

Care



**CREATIVE**

YOUR PARTNER IN MARKETING

# Capability Statement





# Who are we?

We are a specialised marketing team supporting care and NFP sectors, including Heath care, General Practice, Specialist Consulting, Private Hospitals, Aged Care, NDIS, and Child Care.



# Our Story



**We are the  
architects of  
story-telling.**

**Design and marketing for care businesses is not straightforward.**

We understand that the transactions involved in care sector businesses are unlike any other.

Imagine you are buying a **water bottle** – the transaction is quick and the product has a **short-term, low-stake impact** on your life.

Compare this to the process of selecting a **care provider** and there is so much more at stake. The decision is **harder**, especially so given the **long term impacts** on the client's or patient's lives and those of their families.

This is where story-telling comes in – a way to communicate the **core values, points of difference**, and **empathetic nature** of your business.

We specialise in marketing for care businesses because we know it's not straight-forward. **Your marketing needs are in capable hands!**



# What do we do?



- » Digital Marketing
- » Web Development & Design
- » Web Hosting & Domain Registration
- » Marketing Consulting & Strategic Planning
- » Printing & Promotional Merchandise
- » Mystery Resident & Survey Services
- » Graphic Design
- » IT Support
- » Media Development
- » Education Programs



# Our Methodology



01

## Discovery and Assessment

Our team will meet with you to learn about your business and your needs. During this step, we collect all information we need to make informed and strategic recommendations.

02

## Analysis and Diagnosis

Our team will make relevant observations and draw informed recommendations to strategically improve marketing efforts for your business.

03

## Solution Design

Our team will propose solutions to fulfil the recommendations suggested in the previous phase. This will include itemised projects and relevant pricing information.

04

## Implementation and Execution

Our team will implement the solutions outlined in our proposal to begin improvements for your business's strategic success. We work with you to ensure results are co-informed by both agency and client.

05

## Management and Review

Our team will manage and monitor results of implemented marketing efforts and measure them against set goals to determine their success, establishing the importance of ongoing review and improvement.



# Digital Marketing

With expertise honed through years of experience, we offer a comprehensive suite of services encompassing targeted social media campaigns, engaging content creation, SEO optimisation, and strategic PPC management.

Our goal is to elevate your care brand's online presence, increase visibility, and ultimately drive meaningful engagement with your audience, ensuring your services resonate effectively in the digital realm.



## » Advertising Campaigns

- Campaign Strategy Development
- Ad Creative Development
- Targeting & Audience Segmentation
- Ad Copywriting & Optimisation
- Budget Management & Optimisation
- Performance Tracking & Reporting

## » Search Engine Optimisation & EDM Marketing

- Copywriting & Blogs
- Keyword Strategy
- On-page SEO
- EDM Campaigns and Management
- Technical SEO Audits
- Performance Monitoring & Reporting

## » Social Media Strategy & Management

- Strategy Development
- Content Creation & Curation
- Community Management
- Analytics & Reporting
- Trend Listening & Monitoring
- Community Management



# Website Design & Development

With a deep understanding of the industry's nuances, we offer cutting-edge designs, intuitive user experiences, and seamless functionality to showcase your services effectively.

Whether you're a healthcare provider, assisted living facility, or caregiver network, our expert team is dedicated to elevating your online presence and facilitating meaningful connections with your audience.



## » Custom Website Design

- Strategic design tailored to your business
- User-friendly design features
- High quality design templates
- Ecommerce tools and integrations
- Accessibility features
- Technical website audits

## » Backend Support & Management

- Technical set-up on Wordpress CMS
- Ongoing management and technical support
- Technical support & troubleshooting
- Website backup and recovery
- Compliance & Regulation
- Performance Monitoring & Reporting

## » Local Hosting & Domain Management

- Domain registration
- DNS management
- Hosting setup and configuration
- SSL Certificate installation
- Email hosting
- Domain transfer assistance



# Consulting & Strategic Planning

Our consulting and strategic planning services are tailored to empower care providers with actionable insights and innovative solutions.

With a deep understanding of industry dynamics and a commitment to driving positive outcomes, we collaborate closely with clients to craft tailored strategies that enhance operational efficiency, improve patient experiences, and foster sustainable growth in an ever-evolving care landscape.



