



REACH,
INFLUENCE,
RECRUIT.

Discover your perfect customers and carers.

WELCOME to Precision.



Every industry has to face its challenges, the care sector is not alone in that. But when this is a sector fundamental to some of our lives and most of our futures we, as a society, really do need to sit up and take notice.

There's no doubt the pandemic exacerbated a number of issues, from staffing to simply trying to make the numbers add up as a business, however those on the ground will wistfully tell us that these problems existed well before Covid turned the world on its head.

With staff turnover rates in some areas running at twice the general employment average, recruitment and retention remain an acute concern, but thankfully there's some interesting initiatives looking to turn the tide, such as the Skills for Care workforce strategy. International recruitment seems to now be increasing post-pandemic, and in the years ahead AI and new technology will continue to drive efficiencies and help sustain service provision.

So we must acknowledge these green shoots, and remain resolutely positive – after all, the sector owes its very operational



survival to the positivity, stoicism, hard work and dedication of those working within it.

Here at Precision, we've been privileged to witness that dedication first-hand through our support for our local hospice, and of course our work with our valued care sector clients. Work that has led us to develop our **Reach, Influence & Recruit** communication program, which aims to address some of those aforementioned challenges; direct acquisition of service users, creating front of mind awareness for brands with friends and family and, last but certainly not least, finding those new hires to help build viable care businesses for the future.

So this brochure explains in more detail what we do, showcases some examples of where we've done it, and how we do it all from our sustainable, carbon neutral hub - something else we really care about. ”

Paul Tyrrell,
Senior Business Development Manager
Precision.



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REACH. ■

Focus on finding your perfect customers with geodemographic profiling. ■

Our approach involves delivering strategic, location-based sustainable marketing messages directly into the hands of your customers, ensuring effective engagement with your target audience.

Elevate your outreach and connect with the customers that align perfectly with your business with our Precision Connects™ platform.

- 27-million household records.
- Automated processes.
- Dynamic QR codes, unique to each household.
- Zero and first-party data capture.



Scan or click
to find out more.



Thomas

- 71 years old.
- Widower, lives alone.
- Still quite active but would benefit from some extra support.
- Fits affluence profile.

INFLUENCE. ■

Connect with your customers' loved ones to influence decisions around their care. ■

Forge meaningful relationships and build trust with your customers by engaging with their influential loved ones.

Tailor marketing strategies based on consumer psychology and insight-driven data selection to ensure a more personalised and impactful connection; enhancing decision-making in matters related to their care.

- **Foster trust.**
- **Leverage consumer psychology.**
- **Insight-driven data selection.**
- **Enhance personalisation.**





Jamie

- 39 years old.
- Considering options for her Mother's long-term care.
- Her mother has had a successful career with significant savings.
- Looking for care homes within a 30-minute drive time.

RECRUIT.

Attract more of your ideal candidates and find new carers to join your team.

Recruitment in the care sector poses unique challenges stemming from heightened demand for qualified professionals, workforce pressures, regional factors, and rising costs – balancing these factors makes attracting and retaining talent particularly difficult within the care industry.

Our multi-layered approach includes data analysis, behavioural science, AI and localisation to drive your creative, engaging staff recruitment campaigns, for a variety of roles. We not only help you attract new carers to join your team, but also reinforce your commitment to staff satisfaction and retention.

54%

face challenges in recruiting new staff within the industry.

31%

state they have challenges in retaining staff.

Source: www.cqc.org.uk



Jessica, 21

Recent graduate, looking to begin her career in the care sector.

Steven, 47

Looking to change to a more rewarding career.

Alex, 52

Empty nester, looking to return to work now the children have left home.

Becky, 36

Single mother, has previous care experience, and now wanting to return to work part-time.

LOCALISED MESSAGING. ■

Utilise a multi-channel approach to build local connections.

Get your brand closer to home by delivering targeted, localised content across multiple marketing channels.

You'll create strong brand awareness, influence the buying decisions of new customers and their families, and make sure those in demand new carers choose a career with you.

Email

Print
Marketing





TV

Social Media

Radio

Out Of Home

Press Advertising

SUSTAINABILITY.

Stats:

- For 2022, we achieved a Carbon Reduction of 25%, a 60% reduction since 2018.
- 100% plastic and cardboard waste recycling.



