



# SCG

Superior Care Group

## 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

# **DIGITAL LAUNCH OBJECTIVES:**

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**INCREASE BRAND AWARENESS**

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**INCREASE BOOKINGS**

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**INCREASE MARKET SHARE**

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# CURRENT STRATEGY & PLANS

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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

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	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

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# 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

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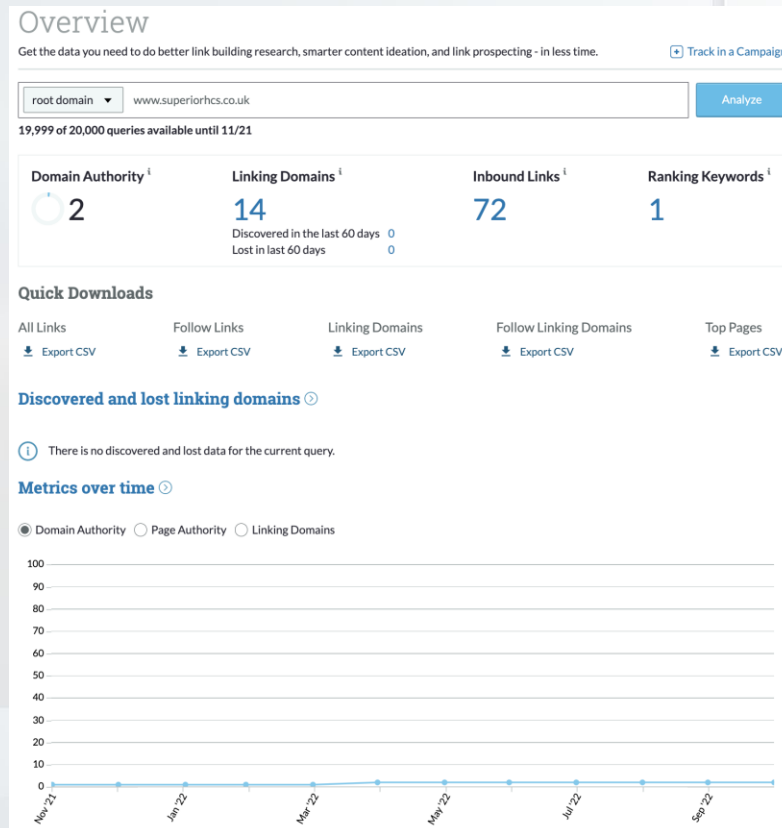
## **Launch Recommendations *3-6 Months***

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

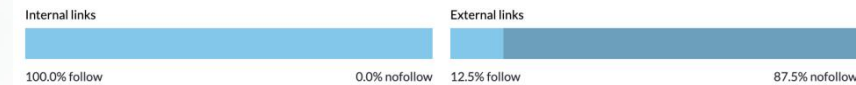
## **Retention Recommendations *Ongoing Activity***

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

# Proposed Tactics



## 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

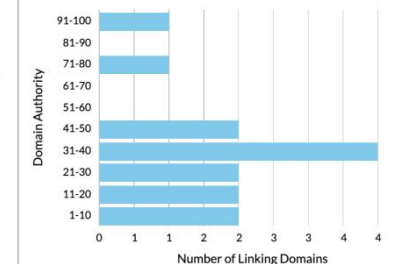
### Top pages on this site

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



# Retention Recommendations

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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

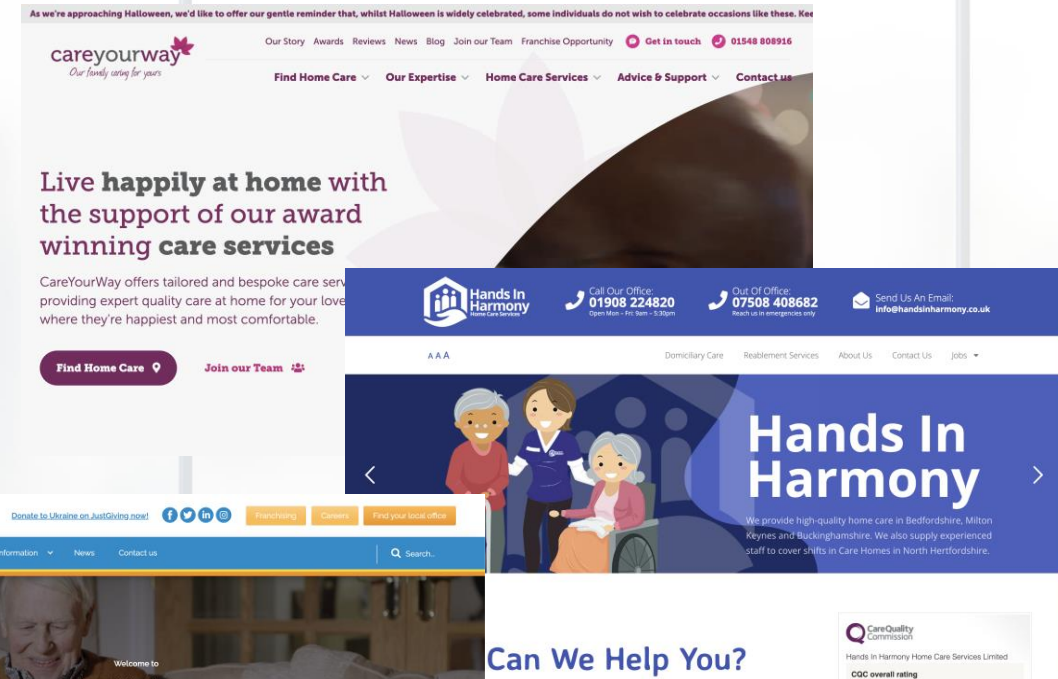
Customer Retention is Critical for New SAAS Businesses

