



Getting started:
Marketing aged
care services to
clients

Looking to engage new and existing clients with your aged care offering?

Discover six tried and tested marketing techniques

40% of older Australian are not confident about funding their aged care¹



1. Website: ensure your aged care service is prominent and easy to find on your website. Detail your service offering and the benefits of this service to your clients.

70% of National Seniors Australia members use an internet search engine daily²



2. Client communications: include aged care talking points and information in your newsletters and emails. A short survey for clients about aged care plans and preferences is a great way to introduce your offering.

87% of Australians aged 70+ use email regularly³



3. Social media: sharing aged care content on social media shows that you can help with these issues. You can start with our white-label video animation on 'how an adviser can help'.

40% of National Seniors Australia members use Facebook daily⁴



4. Sponsorships: enquire about joining events hosted by seniors' groups and information sessions for aged care facilities. You can deliver a simple presentation based on our white-label content. Look for opportunities to advertise in seniors magazines and newsletters for retirement villages.

94% of older Australians aged 65+ take part in social activities outside their home⁵



1 McCrindle/Absolute Health & Care study 2018.

2 National Seniors Australia Senior Surfers Survey, 2019.

3 Care Connect, The Connectivity Report, April 2018.

4 National Seniors Australia Senior Surfers Survey, 2019.

5 Australian Bureau of Statistics, Survey of Ageing, Disability and Carers, 2018.

5. Referrals: reach out to lawyers and accountants to secure referrals in cases where their clients might be looking for aged care advice. When aged care clients thank you for your support, you can suggest they recommend your aged care advice to their friends or family members.

83% of consumers trust recommendations from family, colleagues, and friends about products and services.⁶

6. Client review meetings:

bring aged care into review conversations by asking how clients might fund future care needs. You can put our white-label content to good use by keeping a range of our aged care guides in reception.

"In offering aged care advice we're providing a service our clients genuinely need. It's also led to growth in client numbers as the children of parents entering care form a relationship with us. When the time comes for them to manage their inheritance, they come to us for further advice."

Glenda Chase, Financial Adviser, RetireInvest Morisset.

An easy way to share the benefits of aged care advice with clients

Challenger offer a range of white-label content you can use to highlight the benefits of aged care advice in your own marketing campaigns and activities. This includes:



An aged care infographic: the latest stats and figures on the growing demand for aged care and average costs involved.



An aged care overview: a step-by-step guide to the process of applying for and funding aged care and some key areas where a financial adviser can help.



A video: How an adviser can help: a short animation introducing the value of financial advice in the transition to aged care.

Discover how Challenger can support you in developing aged care advice for your clients



Call the Challenger Adviser Services team on 1800 621 009 or speak to your [Challenger BDM](#).



Log in or register for [AdviserOnline](#) to access our aged care resources.

⁶ Nielsen Global Trust in Advertising Report 2015.