Our carbon neutral hub is based in the heart of Suffolk. We are proud to be a Green multi-award winning business.

Our commitment to sustainability goes beyond what could be considered standard measures. It must be a philosophy that extends through our supply chain and the product we offer to our clients.

Our latest initiative incentivised the Precision Team to travel more sustainably and reduce our Scope 3 emissions. In just 2 months, we saved a total of 1460 fossil fuel powered miles, and made 158 green journeys!

- **BIO compostable materials.**
- **Company vehicles are 100% pure electric or PHEV.**
- **100% low energy LED lighting.**
- **Stock papers are FSC certified.**
- **We have 800 solar panels on our roof which produce sustainable energy.**
- **Vegetable inks on the print presses.**



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As part of our ongoing commitment to sustainability, we have partnered with Ecologi to offset our carbon emissions through The Wind Power Project in Mexico.

Ecologi

Our Clients & SUCCESS STORIES



Cera 

Helping Hands
Caring since 1989

McCARTHY STONE
Life, well lived

 **LOVETT CARE**

ADLINGTON
— RETIREMENT LIVING —

Torsion
Care
PART OF TORSION GROUP

WALLACEA
LIVING

anchor 

ADLINGTON RETIREMENT LIVING.

Strategic customer profiling for effective marketing campaigns.

Adlington Retirement Living, a leading developer in the evolving landscape of retirement communities, faced the challenge of aligning marketing strategies with changing demographics. Precision utilised the Acorn profiling system to define the ideal customer profile.

By analysing demographic data and refining the target audience, Precision achieved a better conversion rate and a cost-saving of £2,891 on a single project. This data-driven approach not only optimised Adlington's marketing campaign but also provided valuable insights for future decisions, emphasising the importance of continuous analysis in adapting to evolving demographics and enhancing ROI.



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to read more.



MCCARTHY STONE.

Transforming retirement living marketing with a data-driven approach.

Precision partnered with McCarthy Stone, who continue to revolutionise the concept of retirement living with their innovative approach to property development.

Utilising data-driven direct mail, Precision targeted potential buyers using geodemographic profiling, analysing 50,000 lines of existing CRM data. The campaign, facilitated by Precision's Connects™ platform, resulted in personalised invitations sent to 300,000 potential buyers, reducing the cost of qualified leads by 60% and achieving a £105 per qualified lead saving.

The strategic use of Partially Addressed Mail and localised communication showcased the effectiveness of targeted and automated direct mail marketing in maximising ROI for retirement property development campaigns.



