



EDUCATIONAL RESOURCES

Branding That Connects

How Stories, Trust and Strategy Drive Agency Growth



ACHCU IS A BRAND OF ACCREDITATION COMMISSION *for* HEALTH CARE



Marisa Snook

President and CEO



Personal goal:
Making marketing
easy for you
to understand and
implement



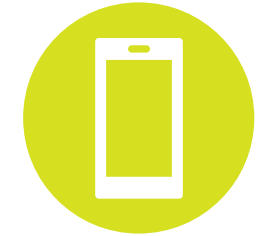
President and CEO
of
corecubed



Active in public
relations and
marketing for
over 25 years



Specializes in digital
and content
marketing for home
care companies in
all stages of growth



Leads a national
team of
extraordinary talent
in home care
marketing.

Lisa Monnier

Project Manager



corecubed
Care Marketing Solutions



Attention to detail and organizational skills, in-depth understanding of SEO techniques, vast experience in home care and home healthcare



Project Manager for corecubed



Provides intricate detail-oriented organization and support to enable SEO clients to achieve the highest possible quality service



Crucial to smooth and seamless day-to-day operations and changing nuances in the field of SEO and social media



Experience as a Medicaid case manager, scheduler, quality assurance, and branch manager

The Impact of Personalized Brand Stories

- Attract the right clients and caregivers
- Foster deeper connections through relatable content
- Increase engagement with your brand's message



Crafting Your Brand Story

- Identify unique needs of your audience
- Develop stories that speak directly to these needs
- Focus on the emotional aspects that resonate most



Distinguishing Your Brand

- Highlight what sets your services apart from the competition
- Use personal stories to underscore your unique selling propositions
- Show real-world examples of your service excellence



Consistency in Your Brand Narrative



- Ensure all stories align with your overall brand values
- Maintain a consistent tone and style that's recognizable
- Reinforce your brand identity through repeated core messages

Multimedia Approaches to Storytelling

- Determine the best platforms for sharing your stories
- Utilize blogs, videos, and social media to reach a wider audience
- Ensure consistency across all channels for maximum impact

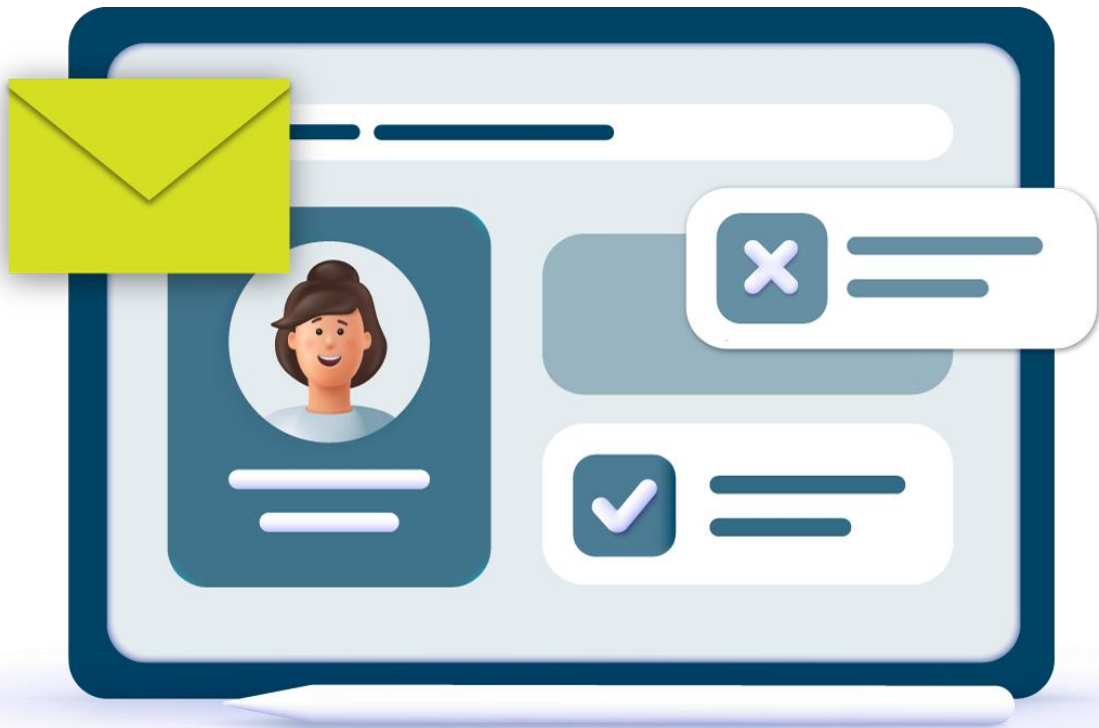


Know Your Audience

- Segment your audience to better target your storytelling
- Understand the specific challenges each segment faces
- Craft messages that offer solutions directly relevant to each group



Engage Your Audience



- Encourage feedback to continuously improve your storytelling approach
- Create a two-way communication channel with your audience
- Take the feedback and incorporate it into your brand

Visual Storytelling

- Enhance narratives with compelling visuals
- Match images with stories to amplify the message
- Use visuals that reflect the demographics and interests of your audience



Empowering Your Caregivers



- Encourage caregivers to share their own stories
- Use these authentic experiences to attract potential clients
- Highlight the supportive environment your brand offers

Leveraging Social Proof

- Incorporate testimonials and reviews into your stories
- Use recognitions and awards to build trust
- Show how others have benefited from choosing your services



Converting Stories to Client Actions



- Lead your audience towards actionable steps after engaging with your stories
- Provide clear and easy pathways to learn more or get involved
- Highlight contact points and calls to action prominently



Want to Learn More?



[800.370.6580](tel:800.370.6580)



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Thank You!

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