# Retention Recommendations

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

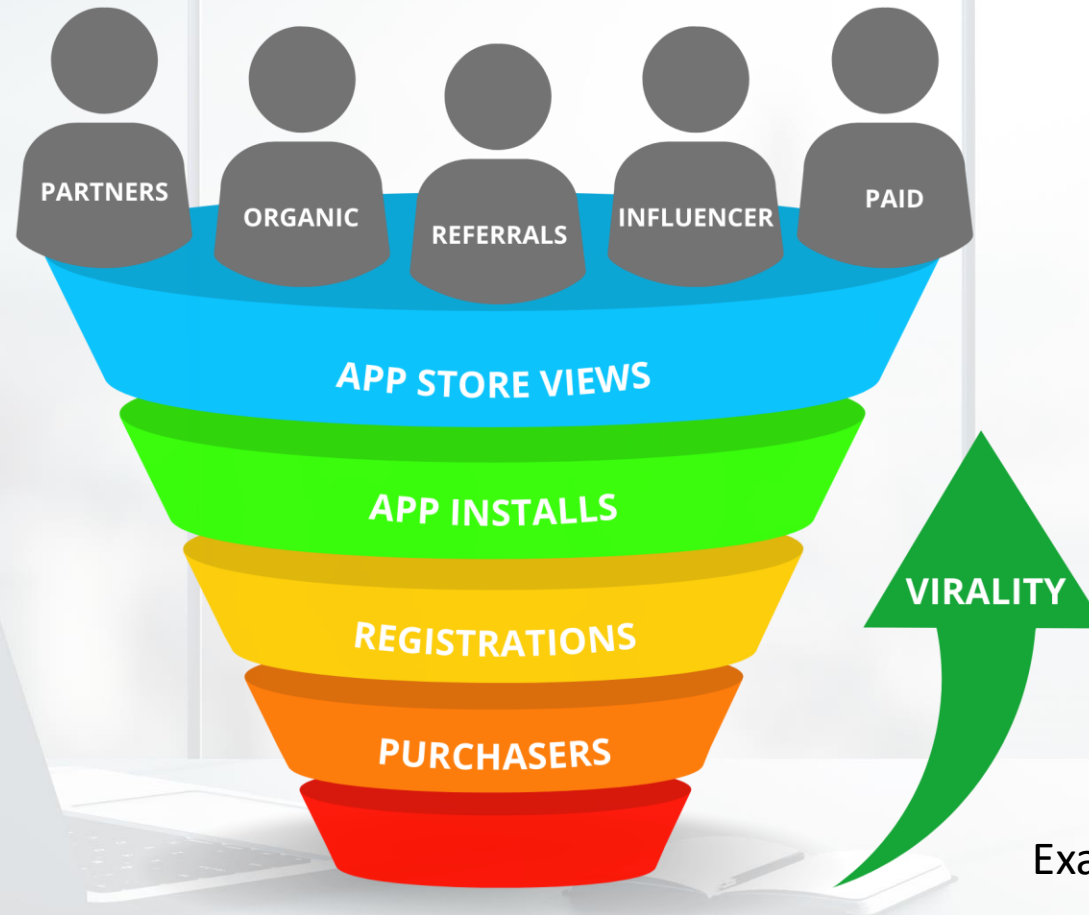
- Retain users after initial acquisition.
- Re-engage new users to become long term clients.
- Benefit from the virality of user recommendations

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



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# Retention Recommendations



Example App Customer Aquisition Cycle

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# 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

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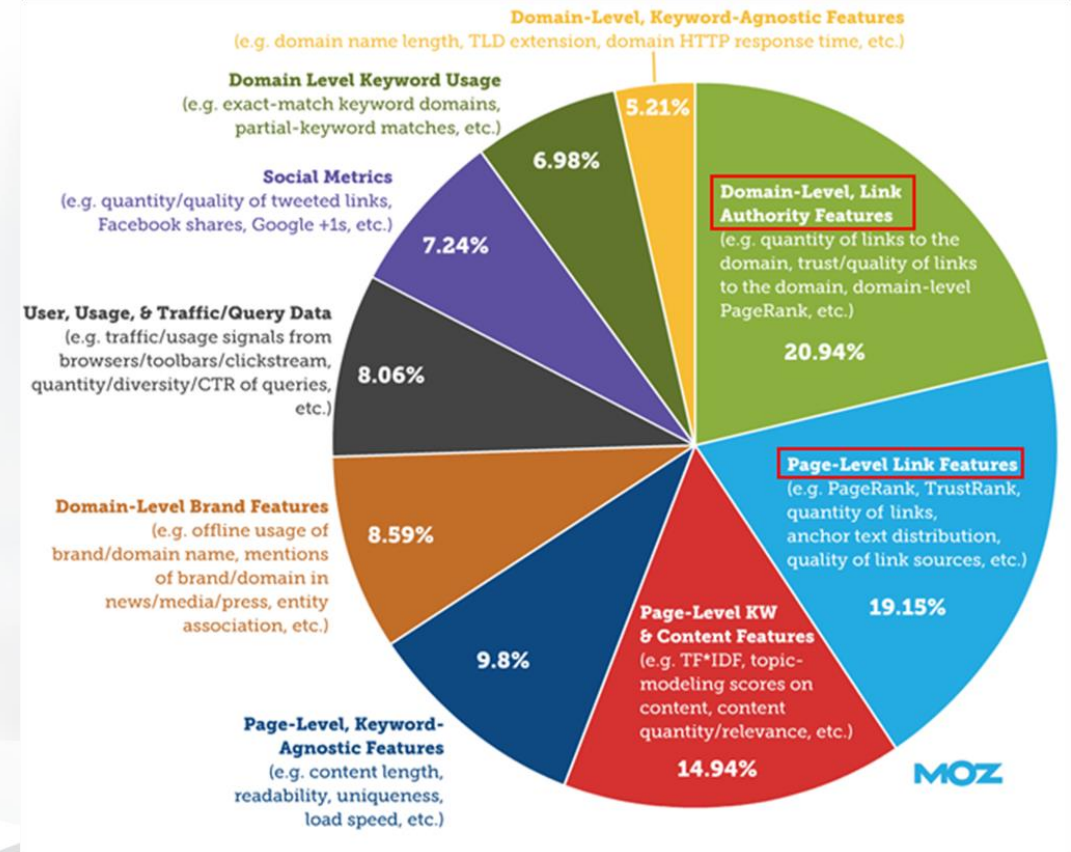
# AWARENESS: OUTREACH

## Competitor Activity: Significant

## Superior Care Group 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

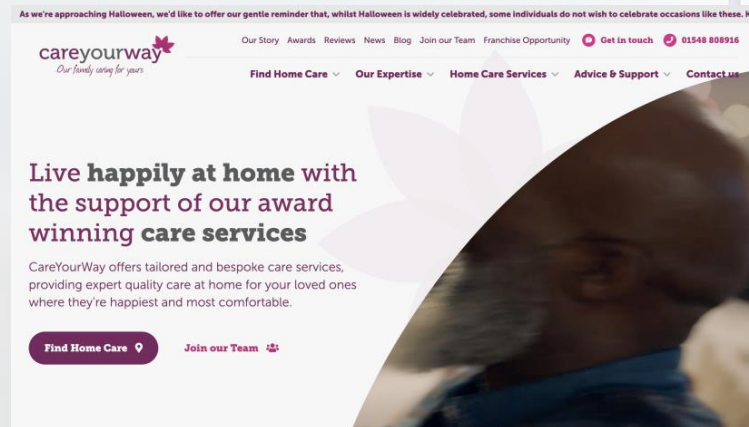
ACTIVITY	
POTENTIAL	



# AWARENESS: OUTREACH



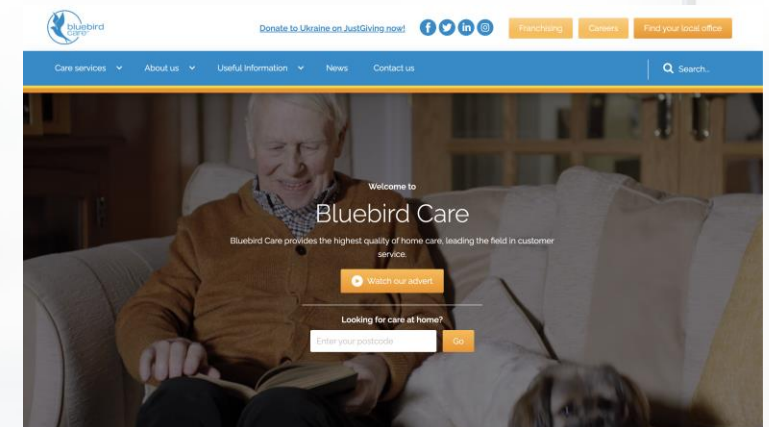
## Devon Competitor



## Milton Keynes Competitor



## National Competitor



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# PPC

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# AWARENESS: PPC

**Competitor Activity:** Significant for top keywords

## Superior Care Group 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

Keyword Data Updated Every Two Weeks

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
<a href="https://www.superiorhcs.co.uk/">https://www.superiorhcs.co.uk/</a>	8	0 keywords in #1-3 0 keywords in #4-10	18	2

