

Business and Marketing Plan For Senior Care Share

*- a niche social network
for Canadian caregivers*

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Executive Summary

Senior Care Share (SCS) is a niche social media network that will enable informal 'caregivers' of seniors in Canada to share their practical insights on how to best care for family members/other loved ones. Unlike the plethora of recommendations from organizations with profit-driven agendas, SCS will give caregivers access to objective recommendations tested by caregivers who share their challenges.

It will be primarily targeted at the approximately six million females and males, aged 45 to 65, who live in Canada and are unpaid caregivers responsible for a senior citizen parent/other loved one. It will also serve some females/males in Canada, who are 23 to 44 and may be the sole local contact of an aging loved one, as well as senior care providers and vendors to a certain degree.

The scalable network will be launched with two core modules: a sortable *Q&A discussion forum* for members to post and answer practical questions and a *Rate My Senior's Home* module for members to search and rank seniors' housing accommodation options, according to various criteria. Visitors will be able to view information on the site but will be encouraged to sign-up as members so they can post information or respond to other members' posts.

SCS will be cloud-based, run on a master web server (.ca domain) and accessible via all platforms and devices. Its infrastructure and use must adhere to Canadian privacy, PIPEDA, AODA and copyright legislation, as well as security best practices.

There are at least three dedicated caregiver websites in Canada and the US, including: *Caregiver*, *Aging Care*, *Caring* and *The Family Caregiver*, as well as a US social network called *The Caregiver Space*. However, none of these matches the SCS's vision of a social network dedicated to enabling caregivers of seniors in Canada to share searchable, practical tips with each other.

The business model is to launch Senior Care Share as a free service in year one and potentially offer premium fee-based services in addition to basic free service after that. The intent is also to fund the site with Google AdSense ads after six months of operations and ideally some additional advertising.

This project's overall goals are to operate a membership-based, web-based niche social media network that: enables caregiver members to share practical information and find answers that help them deliver the best care to their loved ones; attract and convert website visitors into to 500 loyal members within the first six months (1,200 in the first year); and generate sufficient online traffic to earn advertising revenue to cover operating expenses after year one.

A two-phase multi-channel promotions strategy is proposed to first raise awareness and launch Senior Care Share, then to strengthen engagement among early adopters. Proposed launch tactics include: a soft-launch pilot to seed the solution and develop advocates; launch event in partnership with senior-related organization; proactive earned media relations; and a social media strategy. Post-launch, this momentum will be maintained and nurtured through: a Google AdWord campaign, weekly blog posts and a monthly eNewsletter to members.

Vision Statement

Senior Care Share (SCS) is designed to be the one-stop, interactive resource to help Canadians caring for seniors to share and quickly access proven recommendations that give their loved ones the best care.

Unlike the plethora of recommendations from senior care companies with profit-driven agendas, this niche social network will give caregivers access to objective recommendations tested by other caregivers who share their challenges. It will also save time by giving caregivers access to others' proven discoveries in a searchable format.

The Product

Overview

SCS is a niche social media network that will enable informal 'caregivers' in Canada to exchange practical insights and locally relevant recommendations/resources on how to best care for senior family members/other loved ones. It will be Canada's first interactive, social media network that's specifically designed to connect time-strapped informal caregivers of seniors with others who share their challenges.

The scalable network will be launched with two core modules:

- **A Q&A discussion forum** for users to post and answer practical questions – all sorted into searchable categories. This module will include an up-voting functionality to help streamline and promote the most useful content.
- **A Rate My Senior's Home module** for users to search and rank seniors' housing accommodations, according to various criteria, along with review comments, based on their experiences.

All visitors will be able to view information on the site but they will be encouraged to sign-up as members so that they can post information or respond to other members' posts (via comments or up votes).

Target Market

This social network is primarily targeted at the approximately six million females and males, aged 45 to 65, who live in Canada and are informal/unpaid caregivers responsible for a senior citizen parent or other loved one's healthcare/daily needs.¹ Many of these caregivers work full-time and are called the 'sandwich generation' because they are caught between the demands of raising their own children and caring for aging loved ones. One in five of these caregivers are professionals and may have delayed parenthood to build their careers.²

The target market also includes some younger females and males, aged 23 to 44, living in Canada, who are responsible for an aging family member/loved one and likely the sole contact within the same geographic area.

