

# BOLD!

Marketing Communication  
for

Aged Care

In-Home Care

& Community Service Providers

BE HEARD.

BE NOTICED.

BE SUCCESSFUL.

BE **BOLD!**



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

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Since 2013 we have delivered comprehensive marketing communication services and support for the Aged Care, In-Home Care and Community Services business sector.

We assist our Aged Care, In-Home Care and Community Service providers to engage in meaningful ways with their customers and their carers, their teams who deliver these important services, stakeholders and communities in which they operate, so they may grow and be successful.

We've been around since 1996 and we know there are THREE key issues that commonly hamper the marketing efforts of busy Aged Care Home Care service providers.

**Time, Affordability and Accountability** and it's our role to overcome these issues for you.



### Time

We do your marketing heavy lifting for you so you can concentrate on delivering your home care services.



### Affordability

Our fees are realistic and we tailor-make budgets that offer considerable commercial value in context of the significant expenditure commonly associated with inhouse marketing team salaries and on-costs.



### Accountability

We offer clarity and transparency with inbuilt reporting that evaluates your marketing performance.



## Our 7 Step Marketing Framework Makes Sense

Generally speaking, there are 7 steps in every marketing assignment. Of those Bold! attends to the four heavy lifting steps while you attend to the other three which are to **guide** us with clear briefings for strategy development; **approve** our approach, and the materials we prepare for you; and **follow-up** enquiry generated by these marketing initiatives to engage new customers.

Step 1: **Guide** - We meet regularly with you to understand your requirements and deliver on your brief.

Step 2: **Develop** - Armed with your brief we develop your marketing communication strategy.

Step 3: **Design** - Once your strategy is approved we design key marketing resources such as customer newsletters, information leaflets, build and/or manage your website, prepare key resources including your annual report.

Step 4: **Approve** - You agree to and formally sign off on strategy and key marketing resources

Step 5: **Rollout** - Using email marketing, social media and other materials prepared for you (including traditional mail-out resources), we implement your marketing communication program for you.

Step 6: **Report** - We keep you informed providing regular performance reports.

Step 7: **Follow up** - With marketing comes enquiry, for you to initiate discussion with new customers so you may grow and be successful.

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## Our Services

While each marketing communication program is tailored to address your needs, fundamentally our approach is simple. We believe in taking a straight forward yet creative approach that is time and cost effective.

Regular and relevant communication is the key and we achieve this for our Aged Care, In-Home Care and Community Services clients in many and diverse ways including:

**Customer newsletters:** Printed and e-news, because older customers and their carers enjoy receiving mail in their in-box as well as their post box.

**Team communication:** We prepare regular team updates, announcements and employee stories, employee award communication and proactively help our clients to positively engagement with their employees.

**Recruitment activities:** Prepare resources, social media posts and advertising to support recruitment activities and promote 'employer of choice' themes.

**Social Media:** We manage and implement regular posting schedules across Facebook, Instagram, YouTube, Twitter and LinkedIn to keep customers, their carers and families, stakeholders and others in your community abreast of what you do, how you do it, and why your services are important and much-valued.

**Website design & management:** We build and provide ongoing management of our Aged Care, In-Home Care and Community Service provider's websites to ensure customers have access to Home Care Package information and other services. We also prepare, as required, designated sub-sites exclusively for staff communication, professional development and for recruitment purposes.

**Annual Reports:** We are skilled Annual Report coordinators. Successful delivery requires a comprehensive skill set that includes efficient planning, compilation of report information, copywriting and editing, graphic design, proof-reading and print coordination – to ensure each Annual Report is delivered on budget and on time.

**Resources:**

Aged Care, In-Home Care and Community Services delivery requires a broad range of resources that need to be planned, written, designed and printed.

These resources range from printed and digital customer service brochures and allied health leaflets; blogs, articles, white papers, presentations, staff procedural manuals such as PPE and COVID safe practices; team member identification tags; signage and promotional banners for use at Aged Care Expos and pop-up recruitment events; branded greeting cards and Christmas cards; print advertising materials; we've even prepared a coffee table book to celebrate a milestone event.

**Consulting:** In addition to providing marketing communication guidance, and preparing resources, we also help our clients to address other important matters.

We have helped clients to document COVID safe practices, implement Crisis Management procedures and communication templates for rapid response should an emergency situation arise, along with other procedural responses. Our role is comprehensive and we proactively help our Aged Care, In-Home Care and Community Services providers to achieve their goals.



Copy  
Writing

Marketing  
Communication

Web Content  
Writing

Website  
Design

Social  
Media

Graphic  
Design

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## Our Approach

Our approach is practical, sustainable and underpinned by our Do-It-For-Me (DIFM) framework.

