



Connecting You With Your Ideal Customer

At Care Tech Guide, we help technology and service providers in the care sector reach their ideal audience and speak their language.

We don't just promote your product. We help you create real connection, engagement and relevance within the social care context.

Our process builds visibility and trust through seven layers of value, ensuring your message reaches the right people in the right way.

Before we amplify your message, we can help you define it. We help you move away from product-centric messaging to problem-solving, care-focused storytelling, so your audience instantly understands why you matter. Then, we can deliver the value.



Layer 1 – Be Seen: Your Product Listing

Show the care world who you are.

- ✓ Feature your product or service on Care Tech Guide.
- ✓ Add video and care-centric content.
- ✓ Build trust through genuine reviews.

Your listing becomes a living profile. A digital showcase that positions you directly within the care technology community.

The Care Tech Guide is now ungated, meaning your care technology is more visible than ever, ready to be discovered by those who need it most.



Layer 2 – Build Awareness: LinkedIn

Leverage our established audience and reach:

- ✓ **Launch:** You'll get a LinkedIn Spotlight, announcing your relationship with Care Tech Guide and highlighting your product or service in real-world care context.
- ✓ **Ongoing:** As you appear on Podcasts, make Knowledge Hub contributions and appear in Category-Led email campaigns, we'll continue to put your brand in front of our high-intent audience. Got any news or updates to share? We can help with that to.

Our LinkedIn community has grown to 3,103 engaged followers and continues to expand every month.



Layer 3 – Tell Your Story: Podcast

Create a memorable Podcast Episode with Liam, a care provider and storyteller who helps you bring your brand to life.

- ✓ Share your uniqueness and mission
- ✓ Highlight the impact you're making in care
- ✓ Present your brand as accessible, authentic and relevant

It's not a sales pitch. It's a meaningful conversation that resonates.

One episode of the podcast series resulted in over 400 downloads. Podcasts are fast becoming the leading channel for brands to build trust and emotional connection.



Layer 4 – Connect Directly to Your Audience: Client-Specific Campaigns

We deliver Client-Specific Email Campaigns, co-branded with Care Tech Guide, helping you:

- ✓ Reach decision-makers directly (including the top 180 care home groups in the UK).
- ✓ Build credibility through trusted association
- ✓ Convert awareness into real engagement

Your message, personally delivered to your ideal prospects.

In 2025, a tailored client email campaign delivered outstanding engagement, achieving a 61.7% click-to-open rate, more than quadruple the industry norm.



Layer 5 – Amplify Your Brand: Category-led Email Campaigns

Our Category-led Email Campaigns group care technology solutions by type, positioning your product in front of high-intent audiences.

Each campaign includes:

- ✓ A high-quality, insight-rich eBook
- ✓ A short, snappy infographic for time-pressed readers
- ✓ An essentials checklist tailored to each category

Every asset includes your logo and links directly to your product listing on The Care Tech Guide, ensuring a seamless journey from discovery to engagement.

Our eMAR category campaign generated more than 300 product listing views.



Layer 6 – Position Yourself as a Thought Leader: Knowledge Hub Blog

The Care Tech Guide Knowledge Hub is your platform to share insights, updates and expertise with the wider care technology community.

Whether you're announcing product innovations, discussing industry trends or sharing best practices, this is your opportunity to be seen, heard and recognised as a trusted voice in the sector.

Contributions to the Knowledge Hub are proven to engage. One post alone received over 170 views, showcasing the visibility and influence your insights can achieve.



Layer 7 – Measure What Matters

Stay informed with data-driven insights:

- ✓ Track visitors and engagement
- ✓ Receive details of interested prospects through Lead Forensics
- ✓ Act quickly on warm leads

We turn visibility into measurable opportunity.

Meet Our Team

Work with a team that understands both care and communication.

Our collective expertise includes:

- ✓ A Former FTSE 100 Marketing Director
- ✓ A Customer Success Manager
- ✓ A Tech Sales Director
- ✓ A Tech Journalist
- ✓ A Care Provider & Writer

Together, we ensure your brand connects authentically, engages effectively and achieves maximum impact.

An Example of a Category-Led Email Campaign

Three Care Tech Guide content-based campaigns powered by an eMAR guide, essentials checklist and infographic – specifically promoted to key personas within our network of >15,000 care providers.

CARE TECH GUIDE

Medication management: A high-risk area under constant pressure

Medication management is a high-risk area under constant pressure. It's a complex task that involves a lot of different people and systems. It's a task that's often overlooked, but it's one of the most important things that care providers do. It's a task that's often overlooked, but it's one of the most important things that care providers do.

eMAR: The tool every care provider shouldn't be without

CARE TECH GUIDE

Medication management: A critical pressure point

Medication errors are one of the top reasons for CQC non-compliance in care. Paper records, staff turnover and stock confusion don't help. But there is an answer...

eMAR: More than just going paperless

Today's digital MAR systems are risk-reduction tools, not just digital filing cabinets. They also support frontline staff, especially nurses, by helping protect their NMC PINs.

41% reduction in administration errors

Time to order meds reduced by 75%

Morning rounds in care homes shortened by 3.5 hrs per week

How eMAR transforms the medication round

Without eMAR

- Paper charts, memory-based notes
- Errors logged later (or not at all)
- End-of-shift updates

With eMAR

- Real-time prompts on tablets
- Instant alerts for missed/refused meds
- Live data, always accessible

Good eMAR systems also improve team morale, with staff knowing that the system is actively helping protect those administering medication.

Inspection ready, always

- Exportable dose records
- Time-stamped logs
- Supports safeguarding reviews

Cut waste. Flag risk. Save time.

eMAR integrates with pharmacy systems to:

- Auto-import prescriptions
- Warn about low stock
- Prevent over-ordering

Tailored to your service

Service type	Key eMAR use cases
Care Home	Safer rounds, audit trails, CD & PRN logging
Home Care	Live updates, missed call alerts, GPS tags
Assisted Living	Tracks refusals, support levels, self-meds

Want to learn more about eMAR software? Care Tech Guide is here to point you in the right direction.

We have a comprehensive list of eMAR Software providers on our website, which includes:

- access
- MEDe-care
- Comscope

Click on each provider to view detailed information on their offering, along with reviews from care providers just like yourselves.

Check out Care Tech Guide for FREE today!

CARE TECH GUIDE

Want to learn more about eMAR software?

Care Tech Guide is here to help you compare leading eMAR providers and choose the right fit for your care service.

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CARE TECH GUIDE

39.5% opens

30.2% CTR

4619 clicks