The secondary audience for this solution is health care professionals, such as gerontologists, home care managers and personal support workers (PSWs), who are

¹ Statistics Canada.

² Tavia Grant, "Life on overload: 'Sandwich generation' struggles with burnout," *The Globe and Mail*, May 27, 2013. <http://www.theglobeandmail.com/report-on-business/economy/life-on-overload-sandwich-generation-struggles-with-burnout/article10422434/>

focused on seniors. This audience also includes vendors, who sell products or services to seniors.

User Experience

For example, let's look as Gillian, a single, payroll manager at mid-size firm, who oversees the care of her 89-year-old mother Rachael, who lives in a senior's apartment in Etobicoke. At 9:30 on Tuesday morning, Gillian receives a call from the on-call doctor at Rachael's apartment. He tells her Rachael has pulled a tendon. They can care for her until noon but she needs 24/7 care for the next week. Gillian feels her stress level rising. Her boss has called an important meeting for 10:30 am...but her mom needs help.

Gillian recently received an email from her trusted friend Sherry inviting her to join Senior Care Share and fortunately she took the time then to set-up her profile then. Now it's time to try it out.

Gillian opens the Chrome browser on her tablet and types www.seniorcareshare.ca into it to display site's home page. The page features images of middle-aged adults like herself and their caregivers, a top navigation menu, a create profile option and a login link.

Gillian's photo, name and Toronto/Etobicoke and appear at the top of the screen. She also sees a notification indicator at the top of the screen, a search bar in the top right corner and a top navigation menu listing three options: **Q&A**, **Housing** and **Community**; the Q&A option is highlighted with a line at the bottom.

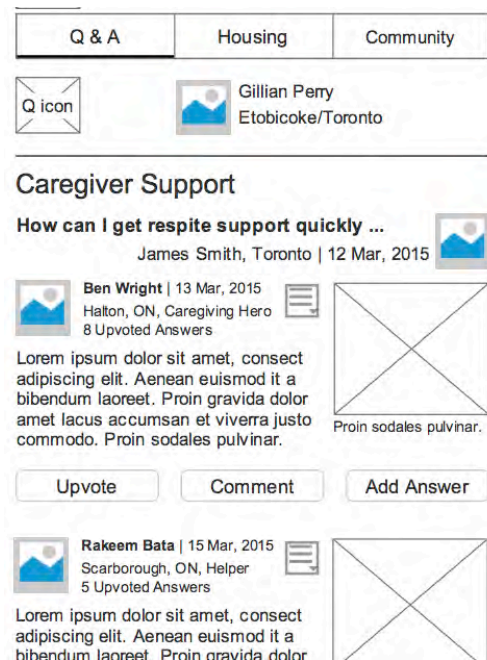
In the left column of the screen, there are headings entitled:

- **My Categories**, which lists links to topics she selected when she set up her profile (Caregiver Support, Recreation, Nutrition)
- **Health Conditions**, which features links naming Rachael's health conditions she highlighted in her profile (Arthritis, Short-term Memory Issues)
- **Popular Topics**, which has a series of linked questions below it

Gillian scrolls down the screen and sees a user feed list of questions posed and answered by other users in the past two days. There is a subject heading above each question but she doesn't have time to read through it all. Instead, she taps on the *Caregiver Support* link in the *My Categories* section of the left column.

The feed displays a series of questions under the Caregiver Support heading. Gillian can't immediately see any questions about respite care, so she types 'Respite' in the search bar and taps the Enter key on her tablet. The feed changes to display a list of questions about respite care in the GTA and surrounding areas. Text states how many answers each question has.

Gillian discovers the question: "How can I get respite care quickly?" from James in Toronto and



notices it has three answers. She taps her tablet twice on the question to expand and view the answers. Each answer displays the answerer's photo, name, where they live and a title indicating how much they have helped the Senior Care Share community. Below each answer there are three option buttons: Upvote, Comment, Add Answer.

