

# Marketing Budget Planner

## *Full Beds Forever: Care Home Marketing Resource*

### ***Introduction***

This marketing budget planner is designed for care homes with limited resources.

It will help you allocate your marketing budget effectively across different channels and track your spending.

### ***Budget Categories***

Digital Marketing: Website maintenance, social media, online advertising

Traditional Marketing: Print materials, local advertising, signage

Community Engagement: Event sponsorships, open days, community initiatives

Content Creation: Photography, video production, copywriting

Tools & Resources: Marketing software, subscriptions, templates

### ***Low-Cost Focus Areas***

Prioritize owned media channels (website, social media, email)

Leverage free local directory listings

Invest in relationship-building with referral partners

Focus on content that can be repurposed across multiple channels

### ***ROI Tracking***

Track enquiry source for all new residents

Calculate cost per enquiry for each marketing channel

Measure conversion rates from enquiry to admission

Regularly review and reallocate budget based on performance

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