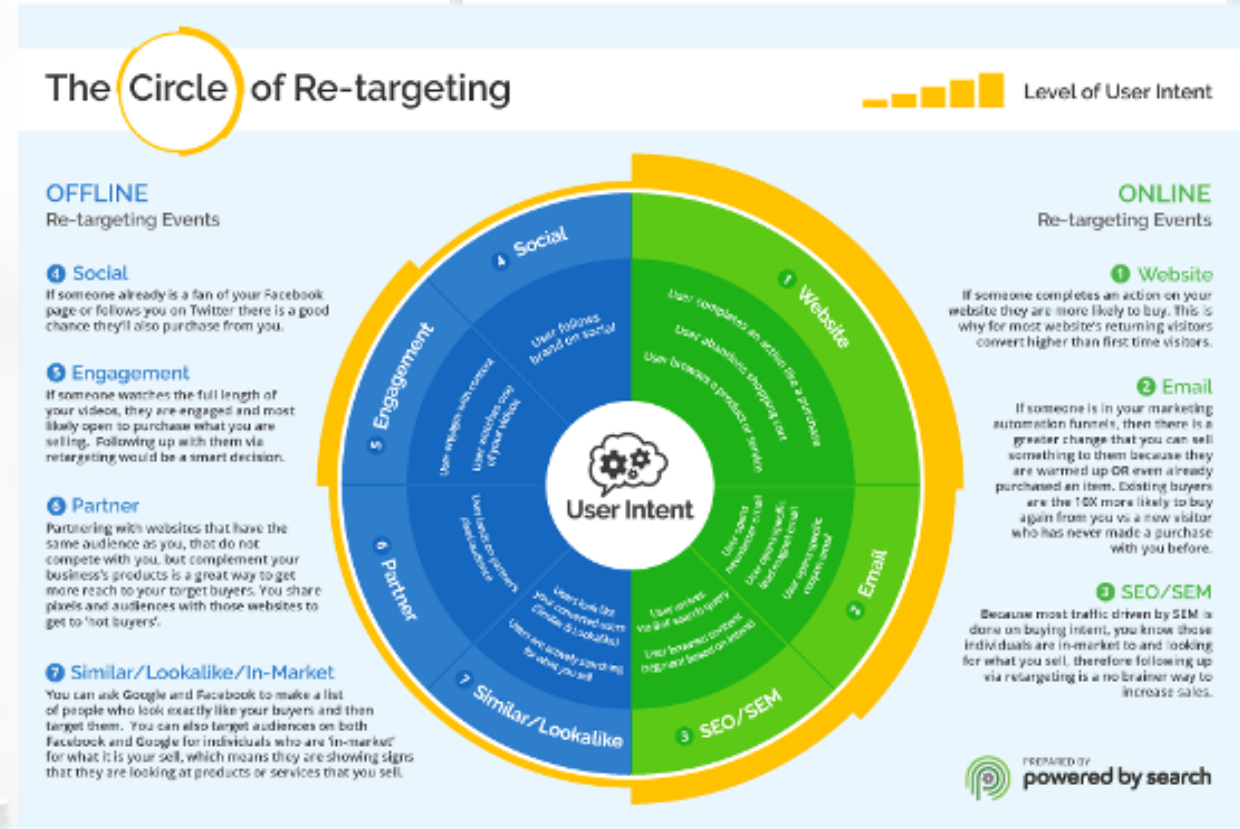


MARKET SHARE: PAID REMARKETING

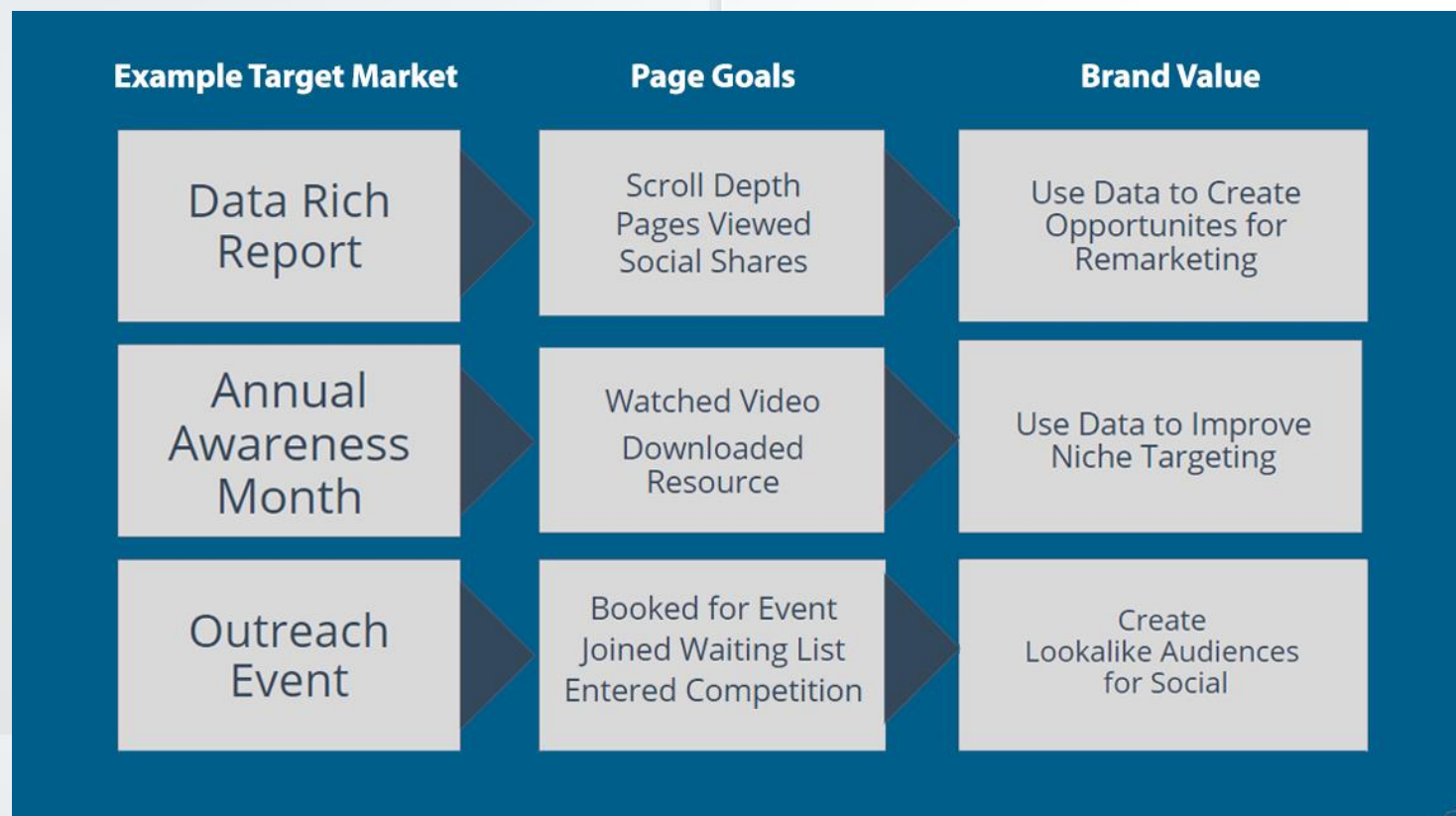
Competitor Activity: Limited

Jothno Care Opportunity:

- Connect with Users on Multiple platforms
- Layer marketing engagement
- Target users who engaged with specific content
- High levels of automation
- Engage with Micro- conversions
- Scalable and Controllable costs