She finds a great answer from Ben in Halton, who is also identified as a 'Caregiving Hero' for answering 10 upvoted questions. Ben outlines details on how the local CCAC can help and also recommends a resource for obtaining a qualified PSW on short notice. He even includes a photo of the home care organization's logo. She taps the *Upvote* button below Ben's answer because it's really helpful.

She notices a small grey drop-down menu by Ben's name and answer. She hovers over it and taps once and it expands to show two options: Follow this Q&A & caregiver; Follow this Q&A; and Follow this caregiver. She taps to select the first option because Ben sounds really informed and she wants to keep up to speed on respite advice.

Gillian wants to explore the site more but she needs to set-up Rachael's care quickly. So she clicks the X on her browser to close the Senior Care Share screen. Then picks up her phone to call the resources Ben recommended. This is great she'll be able to make her boss's meeting after all.

Technical Considerations

SCS will include a community message board with various functions and modules. It will be cloud-based, run on a master web server and reside on the .ca domain.

As an effective search capability is critical to this solution's user experience, its backend will entail various databases, possibly SQL, with integrated tables. It will be developed in HTML 5.0, as well as other languages, such as PHP, JavaScript and Ruby on Rails. Technical considerations and decisions will be predicated on the technical specifications, which are currently in development.

The network will be developed with a 'mobile first' approach and designed to run on mobile devices, as well as tablets and desktop/laptop computers.

Legal Considerations

The site and member profile functionalities must adhere to all PIPEDA requirements, Canadian privacy legislation and security best practices. The site must also adhere to requirements outlined in Accessibility for Ontarians with Disabilities Act (AODA). Canadian copyright laws must also be followed. This means paying for licences to repurpose images/copy from other sources and providing the proper attribution.

Market Landscape

Studies show caregivers get less sleep, are stressed and often miss work.³ Marina Bastawrous, a doctorate researcher at the University of Toronto, is studying the role of adult caregivers in Canada and how they support each other. She suggests: "online

³ Tavia Grant, "Life on overload: 'Sandwich generation' struggles with burnout," *The Globe and Mail*, May 27, 2013.

resources or support groups connecting caregivers with one another may be an important way to support Canada's growing army of adult child caregivers."⁴

There are a few web-based solutions targeted at seniors that address caregivers' individual needs and include isolated features of the proposed SCS network no solution matches SCS's vision.

For example, there are at least a couple of cloud-based, personal caregiving sites in Canada and the US that help caregivers and their family members manage the information they need to jointly care for one or more individuals. These are *CareZone* in the US and *Tyze* in Canada.

There are also several harder to find sites focused on caregivers in general, such as:

- **Caregiver** (www.caregiver.com)
- **Aging Care** (www.agingcare.com)
- **Caring** (www.caring.com)
- **The Family Caregiver** (www.thefamilycaregiver.com)

The Caregiver, *Aging Care* and *Caring* are US-based websites. *The Caregiver* targets all types of caregivers and offers various resources, including a discussion forum, which is text-only and unsearchable. The second exclusively targets caregivers of seniors and offers many useful resources, including an expert moderated discussion forum. However both sites have a cluttered, dated-looking interface, negligible social platforms integrated, are challenging to search and may overwhelm the user with too many options.

The Family Caregiver is a Canadian website for caregivers' and produces an online magazine. It offers links to relevant websites and practical content provided by senior care professionals, government agencies and vendors selling products/services. However, it's not interactive, very commercial looking and doesn't offer sections for community engagement or user-generated content. *Caring* follows a similar model to *The Family Caregiver* but is US-based, integrated with several social media platforms and even more commercial. Like *Caregiver* and *Aging Care*, *The Family Caregiver* and *Caring* are also cluttered and dated looking.

