

Marketing Email: 360eyeview.co.uk – (Care Homes)

Subject line: A Question About Your Care Home

Is your care home elegant and comfortable?

It's important to portray your care home in the very best possible light if you are to attract a regular number of potential residents who are ready and looking for somewhere that will adequately meet their needs.

Your website can adequately provide information about the range of services you offer, which might include Residential, Care, Nursing Care, Respite Care, Dementia Care, Palliative Care and even End of Life Care. However do the photos on your website do your services justice?

Reach the decision makers

When it comes to selecting the right Care Home or Nursing Home, the decision almost always comes down to close relatives of the potential resident. It is the relatives who want the best for their elderly Mum or Dad and so your website needs to speak to them.

You need to convince them that your Care Home is everything they might expect it to be and with so much competition around, you need to make a good first impression. And more than that... Everyone is busy and it can be very time consuming to visit every Care Home in the local area.

A 360° virtual tour offers a solution

Allowing your potential residents and their families to see inside your premises before they visit is the ultimate sales tool. A 360° virtual tour offers potential clients a clear view of the internal décor, the furnishings and the facilities available. See an example here: <https://360eyeview.co.uk/vr/trinityslough/>

360° virtual tours have been proven to work impressively well for property letting, hotels, guest houses and of course Residential Care Homes, just like yours. Offering your site visitors a virtual tour of your premises and the rooms available, gives you a huge advantage over your competitors.

A valuable marketing asset for your business

Static photos don't tell the whole story. A 360° virtual tour does and it's an asset that you can use in all your marketing, over and over again. What's more... you'll be pleasantly surprised at just how little a 360° virtual tour actually costs.

What to do now...

To find out more about 360° virtual tours for Care Homes, simply visit our website for more information. Also, check out our portfolio to view more high quality virtual tours and learn about our range of photographic services. <https://360eyeview.co.uk>

If you're not sure about anything, please contact us for further information.

Kind regards,

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