### Top Ranking Keywords >

Keyword	<a href="#">www.superiorhcs....</a>	Difficulty <sup>i</sup>	Monthly Volume <sup>i</sup>
<a href="#">superior care</a>	#12 / <sup>i</sup>	22	71
<a href="#">homecare milton keynes</a>	#13 / <sup>i</sup>	18	1
<a href="#">care agency milton keynes</a>	#22 / <sup>i</sup>	18	45
<a href="#">hcs uk</a>	#30 / <sup>i</sup>	28	27
<a href="#">crownhill industrial estate milton keynes</a>	#31 /contact-us <sup>i</sup>	23	5

[See all ranking keywords >](#)

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# DISPLAY ADVERTISING

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**MCB**  
Marketing

# AWARENESS: DISPLAY

**Competitor Activity: Mainly Established Brands**

**Superior Care Group 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



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# SOCIAL ADS

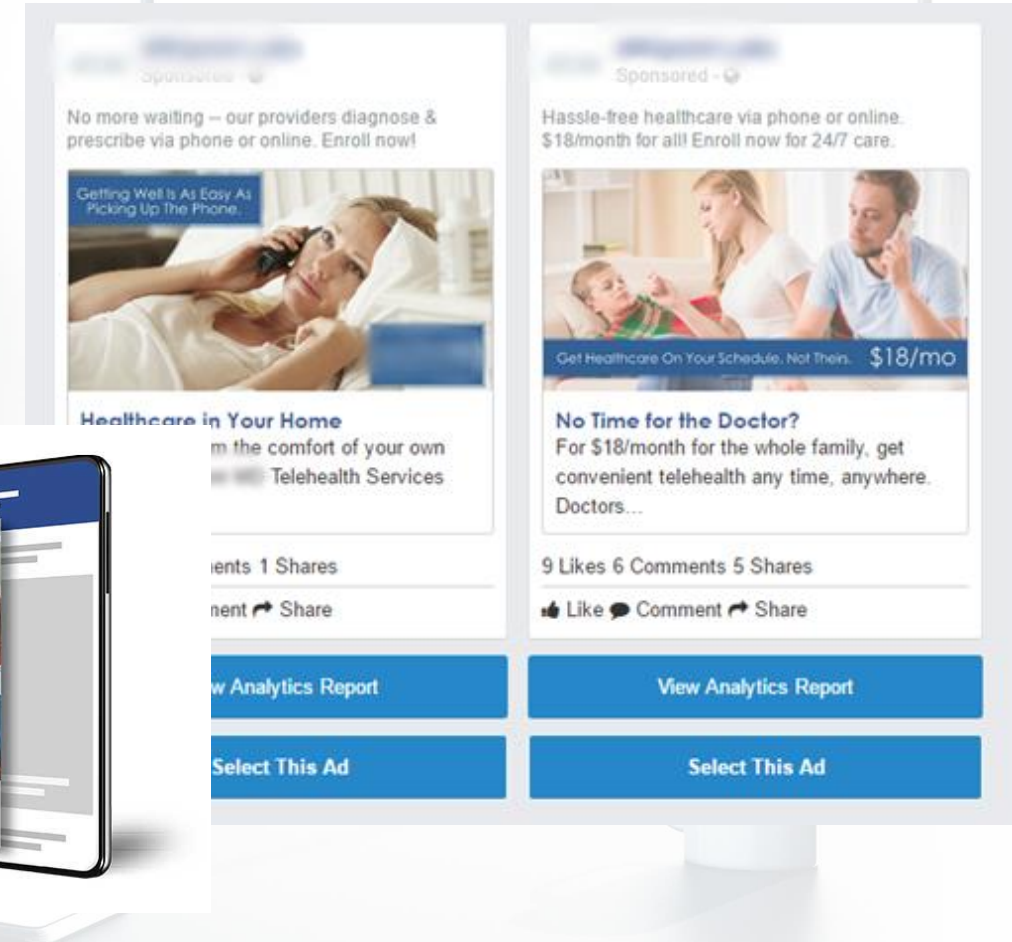
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# AWARENESS: SOCIAL ADS

## Competitor Activity: Mainly Established Brands

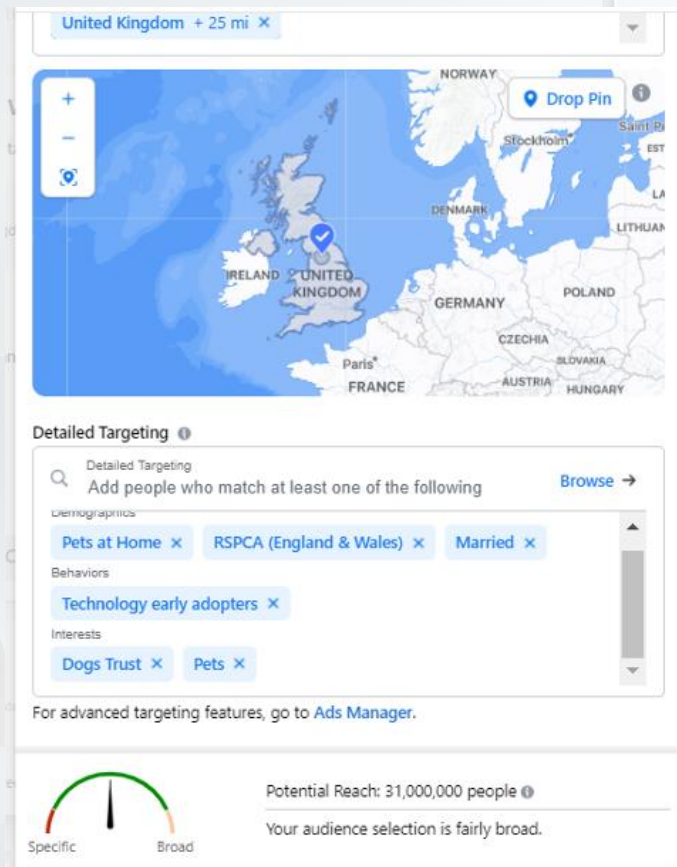
### Superior Care Group Opportunity:

- 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

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**MCB**  
Marketing

# AWARENESS: CAMPAIGNS



**Competitor Activity:** Mainly Established Brands

**Superior Care Group 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

Superior Care Group 2023 Marketing Plan																		
			Q1			Q2			Q3			Q4			Yearly KPI's			
Category	Sub Category	Project	January	February	March	April	May	June	July	August	September	October	November	December	Budget	Expected New Customers	CAC	We can meet you with these
Paid Campaigns	Top of Funnel (first touch campaigns)	Google Ads	Health Care keywords	Care service keywords	Ongoing optimization	Health Care keywords	Care service keywords	Ongoing optimization	Health Care keywords	Care service keywords	Ongoing optimization	Health Care keywords	Care service keywords	Ongoing optimization				
		Facebook	Premium Service lead ads	Funnel to landing page	Corporate Video Website Visits	Testimonial - lead page	Funnel to landing page	USP's Post - Leads	Premium Service lead ads	Funnel to landing page	Corporate Video Website Visits	Testimonial - lead page	Funnel to landing page	USP's Post - Leads				
		Instagram	Premium Service lead ads	Funnel to landing page	Corporate Video Website Visits	Testimonial - lead page	Funnel to landing page	USP's Post - Leads	Premium Service lead ads	Funnel to landing page	Corporate Video Website Visits	Testimonial - lead page	Funnel to landing page	USP's Post - Leads				
	Remarketing	Cross-channel	Website Visits	RMW1 + RMW2 (all visitors)	RMW1 + RMW2 (all visitors)	RMW1 + RMW2 (all visitors)	RMW1 + RMW2 (all visitors)	RMW1 + RMW2 (all visitors)	RMW1 + RMW2 (all visitors)	RMW1 + RMW2 (all visitors)	RMW1 + RMW2 (all visitors)	RMW1 + RMW2 (all visitors)	RMW1 + RMW2 (all visitors)	RMW1 + RMW2 (all visitors)				
		Holiday deals																
	Special Events	Seasonality	Dry January	World Cancer Day	Science Week	Stress Awareness Month	International Nurses Day	National Carers Week	Deaf Awareness Week	Cycle to Work	World Suicide Prevention Day	World Mental Health Day	Stress Awareness	International Volunteer Day				
		Product Launch																
	Influencers	Branding	Paid post				Paid story			Paid post			Paid story					
		Leadgen	Paid post	Collaboration			Paid story	Collaboration		Paid post	Collaboration		Paid story	Collaboration				
	Content	Website redesign	Phase 1				Phase 2			Phase 3			Phase 4					
Blog design			SEO Pillar Page			Optimization	SEO Pillar Page		Blog redesign	SEO Pillar Page		Optimization	SEO Pillar Page					
Blog		Special SEO Posts	Business Insights	Industry insights	Top care companies	Why use care services	Care services Process	Different types of care services	Business Insights	Industry Insights	Top care companies	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	X20 new links			
Load Magnet		Free Content	Newsletter Signup	Podcast business overview	Talking about the industry	Podcast Signup	Podcast business overview	Talking about the industry	Newsletter Signup	Podcast business overview	Talking about the industry	Podcast Signup	Podcast business overview	Talking about the industry				
		Podcasts	Interview	Recruitment	USP's video	Services	Social content	Corporate video	Interview	Recruitment	USP's video	Services	Social content	Corporate video				
Assets		Video	Corporate video	Care magazine	adoption		USP's video	Local press release		Corporate video	Interview	Recruitment	USP's video	Services	Social content			
		PR	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			
Social Media	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, 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				
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					
	Onp	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				
Bot Marketing	Special Events	Dry January	World Cancer Day	Science Week	World health day	International Nurses Day	National Carers Week	Deaf Awareness Week	Cycle to Work	World Suicide Prevention Day	World Mental Health Day	Stress Awareness	International Volunteer Day					
	Website	Homepage & 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	Instagram Campaign	LinkedIn Campaign	Facebook Campaign	Twitter Campaign	YouTube Campaign	LinkedIn Campaign	Twitter Campaign	YouTube Campaign	LinkedIn Campaign	Twitter Campaign	YouTube Campaign	LinkedIn Campaign	Twitter Campaign					
	Conferences & Shows	Care Conference	Integrated Care Summit	Healthcare Summit	The Home Care Show	Care Forum	International 2023											
Offline & Other	Meetings	Ecosystem	Designers	Influencers														
	Affiliates & Referrers	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 2 new	Add 3 new	Add 3 new	Add 3 new	Add 3 new	Add 3 new	Add 3 new	Add 3 new					
	Partnerships				Add 1 new			Add 1 new			Add 1 new							

ACTIVITY	
POTENTIAL	

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# INTEGRATED SEO

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# AWARENESS: INTEGRATED SEO

**Competitor Activity:** Established Brands

**Superior Care Group 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

Internal links



External links



### Top followed links to this site

URL	Page Authority
<a href="#">bidstats.uk/...uppliers/superior-home-care-services</a>	24
<a href="#">bidstats.uk/analysis/suppliers/care-home</a>	24
<a href="#">bidstats.uk/analysis/suppliers/services</a>	24
<a href="#">bidstats.uk/analysis/suppliers/care</a>	24
<a href="#">live.bidstats.uk/analysis/suppliers/care-home</a>	24

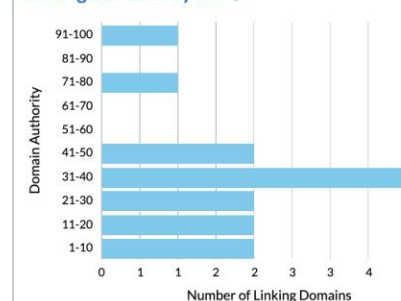
### Top pages on this site

URL	Page Authority
<a href="#">www.superiorhcs.co.uk</a>	18
<a href="#">superiorhcs.co.uk</a>	14
<a href="#">www.superiorhcs.co.uk/about-us/</a>	12
<a href="#">superiorhcs.co.uk/feed/</a>	9
<a href="#">www.superiorhcs.co.uk/coronavirus</a>	9

### Top anchor text for this site

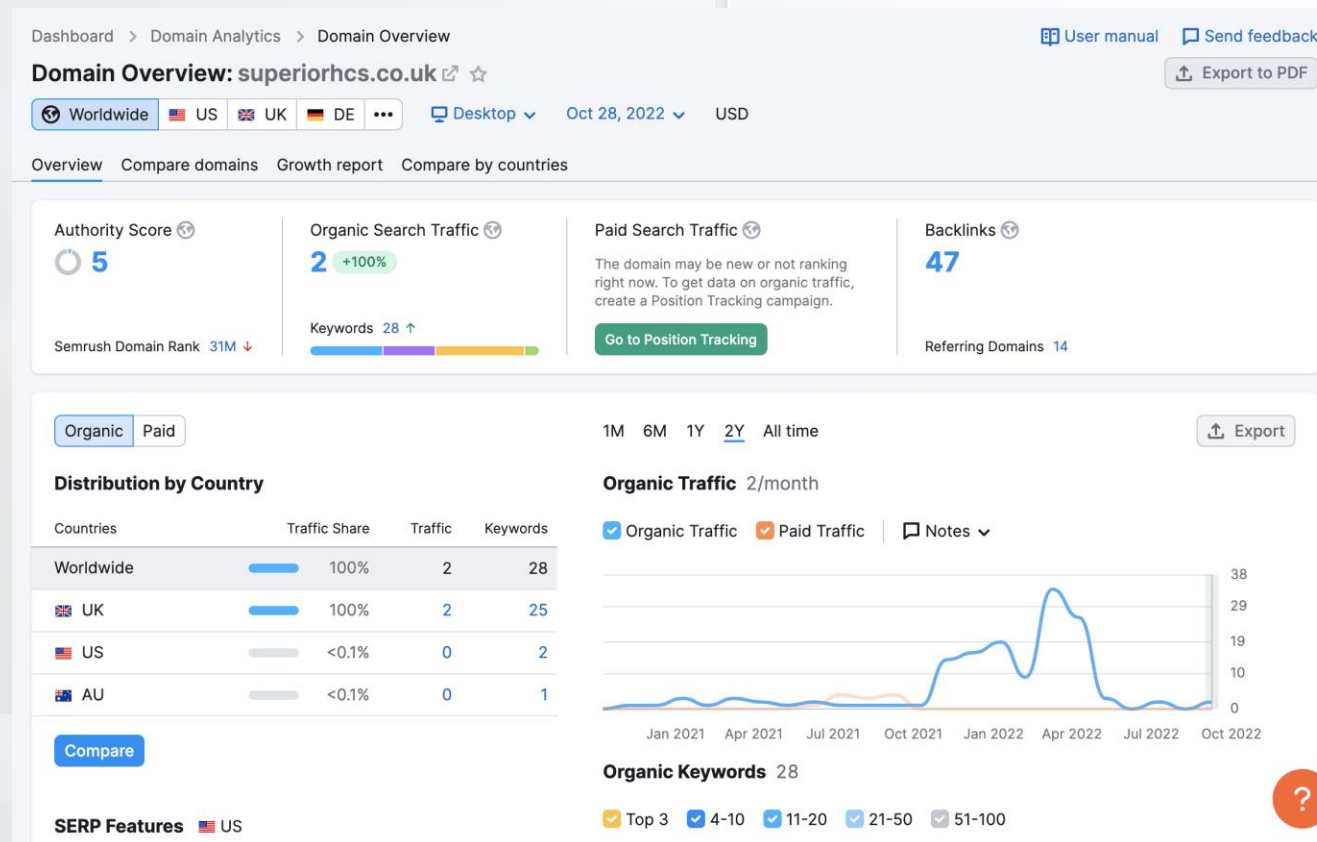
Anchor Text	Followed External Links
"www.superiorhcs.co.uk"	9