The US also has a social network called ***The Caregiver Space*** (www.thecaregiverspace.org), which is targeted at home care, senior, Alzheimer's and dementia caregivers. The site has a clean, spacious layout and offers a clear range of features, including: professionally moderated chats, online forums, user-generated article submissions and resource articles. However, it also serves as a platform for caregivers to let go of guilt, stress, anger and fear through lengthy, emotional posts that can be time-consuming for others weed through.

There are also Canadian websites that provide listings of seniors' housing facilities, with some consumer reviews, such as *Nursing Home Ratings* and *Seniors Zen*. The first is limited to Nursing Homes and its listings are limited. *Seniors Zen* provides a more comprehensive summary of coast-to-coast options but reviews come from all

⁴ Mary Wiens, "Research breaks new ground on adult caregiver support for each other," *CBC News*, August 6, 2014. <http://www.cbc.ca/news/canada/toronto/research-breaks-new-ground-on-adult-caregiver-support-for-each-other-1.2728580>

sources and experience levels, with some based only on a site tour. This isolated solution lacks the benefits that a multi purpose, interactive community offers.

Together, these current caregiving solutions underscore a gap in the Canadian market, which SCS has the opportunity to fill with a user-centric niche social network dedicated to enabling caregivers of seniors in Canada to share searchable, practical and locally-relevant tips with each other.

The SCS will specifically differentiate itself from Canadian and US competitors in the following ways:

- 1) Provide objective, user-centric information from independent community members who are not controlled by a for-profit/other organization** - Unlike *The Family Caregiver* or *Tyze* (which is owned by St. Elizabeth Healthcare), SCS will be 'agnostic' and not aligned with a specific brand/organization. It will generate revenue via online advertising but will do this in the same manner as traditional print publications (i.e., selling ad space even though their editorial might occasionally counter their advertisers' messages).
- 2) Include practical and locally relevant recommendations/resources informed by Canadian options, policy, customs and conventions** - Solution will feature various, well integrated modules like *CareZone* but with the Canadian relevance (e.g. PIPEDA and other legislation) like *Tyze*.
- 3) Feature a clean, contemporary, interactive user-centric interface that incorporates the best current responsive design solutions**
It will incorporate a sleek and simple design like *The Caregiving Space* and *CareZone* with memorable icons and features from social media successes like *Quora* and *Homestars*. Unlike most of the solutions found, it will include the functionality for users to post photographs to support their messages and provide a richer experience. The energized interface design will convey the message that age, with proper care, can be positive (and not all about dying).
- 4) Provide objective, value-laden, succinct information for time-strapped caregivers versus a space for emotional outbursts**
Unlike *The Caregiver Space's* therapeutic focus on supporting those overseeing frail individuals, SCS will target people overseeing the care of seniors in general. As such it will aim to help caregivers deal with practical questions about care, accommodations and other needs in a timely manner.
- 5) Be fully integrated with social sharing tools and an advocacy tool**
Like *Caring.com*, social sharing icons and tools will be integrated in the interface. It will also include an advocacy by email tool (promote service to up to 10 contacts), similar to what *CareZone* offers.

Business Model and Goals

Business Model

The plan is to launch Senior Care Share as a free service in year one and potentially offer premium fee-based services in addition to basic free service after that. The intent is also to fund the site with Google AdSense ads after six months of operations

and ideally some additional advertising, when it reaches 10,000 page views per month.

Business Goals

This project's business goals are to operate a membership-based, web-based niche social media network that:

1. Enables caregiver members to share practical insights/resources they have discovered, attain recommendations for others and find answers to questions that will help them deliver the best care to their loved ones.
2. Attract and convert website visitors into to loyal members.
3. Attracts ample member interest and website traffic to generate sufficient premium service revenue and advertising revenue to cover operating expenses, after year one.

Analytics Strategy

Project's Goals:

First six months -

- Convert at least 500 website visitors to *Social Caregivers Network* members, within the first six-months of the network's launch.
- Attain at least 5,000 page views in the sixth month after launch.

One year -

- Grow *Social Caregivers Network* member list to 1,200 by the end of year one.
- Attain at least 10,000 page views in the twelfth month after launch.