We assign, not one but up to three team members, to manage your marketing communication program for you.

This team comprises our business owner (40+ years' experience) who manages the early stages of onboarding; your assigned marketing communication advisor (30+ years' experience) who is responsible for ongoing day-to-day management and program service delivery; and our specialist social media/website advisor (15+ years' experience).

Our formula is proven and highly effective in delivering continuous service, required outcomes and importantly, commercial value in context of savings of approx. \*\$350,000 in salaries and staffing on costs typically necessary for inhouse marketing teams.

We offer clarity and transparency and will ensure you are fully informed as follows:

- Formal Agreement – You will be asked to consider our proposal and budget for services, then should you agree, you will be required to sign an agreement that clearly outlines services, fees and expectations.
- Rollout Schedule – All agreed services and resources to be developed will be clearly recorded in a schedule which is updated as tasks are completed. Work in progress is reviewed at monthly accountability meetings.
- Marketing 'accountability' meetings – Our program includes, and expects, monthly meetings.
- Reporting – As part of each monthly accountability meeting, we will report your program progress. We will provide appropriate metrics which may include email marketing (eDM) open and click rates; social media engagement, impressions and website performance.
- Clear billing arrangements - Our fee for services will be outlined in your agreement.

We do not offer retainer arrangements, instead our agreement is based on a total budget for the duration of the program. A deposit is paid to commence, followed by the balance paid as equal instalments over the duration of the program period.

*(\*Based on salaries for inhouse marketing teams comprising a manager, assistant and social media coordinator and on costs that include superannuation, work cover, payroll tax, other entitlements and lost productivity due to disruptions which result from sickness and annual leave.)*

## The Benefits

More and more, businesses that have traditionally relied upon inhouse marketing teams, are engaging highly skilled external service providers, such as Bold, to deliver specialised services.

These businesses are reaping the benefits which include gaining access to a wider range of expertise and specialised skills not generally available inhouse.

In our experience, our 'external marketing team' approach, which is supported by clear fee agreements, provide benefits that include quality outcomes, cost-effective service delivery and budget certainty.

We embrace our clients' values, we are reliable, results driven and accountable. We form collaborative, trusted and long-term relationships with our clients and work closely with them to achieve goals their goals, which commonly include:

**Strengthened Brand:** Consistency is the hallmark of a strong and memorable brand. We are skilled at developing a marketing communication strategy that delivers regularly scheduled marketing communication that supports consistent brand messaging and core values.

This is achieved by developing clear brand messaging or if your brand is established, adhering to your brand standards in a tone that resonates with your customers, their carers, stakeholders and the communities in which you operate.

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**Cost savings:** Among the significant costs savings of contracting Bold! as your marketing communication provider, are substantially reduced expenditures in these key areas:

- 1: Reduced payroll and staffing on-costs for inhouse marketing communication teams;
- 2: Eliminated fees for a range of other providers as many aligned services are included in your program agreement;
- 3: Reduced wastage and inefficiencies as we implement well-considered marketing strategy and clear instruction for achieving agreed outcomes. We limit down time caused by sickness or annual leave and scope-creep which commonly affects inhouse teams, that divert attention away from key services and outcomes.

**Value:** Established in 1996 we bring over 25 years' experience in marketing communication having worked with diverse local, national and international businesses.

Bold! assigns three team members to each marketing communication program offering expertise and commercial value of more than approx. \$350,000\*.

While inhouse marketing team members may have some, they are unlikely to possess our combined depth and breadth of expertise and broad repertoire of skills.

When allowed to operate as integral team members, we are able to eliminate the time, expense and tedium of you having to constantly clarify needs, re-brief brand values and re-communicate expectations to ad hoc or irregular service providers.

Nor will you need to manage multiple service providers to ensure quality standards are met or attend to reconciling multiple supplier accounts.

## About Us

We are a small but effective team of experienced marketing professionals with old-school values and new-age thinking.

We describe our work as 'creative, practical & authentic'. It's a philosophy that resonates with our clients as it demonstrates our commitment to building brand value and resources with a long shelf-life.

We like efficiency and we deliver on schedule. We understand you are busy, so our interactions including scheduled accountability meetings, are friendly and efficient.

We work across many different industries and we don't shy away from complex products and services. We apply all our experiences and insights to create better outcomes for our clients.

We like clarity, and ask our clients to enter into agreements, both for short-term assignments and longer-term marketing. Agreements ensure there are no misunderstandings so that we may deliver on our promises and achieve the outcomes you expect.

We believe we perform at our very best when we are considered part of your team.

## Contact Us

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