### Linking Domains by DA



# AWARENESS: INTEGRATED SEO

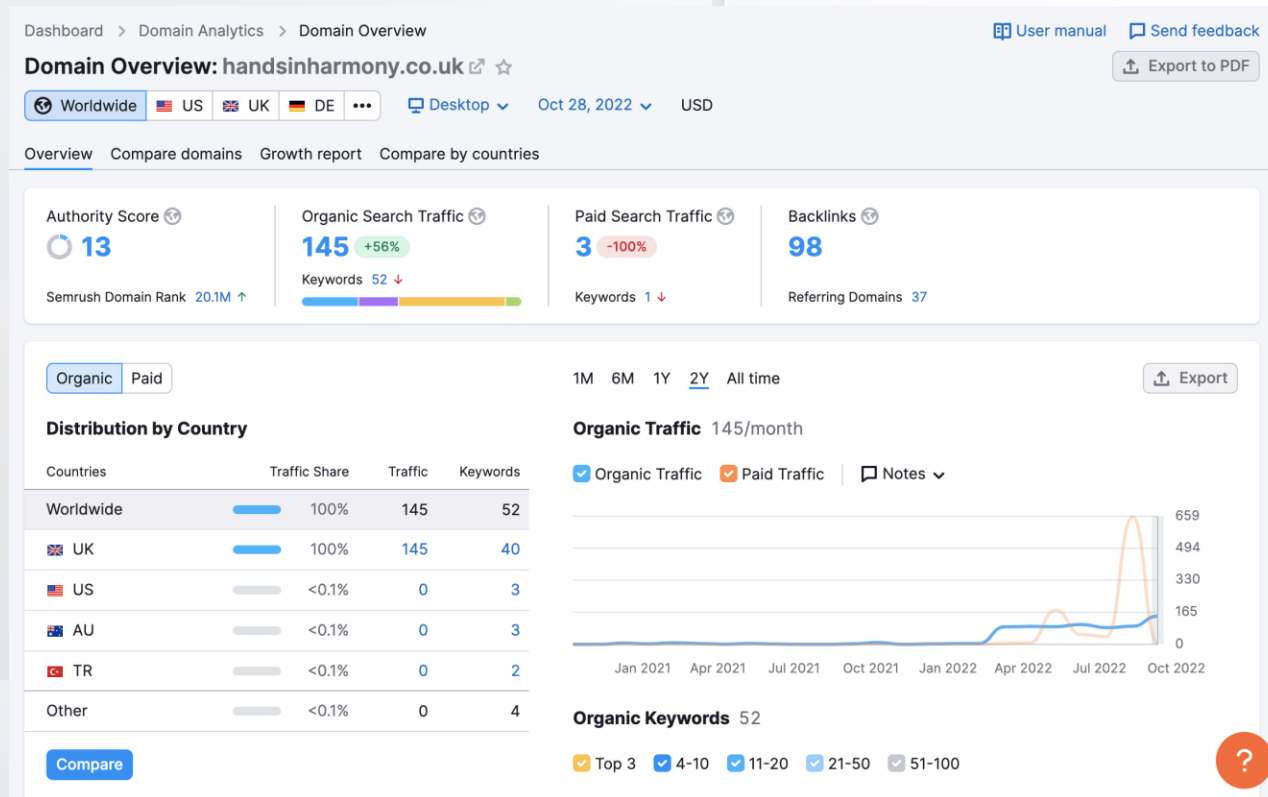
## Current website



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# AWARENESS: INTEGRATED SEO

## Competitor



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# INFLUENCER MARKETING

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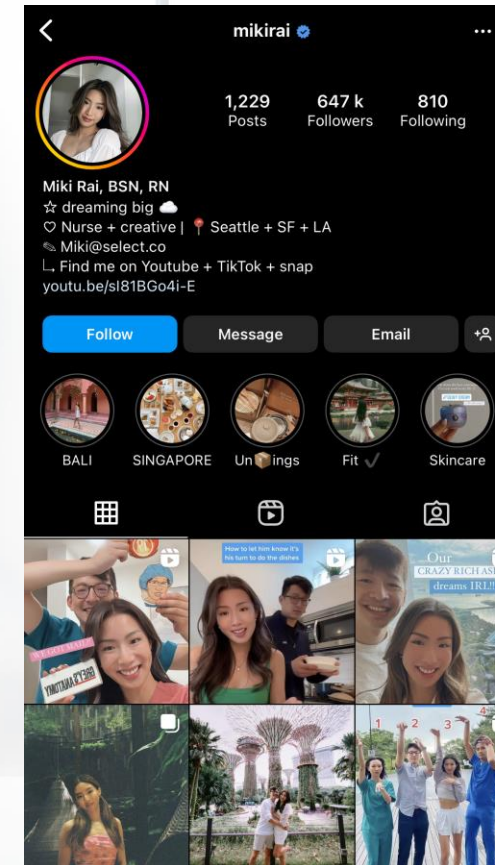
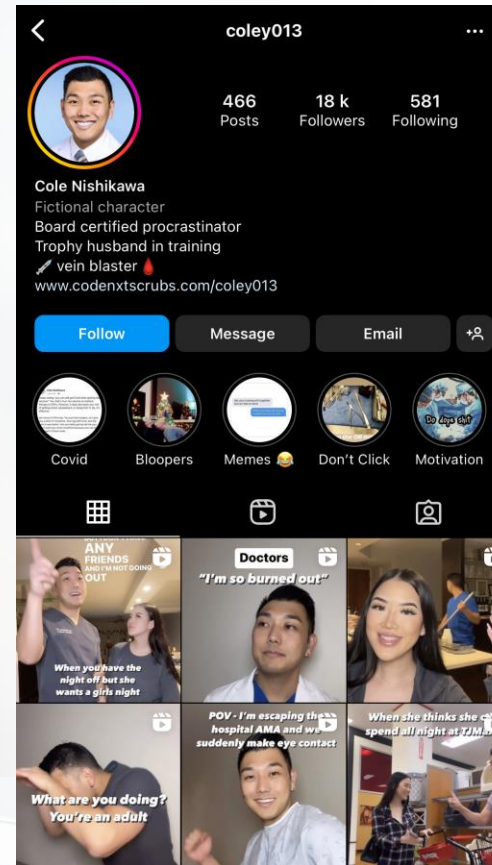