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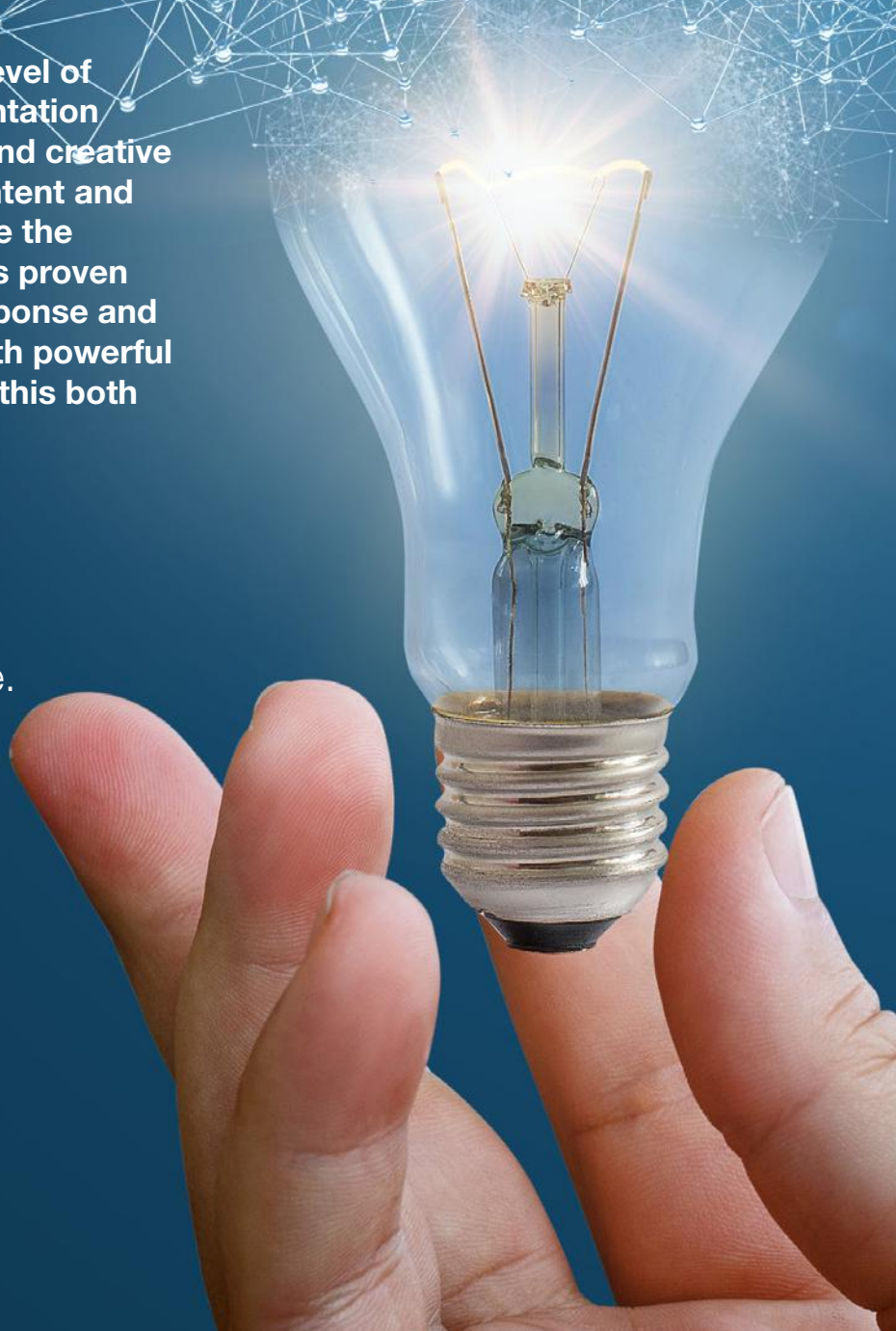
TECHNOLOGY.

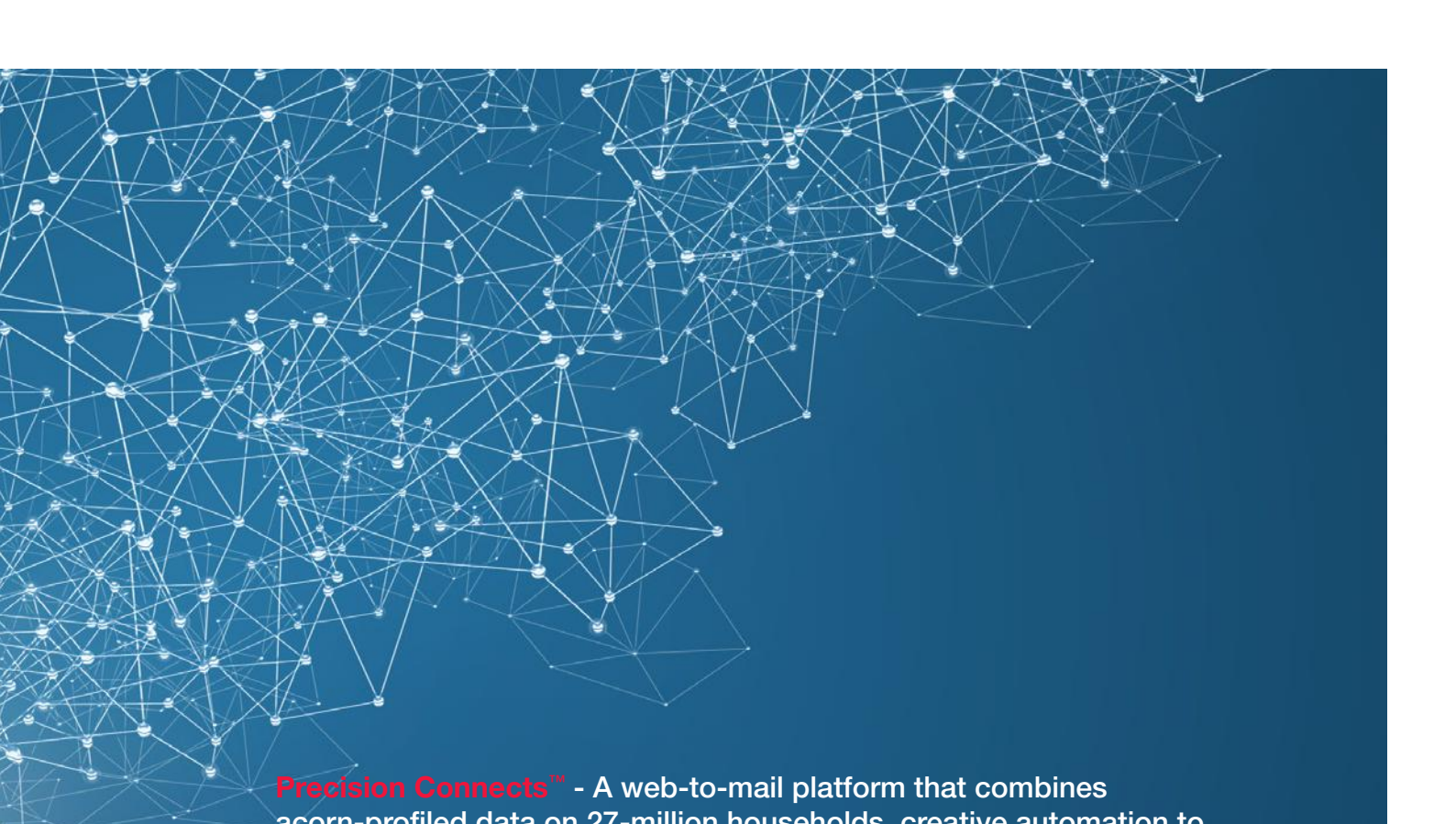
Precision is a Data & Tech-Driven Strategy to Delivery Company.

