

Your program can only make an impact if caregivers and referrers know it exists. Effective marketing means creating, communicating, and delivering value to your audiences—while building relationships that strengthen your organization and its outcomes.

## 1. Core Principles

- **Know your audience:** Identify who you're trying to reach – caregivers, patients who rely on caregivers, treating clinicians, care managers, or others – and tailor your message to each.
- **Highlight the benefits:** Describe the benefits uniquely for each audience you are speaking to. You must make it clear how the caregiver will benefit from your program, and how the referrer will benefit (for example, by improving patient treatment adherence, by reducing anxiety-driven phone calls, by improving “consumer” satisfaction, etc.).
- **Refine your brand:** Create a clear, welcoming, and professional identity that reflects your mission and values; also keep messaging consistent across all materials.
- **Build trust with referrers:** Strengthen relationships with clinicians through professionalism, transparency, and follow-up. If you do not accept a referral, contact the referrer and explain why. Try to give them advice about how else they might support the caregiver. If you do accept the referral, provide updates on a regular basis (maintaining all privacy and confidentiality).
- **Under-promise and over-deliver:** Set realistic expectations and consistently exceed them.

## 2. Build Internal Awareness

Start inside your organization before going public.

- Feature the Caregiver Support Program on your organization's website. Work with your organization's marketing and communications team to ensure that the webpage reflects your services and preferred messaging.
- Send hospital-wide emails and include program details and general updates in organization newsletters.
- Deliver short presentations to specific teams most likely to benefit from your program. These might include: Social Work, Psychiatry, Geriatrics, Palliative Medicine, Neurology, Care Management, and Patient Relations/Representative. Describe the services provided, hours and access (including whether services are available via telehealth), eligibility for program enrollment, and referral procedures.
- Speak with your organization's marketing team to feature the caregiver support program on electronic signage and bulletin boards throughout the facilities.

### 3. Expand External Outreach

Once you have established strong intake processes, experience delivering services, and an understanding of your remaining capacity, grow your reach externally to raise awareness among other potential referrers, as well as the general public.

- Partner with your institution's marketing and communications group to update the website and optimize for caregiver-related keyword searches (called "search engine optimization").
- Include stories or testimonials (with permission) to humanize and highlight impact.
- Promote your services on social media platforms (Twitter/X, Instagram, Facebook, LinkedIn).

### 4. Evaluate Your Success and Iterate Your Marketing Approach

- Ask all new intakes how they heard about your program. Graph the data by month to look for top referral sources, as well as noticeable gaps.
- Review data on caregiver diversity (e.g., race, age, gender identity, payer, zip code, etc.). Again, look for patterns and identify gaps. As appropriate, refine messaging to signal safety and equity.
- If you are marketing externally, review Google Analytics with your marketing and communications team to identify the most engaging keywords or activities.