## » Strategic Planning

- General Marketing Strategies
- Digital Marketing Strategies
- Branding & Design Guidelines
- Market Research & Analysis
- Competitor Research & Analysis
- Goal Setting & KPI Development

## » Mystery Client Services

- Assessments of general customer experience
- Facility evaluations
- Sales process evaluations
- Competitor benchmarking
- Feedback and reporting
- Training and development

## » Public Relations

- Event management & PR support
- Press release writing and distribution
- Crisis communication
- Strategic planning and management
- Media and community relations
- Monitoring and measurement



# Graphic Design

Our team specialises in crafting visually compelling designs that resonate with audiences, from healthcare providers to assisted living facilities.

Whether it's designing engaging social media graphics, informative brochures, or professional branding materials, we're committed to helping care sector organisations elevate their visual identity and effectively communicate their mission and values.



## » Logo & Branding Design

- Tailored logo design
- Signage and wayfinding
- Strategic elemental selection
- Justifications and guidelines
- Branding and stationery kits
- Care sector specific conceptualisation

## » Marketing Collateral

- Flyers and brochures
- Promotional brand placement
- Apparel and lifestyle
- Business cards and stationery
- Gifts and cards
- Reports and booklets

## » Digital Content Creation

- Social media pages and content
- Digital advertising content
- Blog and e-document design
- Electronic Digital Marketing (EDM) design
- Website content
- Video graphics





# Care PRINT

by CareCREATIVE

Our consulting and strategic planning services are tailored to empower care providers with actionable insights and innovative solutions.

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**Apparel  
& Lifestyle**



**Branded  
Stationery**



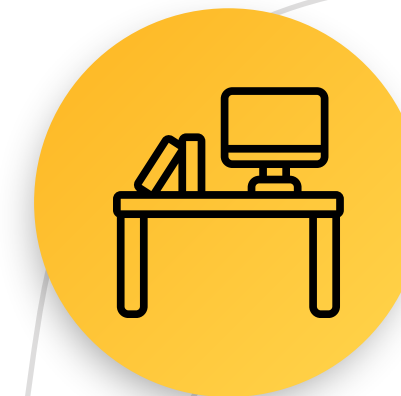
**Business  
Cards**



**Flyers &  
Booklets**



**Gifts &  
Cards**



**Office  
Equipment**



**Promotional  
Merchandise**



**Signage  
Solutions**

**quality  
flyers &  
brochures**

**quality  
signs &  
displays**

**quality  
business  
cards**



# Media Development

From captivating photography that captures the essence of compassionate care to engaging videography that tells stories of resilience and healing, our expert team is dedicated to bringing your brand's vision to life.

Whether it's capturing heartfelt moments or showcasing your facility's state-of-the-art amenities, we're here to elevate your presence in the care sector through stunning imagery and impactful storytelling.



## » Photography

- Facility photography
- Staff portraits
- Event photography
- Stock photography
- Candid photography
- Virtual tours

## » Videography

- Facility tour videos
- Client testimonials
- Introduction & explainer videos
- Social Media videos
- Educational videos
- Event coverage videos

## » Editing & Post-Production

- Professional editing
- Colour grading
- Audio mixing and editing
- Voiceover recording
- Quality control
- Archives and backups



# Zoho CRM

Zoho is an all-in-one business operating system designed to help organisations streamline their operations, boost productivity, and scale with ease. At its core, Zoho CRM provides businesses with a complete 360° view of their customers, empowering sales teams with automation, AI-driven insights, and mobile accessibility.

Beyond CRM, Zoho offers a powerful suite of marketing, collaboration, finance, and project management tools – from email campaigns and social media scheduling to accounting, invoicing, and secure online meetings.

## » Introduction to Zoho

- All-in-one business operating system.
- 50+ integrated applications covering CRM, Finance, HR, Marketing, and more.
- Scalable for small businesses to enterprises.

## » Zoho CRM – Core Benefits

- 360° Customer View – Track leads, deals, accounts, and customer interactions in one place.
- Sales Automation – Streamline lead nurturing, follow-ups, and deal stages.
- Customisation – Tailor fields, workflows, and modules to match your business.
- AI-Powered (Zia AI) – Sales predictions, trend analysis, and conversational AI.
- Mobile CRM – Manage sales on the go with iOS/Android apps.

## » Zoho Marketing Tools

- Zoho Campaigns – Email marketing automation.
- Zoho Social – Multi-platform social media scheduling and analytics.
- Zoho Marketing Automation – Advanced lead nurturing and customer journeys.
- Integration with CRM – Sync marketing and sales effortlessly.







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[carecreative.com.au](http://carecreative.com.au)

*your partner in design*