

Get the MOST for Your Marketing Dollars

Aging Care Marketing Is
Our Sweet Spot



The one-of-a-kind
MOSTSM program
dishes up the
proven, affordable,
industry-specific
marketing solutions
you need to connect
with decision-makers
and grow your
business.



Marketing, Operations & Sales Tools
For Private Duty, Home Health Care and Hospice

corecubed
AGING CARE MARKETING

Why MOSTSM?



Our MOSTSM program goes beyond ordinary marketing to help your agency gain remarkable results with a multi-layered aging care marketing approach.

Quality Is Tops!

Every communication should reflect the quality of your agency.

Share Your Expertise

Educate future customers and answer referral sources' questions now and they will return when care is needed.

Partner with Aging Care Specialists

Work with a marketing partner who understands the industry and gets results.

It's More than Brochures

We excel in all forms: web, print, automation, direct mail, social media, recruitment, educational and more.

Make It Integrate

Consistently communicate across multiple channels so you are there when people have the need.

It's More than Sales

Quality marketing delivers value to satisfy your target audience's immediate information needs.

Our award-winning MOSTSM program takes proven, results-driven home care marketing strategies and makes them available to a select number of agencies per geographic region.

Aster Awards
Excellence in Medical Marketing 2014

1 Gold award
2 Silver awards

2014
**National Mature
Media Awards**
Winner

Bronze winner
Merit winner

*Exclusive openings per
geographic area.*

How We Help

Our recipe for sweet success helps you overcome the most common home care industry marketing issues.

Get Past the Gatekeeper

Open doors with marketing materials that solve problems for referral sources and their clients.

Bring Something Better than a Brochure

Arm yourself with materials that educate, inform, entertain, comfort, and answer the aging care questions people ask most.

Get Your Website Cooking with Inquiries

Deploy proven search engine optimization (SEO) techniques that drive targeted traffic and generate more sales.

Attract and Keep Great Caregivers

Marketing is about more than attracting customers. It's about getting great caregivers and keeping them. Our tools do that too!

Motivate Clients to Refer Your Services to Friends and Family

We'll show you how to ask and you'll be thrilled with the results.



Contact us to learn how ongoing, educational, branded marketing resources can grow your agency. Visit **MOSTforYourMarketing.com** to view our free webcast or call **800.370.6580 x3**.

How MOST[™] Works

Most home care agencies only get to a mere slice of the marketing tactics required to grow their business. When done right, marketing is a complete pie that strengthens every aspect of your business and grows your bottom line.

Use the New Tools of Marketing

Choose blogs, social media, SEO, marketing automation, and presentations, all designed to raise the effectiveness of your messaging.

Position Yourself as an Expert

Answer people's questions with consumer education materials and they will be more likely to choose your agency.

Do What You Do Best

Partner with aging care marketing experts so you can concentrate on running your agency.

Strengthen Referral Relationships

Create communications that make your referral sources' job easier and more effective, and that inspire your salespeople to visit referral sources more often.

Reputation Rules

Create a winning reputation by showcasing quality in all that you do—from rack cards to websites to eblasts.



Our team of aging care marketing experts creates fresh, relevant, reputation-building marketing materials designed to target those searching for home care. Each month you choose which materials or services you'd like to order from our growing online library. **It's as easy as pie!**

Contact us today at **800.370.6580 x3** or **MOSTforYourMarketing.com**