Printed mail delivers a high level of personalisation, data segmentation guides the personalisation, and creative automation delivers both content and image localisation to increase the relevance of the piece. This is proven to increase engagement, response and returns. We combine data with powerful publishing software to make this both affordable and highly viable.



Scan or click
to find out more.





Precision Connects™ - A web-to-mail platform that combines acorn-profiled data on 27-million households, creative automation to provide brand-protected editable templates, an image library, a PDF upload tool and print-ready file generation.

Data drives the technology throughout, including the ability to include unique QR codes as a variable image. The QR Code is loaded with data that is tracked and reported on, in real-time. Our Connects™ platform is used by some of the leading brands within the UK including Royal Mail for their AdMailer service.

Precision Engage™ - With changes in how both ERP and CRM platforms process printed documentation, many now generate a ready-to-print PDF as a single customer file. We developed Engage as an ERP/CRM plugin to deliver a continuous and automated workflow from PDF to post. Single customer PDFs are a more secure alternative to data transfer but are not presented as an optimised mailable product.

Engage processes thousands of files in minutes programmatically, creating a bulk file ready to print and mail. In addition, we have included the ability to provide dynamic streaming of inserts per customer ID. This process enables us to continually call on files until it is time to process, meeting stringent SLAs and maximising postal discount opportunities. Organisations that currently benefit from Engage include Octopus Energy, and The University of Cambridge.

SUMMARY.

Why Precision is the perfect fit.

We understand the importance of connecting with the right audience at the right time. Assisting you in reaching new customers, recruiting dedicated carers, and connecting you with those that influence your customers' decisions around their care, Precision is the perfect fit.

We enable you to deliver relevant, sustainable, high impact messaging which is localised and targeted across multiple marketing channels and touchpoints.

By utilising geodemographic profiling through Precision Connects™, we ensure that your marketing campaigns are strategically delivered to the right audience, resulting in more effective engagement. Build meaningful relationships and leverage a data-driven approach to ensure maximum impact for your campaigns.

Whether you're seeking to recruit dedicated carers, attract new customers to your care services, or connect with influencers that support your customers decisions around their care, our extensive database of over 27-million household records is the key to reaching your goals.

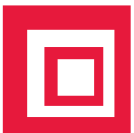


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