MCKENNA TOWNSEND

A full-service communications consultancy, delivering strategic and creative advertising, marketing, social media and public relations campaigns

A proven track record of building brands and driving enquiries in the Care Home and Retirement Living sectors

MT:INTEGRAL





COMMUNICATIONS EXPERTISE

We offer in-depth experience of your sector and understand the blend of grass roots, regional and national marketing communications required to build brands, engage with communities and deliver a strong enquiry pipeline throughout the year.

- Planning and managing advertising, marketing, PR and social media strategies
- Driving over 25,000 sales enquiries for care homes and retirement living developments to date
- Significantly improving occupancy rates
- Launching new developments and care homes
- HR recruitment and retention programmes
- Internal communications programmes
- Crisis and issues management



PUBLIC RELATIONS

We love working with the Elderly Care and Retirement Living sectors and they love working with us – we've promoted some wonderfully heart-warming stories about amazing care – and we've launched some beautifully designed homes.

- We have a strong track record of delivering creative PR programmes that deliver strong results
- To date, we have secured over 2,500 media high quality media articles for care home clients – building community engagement and brand awareness, and driving enquiries
- We work with leading brands at a regional, national and international level
- Our team has developed numerous award-winning campaigns
- CIPR Regional Agency of the Year, PRCA Regional Agency of the Year, PRCA DARE Award for Media, Marketing and Measurement
- High level, strategic issues and crisis management support and expertise

MT:

CIPR CORPORATE AFFILIATE

www.mckennatownsend.com



MEDIA PLANNING AND PURCHASING

We offer expertise on how, when and where you should place your advertising – we understand the importance of continually monitoring audience behaviour in this rapidly changing environment.

- Planning, booking and managing annual or seasonal advertising campaigns on a community, regional and national level
- Traditional and digital media, radio, OOH, PPC
- Securing the best possible rates across all media
- Achieving tens of thousands of pounds of free advertising space
- Nurturing relationships with the media to deliver free editorial in support of advertising campaigns
- Offering consultancy and continual revision of your media spend to maximise ROI



CREATIVE EXPERTISE

The best branding and creative identity are essential in any market – we deliver the right messages to the right audience through the most efficient and effective channels.

- Brand development and design
- Website design, build and management
- Advertising concept and design
- Print design and production – innovative brochure design, newsletters, sales support collateral
- Photography – including sourcing models, set dressing and directing shoots
- Concept, design and production for external and internal signage
- Exhibition stand design and graphics
- Design and production for banners, flags and all types of promotional collateral



WEBSITE DEVELOPMENT, DIGITAL AND SOCIAL MEDIA EXPERTISE

- We have designed and developed numerous websites in the care home sector, devising innovative ways to accommodate maps and search functions, along with comprehensive news portals
- We have planned and implemented a content management programme for a care home client that achieved best in class in the care home sector in terms of SEO performance – mobile 93%; desktop 92%
- We have developed highly targeted, organic and paid for social media programmes through our specialist social media and in-house studio teams – working with global brands (outside of care) and utilising those skills and expertise for the benefit of care clients
- We have developed and managed comprehensive Google Ads campaigns: achieving interaction rates of up to 11%
- We have managed multiple online portals on behalf of clients, including carehome.co.uk – one client's Top 20 rating jumped by nine places over the course of a year



HR SUPPORT – RECRUITMENT AND RETENTION

We offer advice and expertise to support our clients with one of the biggest challenges facing the care sector in the current climate – staff recruitment and retention.

- Developing comprehensive internal communications strategies
- Recruitment advertising – consultancy, strategy, planning and design
- Staff awards and rewards – branding, event management
- Internal staff newsletters and communications
- Issues and crisis management

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GET IN TOUCH

To see how we could help increase your sales enquiries, maximise your ROI and improve your occupancy and brand awareness in a highly competitive sector

MCKENNA TOWNSEND

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PR

Creative

Branding

Marketing

Animations

Advertising

Social media

Media planning

Media relations

Event management

Graphic and digital design

Website design and management