Key Performance Indicators (KPIs):

First 6 months -

- Percentage of people who become *Social Caregiver Network* members, compared to number of site visitors.
- Percentage of people who leave site after engaging (posting or responding to information on site), compared to number of site visitors.
- Page views per month (as they are needed to secure advertising)

6th to 12th month – Same KPIs as above (first 6 months), plus:

- Return on Investment, based on monthly operational costs compared to advertising revenue.

Promotions and Promotions Budget

A two-phase multi-channel strategy budgeted at \$25,009 will be used to first raise awareness and launch Senior Care Share, then to strengthen engagement among early adopters. Tactics and resources will be heavily weighted on the front end, as the solution's success depends on building a loyal user base to generate useful content.

This strategy will focus on Business to Consumer (B2C) tactics to reach the primary target audience of casual or unpaid caregivers, who care for relatives or other loved ones. Some tactics will also include a Business-to-Business (B2B) angle to reach healthcare/senior care professionals, such as personal support workers, geriatric specialists/counsellors, who work with seniors/their caregivers. Various tactics will

also leverage influencers, such as healthcare, senior and lifestyle bloggers and traditional media, to spread the word and provide third-party endorsements.

Strategic Tactics

Phase 1 – Preliminary and Launch Promotions

- a) **Soft Launch Pilot to Develop Advocates** – The solution will be soft launched six weeks in advance (of the official release) to a pilot group of 12 users, including representatives from the primary and secondary markets. This pilot group will ‘seed’ the solution by test-driving it and providing feedback that could be used for early testimonial messaging. Ideally some members of this group will emerge as potential advocates, to be nurtured for further initiatives. *(Note: This group would not however replace user testing in the development process.)*

Participants will be trained on how to use the network, be given a user guide and interviewed about their experience at the end of the pilot. They will not be paid directly for participation but given restaurant gift certificate in exchange for their input.

Target Audience - Select caregivers, who are active on social media with ideally an established following. It would also include a healthcare and other professionals who work with caregivers.

Messages –

Primary Audience - Your feedback is needed to help develop a new website to help Canadian caregivers, like yourself, save time and provide the best care for their loved one.

Secondary Audience – Your feedback is needed to help develop an online solution that will complement and support your work with Canadian caregivers.

Resources & Budget –

- Marketing Consultant to research, identify, screen and recruit participants; customize training materials, brief and train the 12 participants, respond to queries during pilot and conduct follow-up interviews *(36 hours @ \$35/hr.)*.
- Restaurant gift cards (12 @ \$100 each)

- b) **Launch event with relevant affiliated organization** – Senior Care Share will outreach and partner with CARP, Family Service Toronto (Caregiver Services), CCACs or a comparable relevant organization to host a launch event. In exchange for its support, the partner organization will be promoted as a progressive advocate for caregivers and solutions that help them.

This event will introduce Senior Care Share to members of the target market among the partner organization’s stakeholders, as well as influencers who can raise its awareness through third-party communication channels, such as traditional news media, blogs and association newsletters/websites. It will include a guest speaker, solution demonstration, Q&A and refreshments.

Target Audience – Selected partner’s stakeholders, local senior care experts (providers and vendors), media, bloggers and other key senior care/caregiver influencers.

Messages –

For primary audience (Caregivers) –

- Senior Care Share is the first social media network dedicated to time-stretched caregivers in Canada, who oversee senior family members/other loved ones.
- This niche social network will make it possible for caregivers throughout Canada to share their practical insights, recommendations and resources with each other on how to best care for aging loved ones

For secondary audience (Senior care experts, vendors and influencers) –

- Senior Care Share will offer a transparent channel for senior care experts to offer thought leadership support to caregivers across Canada.

Resources & Budget –

- PR Consultant to plan, coordinate and implement the event. (25 hours)
- Guest speaker to present at the event (*honorarium/fee/gift – up to \$200*)
- Venue rental (\$400)
- AV equipment (microphone, LCD projector, screen/backdrop) (\$500)
- Refreshments (\$500)

- c) **Earned Media Relations** – Develop and issue a launch news release to raise awareness of Senior Care Share among traditional media and bloggers and potentially generate social/media coverage. Prepare background collaterals to reinforce story, including a media backgrounder/fact sheet and high res image.