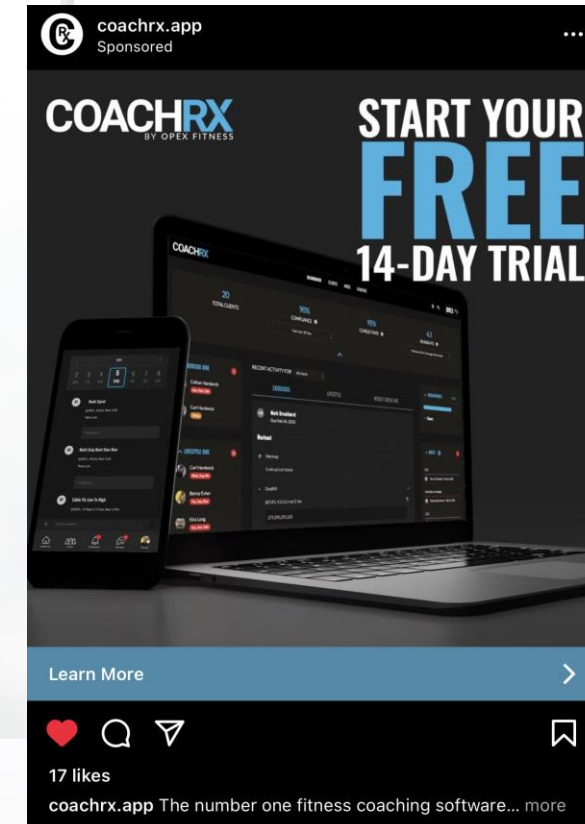
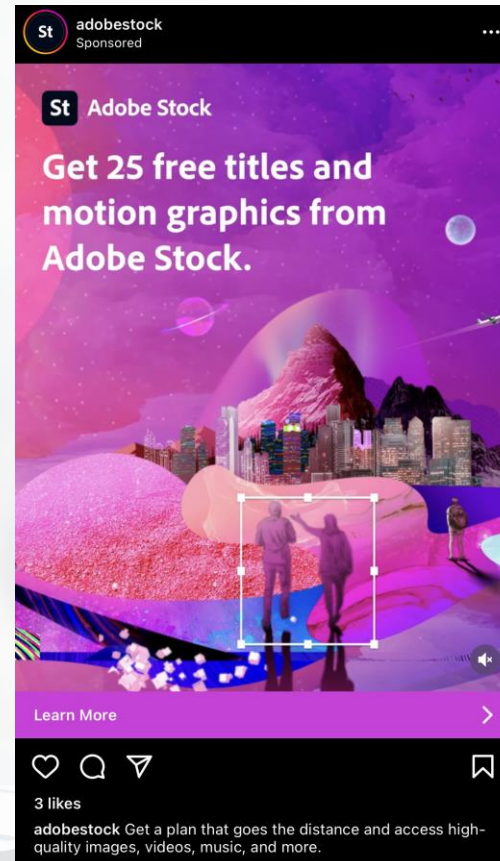
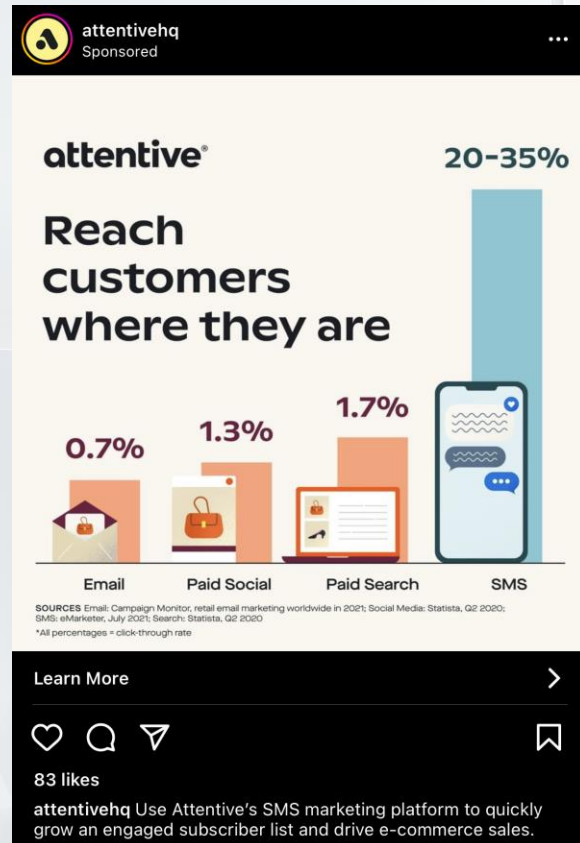


MARKET SHARE: PAID REMARKETING



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MARKET SHARE: PAID REMARKETING



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CONVERSION RATE OPTIMISATION