# INFLUENCER MARKETING

## Competitor Activity: Limited

## Superior Care Home 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

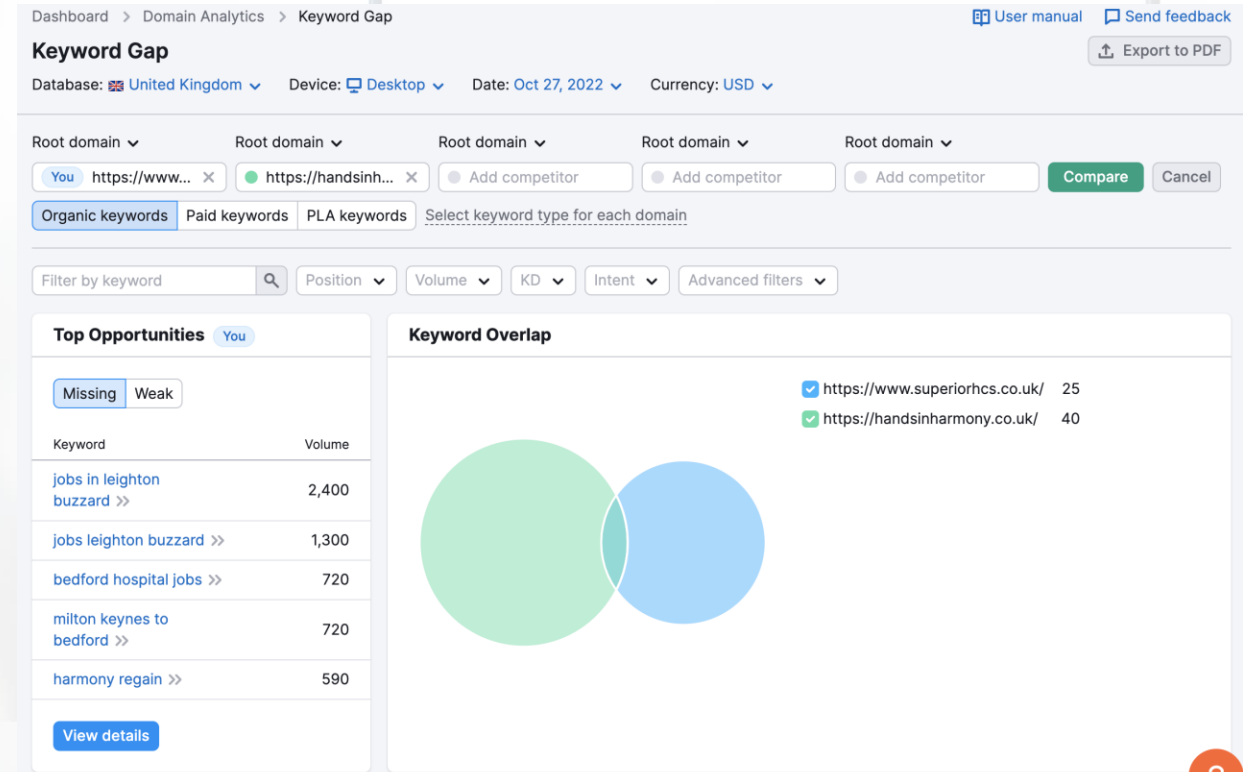
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# AWARENESS: CONTENT GAP

## Competitor Activity: Significant

## Superior Care Group 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



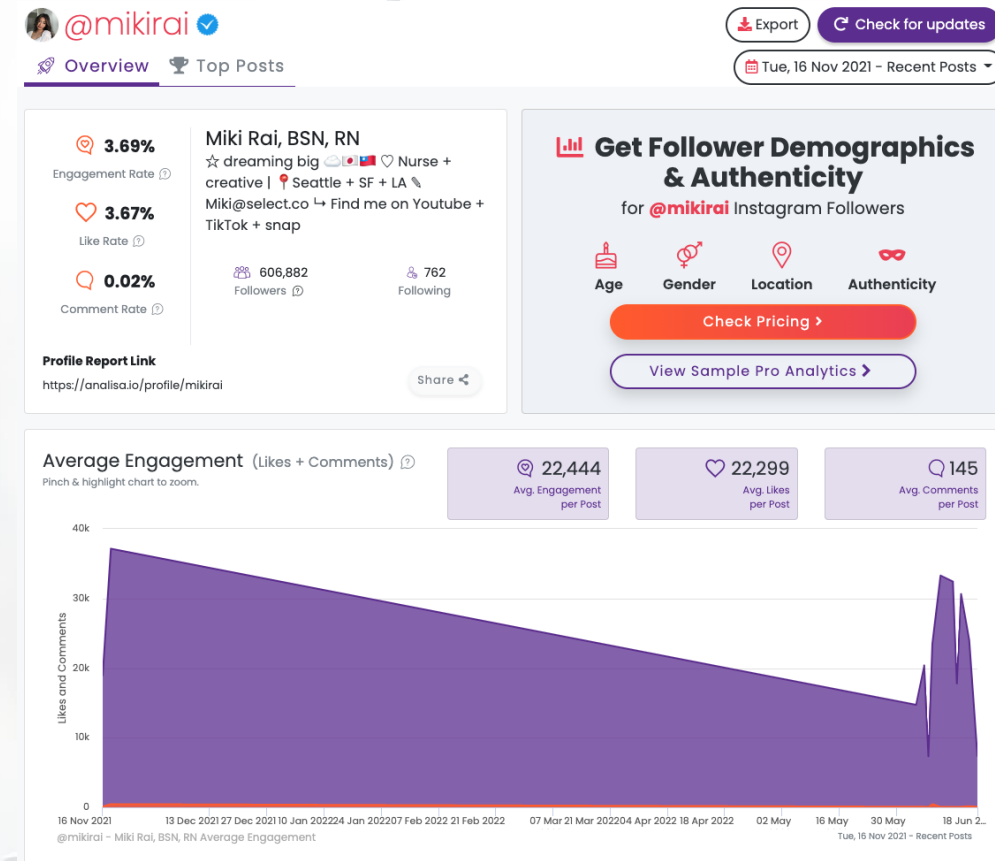
# SOCIAL MEDIA

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# 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

