

# 20 Actionable Marketing & Recruitment “Quick Wins”

- Add a sticky click-to call button for mobile
- Add live chat for FREE (Via Fb Business Page)
- Google My Business Messages (up to 40%)
- Reply to your reviews (get reviews!)
- Send a personalised video to all applicants\
- Face to face – market stall
- Lunch and learn about a career in care (colleges etc)
- Volunteers – plug the gap!
- Local community – church newspapers, nail salons, community centres
- Call up local news, radio, ask to talk (1 million carer shortage)