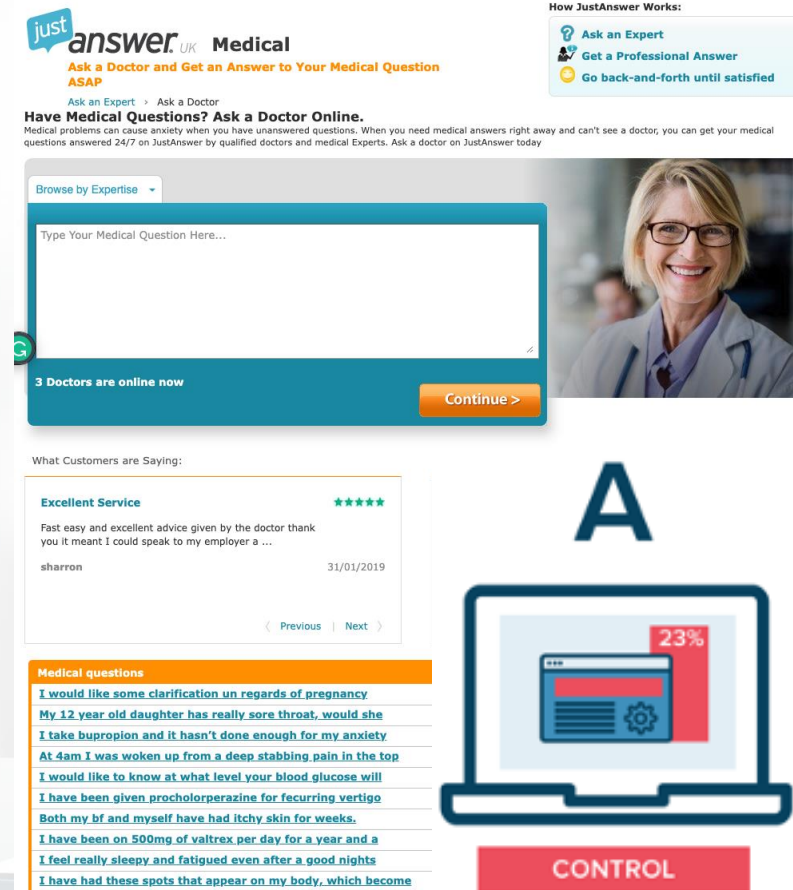


BOOKINGS: CRO

Competitor Activity: Likely

Jothno Care Opportunity:

- Improve the impact of each engagement
- Benchmark & improve Conversion Rate on new site
- Test & Improve the site between builds
- Test User journey by
- Channel
- Layout
- CTA
- Colour Scheme More



just answer. UK Medical
Ask a Doctor and Get an Answer to Your Medical Question ASAP

Ask an Expert > Ask a Doctor

Have Medical Questions? Ask a Doctor Online.
Medical problems can cause anxiety when you have unanswered questions. When you need medical answers right away and can't see a doctor, you can get your medical questions answered 24/7 on JustAnswer by qualified doctors and medical Experts. Ask a doctor on JustAnswer today

How JustAnswer Works:

- Ask an Expert
- Get a Professional Answer
- Go back-and-forth until satisfied

Browse by Expertise

Type Your Medical Question Here...

3 Doctors are online now

Continue >

What Customers are Saying:

Excellent Service ★★★★★

Fast easy and excellent advice given by the doctor thank you it meant I could speak to my employer a ...

sharron 31/01/2019

< Previous | Next >

Medical questions

- I would like some clarification un regards of pregnancy
- My 12 year old daughter has really sore throat, would she
- I take bupropion and it hasn't done enough for my anxiety
- At 4am I was woken up from a deep stabbing pain in the top
- I would like to know at what level your blood glucose will
- I have been given prochlorperazine for recurring vertigo
- Both my bf and myself have had itchy skin for weeks.
- I have been on 500mg of valtrex per day for a year and a
- I feel really sleepy and fatigued even after a good nights
- I have had these spots that appear on my body, which become

A

B

23%

37%

CONTROL

VARIATION

EMAIL MARKETING



MCB
Marketing

BOOKINGS: EMAIL MARKETING

Competitor Activity: Limited

Jothno Care Opportunity:

- Re-engage Warm Leads
- Incentivise Past Customers
- Use customer insights to create *Look-A-Like*
- Boost new content, events & promotions
- Use list segmentation to drive conversions

EMAIL MARKETING STRATEGY

Subscriber Stage



Email Tips

AWARENESS

Email marketing provides one of the most powerful tools for encouraging long-term habitual interactions with a brand and creating brand awareness.

- Tone that represents brand value
- Suitable Email template

Building strong relationships with an email list is one of the best marketing strategies for increasing sales performance and strengthening the position of a company.

CONSIDERATION

Once intrigued, customers are interested in learning more about what you can offer them.

- Personalize your content
- Make email dynamic

Use the data you've gathered from your email subscription form to send personalized content addressing pain points.

CONVERSION

At the conversion stage, just before purchase, your aim is to hammer home why your product is perfect for your prospect.

- Consider automation
- Be more meaningful

Alternatively, you can convince prospects with limited-time special offers or discount codes.

LOYALTY

Once you have a purchase in the bag, the rules of engagement change to earning customer loyalty.

- Partner with experts
- Track conversions

This is where transactional emails are a key customer experience tool.

POWERSLIDES

4

WWW.POWERSLIDES.COM

Launch Recommendations

INCREASE BRAND AWARENESS

- Outreach via Relevant Partners & Publications
- Paid Advertising Campaign on PPC, YouTube, Display & Social
- Targeted Campaigns
- Integrated SEO

INCREASE MARKET SHARE

- Targeted Influencer Marketing
- Targeted Content (Gap) Marketing
- Paid Advertising Remarketing

INCREASE BOOKINGS

- Conversion Rate Optimisation
- UX & Accessibility
- Email Marketing

ROADMAP



YOUR DIGITAL STRATEGY PROJECT

1. Digital Audit – An audit of your current and potential Digital Marketing activities
2. Digital Launch Strategy – Our proposed Digital Strategy for your business
3. **Roadmap – A suggestion of where to focus your time and effort over the next twelve months in order to achieve your objectives – Lewis Towning will be in touch**