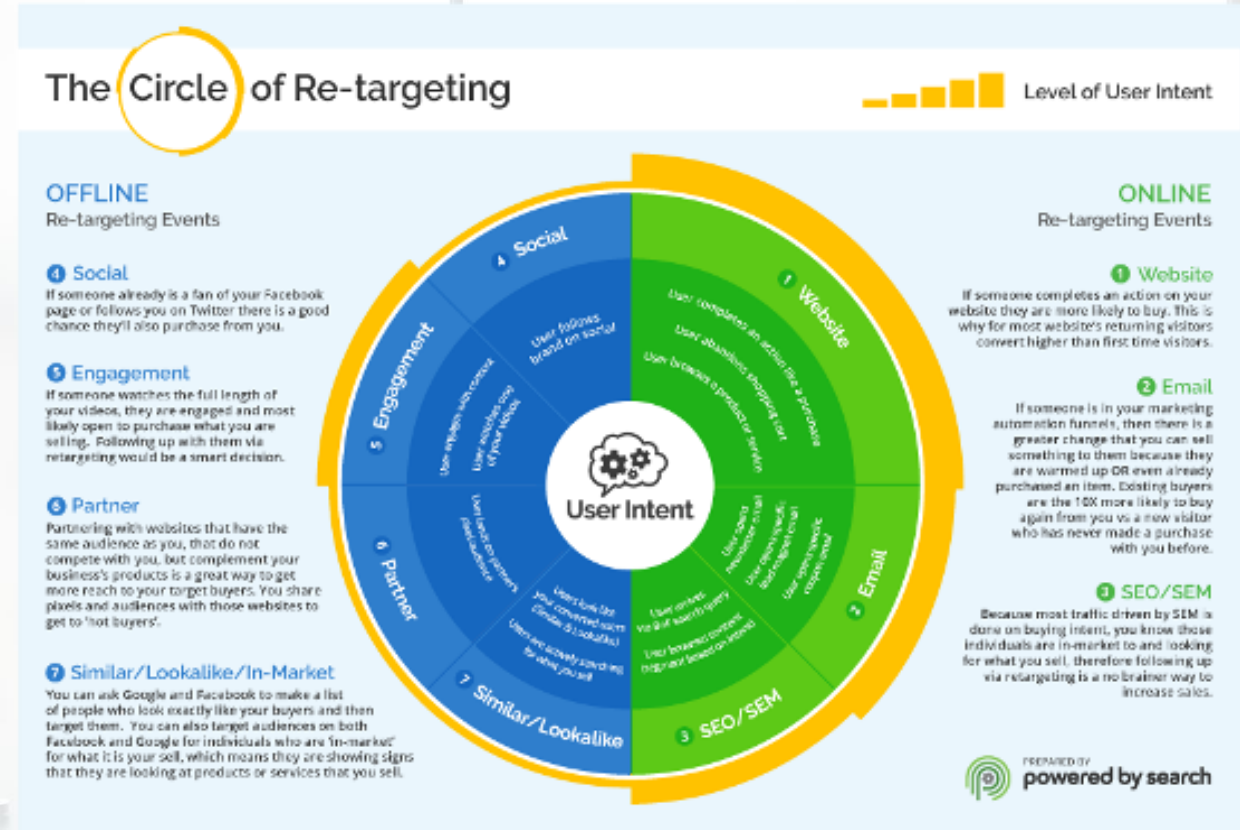
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# MARKET SHARE: PAID REMARKETING

## Competitor Activity: Limited

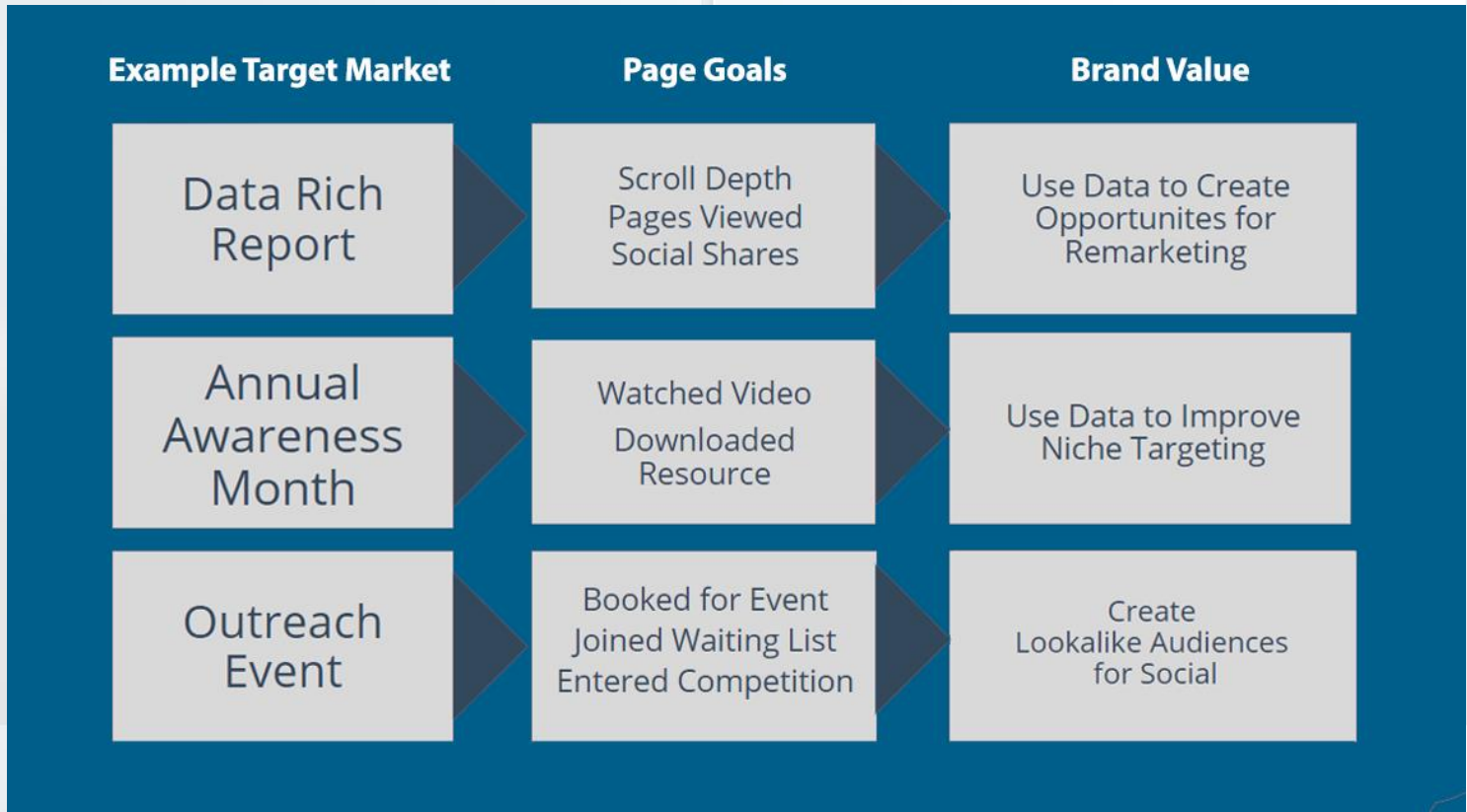
## Superior Care Group Opportunity:

