

52weeks[®]marketing



EDUCATIONAL RESOURCES

One Low Price for
All 3 Classes!

\$159.00 per person

Join us in this three-part series
and elevate your home care
marketing to new heights.

101 Series Testimonials

I learned a lot, I am going to start fresh in terms of constantly marketing and recruiting.

I have learned so much, I couldn't even tell what stood out most. All the information provided in this seminar was all very helpful. Thank you for all your wisdom and knowledge.

I was surprised by the statistics from providers directly, as it pertains to not having confidence in the referral process due to lack of strong relationship established with agencies. This illustrated a huge opportunity for me as a seasoned marketer.

For more information contact
Dylan Schwartz...

1-629-256-6829

MASTERING

Home Care Marketing 201

Get Certified in Marketing Excellence!

Introducing "Mastering Home Care Marketing 201" training and certification program brought to you through a strategic collaboration between 52 Weeks Marketing and ACHCU, the education division of Accreditation Commission for Health Care (ACHC).

CLASS 1 | NOVEMBER 14TH, 2023 • 11:00 - 12:00 CST

Digging Deeper to Unlock Referral Goldmines

Going Beyond Basics to Maximize Referral Sources

In this session, we dive deeper into the art of cultivating referral sources. Learn advanced strategies and messaging to forge stronger connections with healthcare professionals, financial partners, and community organizations. Discover how to secure a steady stream of referrals.

CLASS 2 | NOVEMBER 28TH, 2023 • 11:00 - 12:00 CST

Digital Dominance: Creating a Compelling Online Presence

Harnessing the Power of the Digital Landscape for Home Care Success

Building on your foundational digital knowledge, we take a quantum leap into enhancing your online presence. Explore cutting-edge techniques to create a captivating website, leverage social media, and use digital advertising effectively. Elevate your brand and reach potential clients in innovative ways.

CLASS 3 | DECEMBER 12TH, 2023 • 11:00 - 12:00 CST

Converting to Control: From Assessments to Clients

Mastering the Art of Client Assessment and Conversion

In this final class, we shift our focus to the conversion process. Learn how to transition referrals into assessments and assessments into loyal clients. Gain insights into creating personalized care plans, effective communication, and strategies for retaining long-term clients. Take control of your home care destiny by mastering the conversion process.

**Spaces are limited,
so register now
to secure your spot!**

Scan this QR Code or go to:

<https://achcu.com/home-care-marketing-201/>