- 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





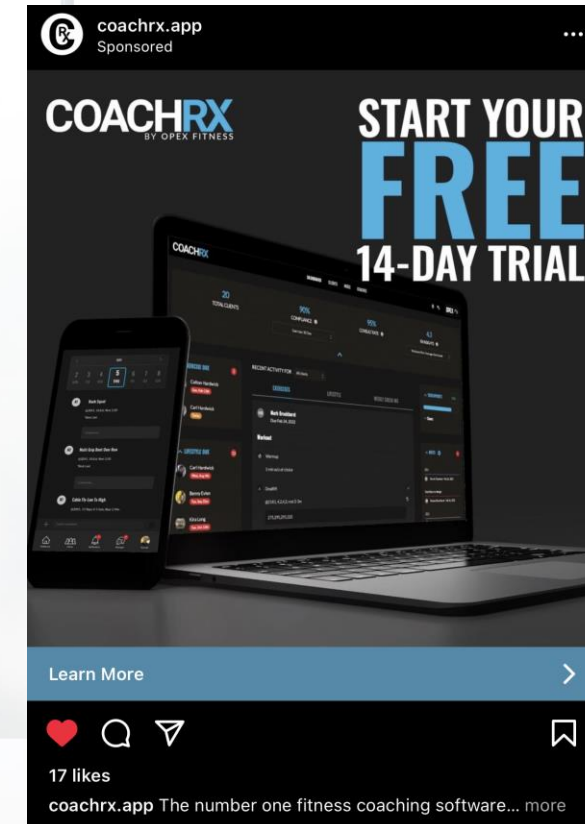
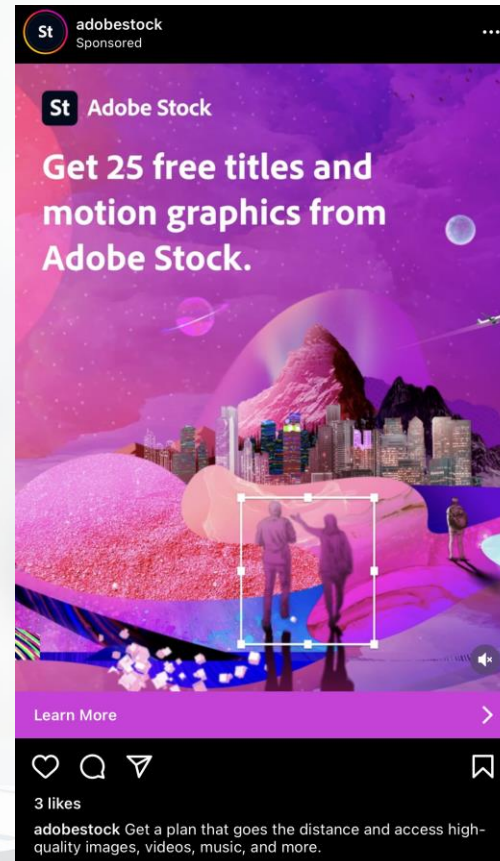
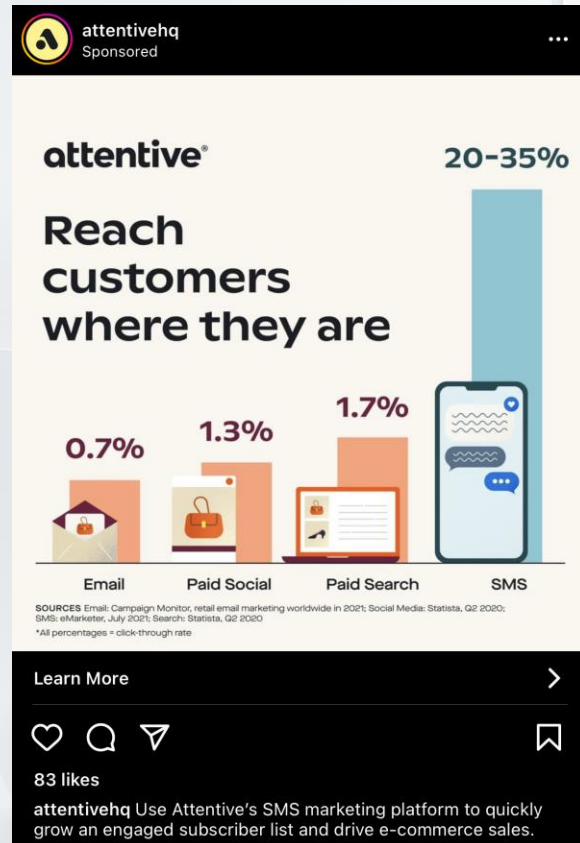
# MARKET SHARE: PAID REMARKETING



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# MARKET SHARE: PAID REMARKETING



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# CONVERSION RATE OPTIMISATION

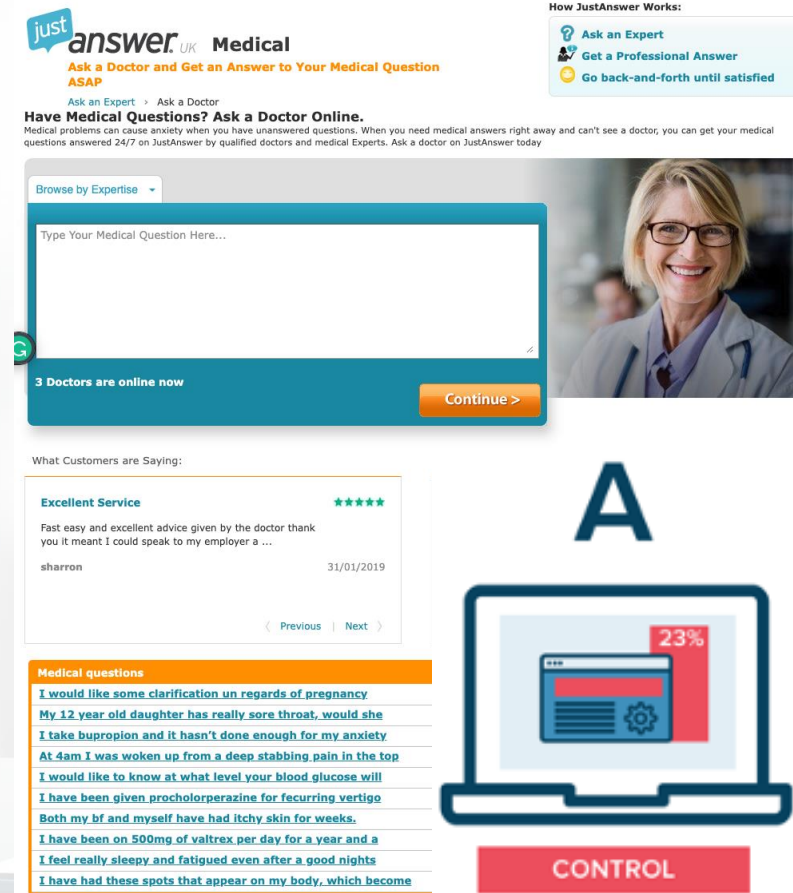
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# BOOKINGS: CRO

**Competitor Activity:** Likely

**Superior Care Group 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

How JustAnswer Works:  
• Ask an Expert  
• Get a Professional Answer  
• Go back-and-forth until satisfied

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

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

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 feccuring 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**

23%

**CONTROL**

**B**

37%

**VARIATION**

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# UX & ACCESSIBILITY

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# BOOKINGS: UX & ACCESSIBILITY

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**Competitor Activity:** Limited

**Superior Care Group Opportunity:**

- Engage with 14m disabled people in the UK alone
- Optimise for screen readers, voice search and hands free browsing
- Can be a deciding factor for many users
- Scalable implementation

# EMAIL MARKETING

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**MCB**  
Marketing

# BOOKINGS: EMAIL MARKETING

**Competitor Activity:** Limited

**Superior Care Group 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

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**MCB**  
Marketing

# 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**