This release will be supported with proactive outreach to targeted media/bloggers, with offers of: additional information, deskside demonstrations (at their worksite), interviews with a spokesperson, caregiver advocate or spokesperson from the pilot team.

Target Audience – traditional news, seniors, community and lifestyle media and relevant bloggers.

Messages –

- Senior Care Share is the first social media network dedicated to time-stretched caregivers in Canada, who oversee senior family members/other loved ones.
- This niche social network will make it possible for caregivers throughout Canada to share their practical insights, recommendations and resources with each other on how to best care for aging loved ones.

Resources & Budget –

- PR Consultant to develop and issue release, media collaterals and conduct media relations outreach. (25 hours @ \$50/hour)
- Wire service to issue release direct to newsrooms (\$275)

- d) **Social Media Strategy** – Develop social media profiles on facebook, Twitter and Google+ and comprehensive social strategy to reinforce other launch tactics and build Senior Care Share’s online profile.

Identify and follow/like key influencers, identified caregivers, seniors/caregiver professionals and service providers.

Develop a cross-platform editorial calendar that includes content from launch date onward. Content will include: senior specific and healthcare events/days throughout year; Canadian references/facts about seniors and caregivers; quotes from pilot members and other early adopters of solution; noteworthy questions answered and housing reviewed.

Target Audience – caregivers, seniors’ organizations/advocates,

Messages –

- Save time caring for your senior mother, father or other loved one with proven tips from real caregivers like you.
- Learn about caregiving resources in your community by connecting with other caregivers on Senior Care Share.
- Get the inside track on seniors’ apartments, assisted living or long-term care in Canada from other caregivers.

Resources & Budget –

- Community manager to develop editorial calendar, manage and monitor social media channels. (5 hours/week @ \$25/hour for 16 weeks, including 3 months post launch)

Phase 2– Post-Launch Tactics (for three months following launch)

- e) **Google Ads** – Senior Care Share is designed to minimize the time caregivers search online for information. Many people will likely also discover this niche network while searching or ‘Googling’ for answers. As such it makes sense to increase the potential for these caregivers to find Senior Care Share by investing in a Google AdWords campaign. A Google AdWords campaign can also be targeted at the ‘sandwich’ generation’s age group.

Keywords will be researched to ideally match prospects’ ‘search intent’ and a modest campaign will be implemented for three months, post-launch. Results will be measured and parameters adjusted for future campaigns.

Target Audience – caregivers, particularly those in the 45 to 65 age group

Messages –

- Save time caring for your senior mother, father or other loved one with practical tips from real caregivers.
- Learn about caregiving resources in your community by connecting with other caregivers on Senior Care Share.

Messages must be aligned with keywords, such as the following 'long-tail' options:

- Practical tips from real caregivers
- Here to share advice from the community
- Online community for family #caregivers
- Where caregivers survive & thrive
- Caregiver's survival network
- Family caregivers taking care of a loved one

Resources & Budget –

- Digital marketing consultant to research and identify keywords, implement and monitor campaign during three month period. (15 hours @ \$50/hour)
- Google AdWords investment cost of \$150/month for 3 months.

- f) **Senior Care Share Blog & eMail Newsletter** – Develop a *Senior Care Share Blog* in *WordPress* to keep members engaged and potentially attract new prospects to the network.

Content will be posted weekly and managed through an editorial calendar, aligned with social media posts. Content can include: posts developed from some of the most popular questions and answers from the site; anecdotal stories about facilities that offer particularly beneficial care/services; and member-submitted articles.

In conjunction with this, a monthly eNewsletter can be sent to Senior Care Share members and others who have 'opted in' to receive email communications from the organization. A newsletter tool, such as Mail Chimp, can be used to develop the newsletter and articles in it can link back to blog posts.

Target Audience – caregivers currently signed up as Senior Care Share members and other prospects, as well as local senior care experts (service providers and vendors)

Messages –

For primary audience (caregivers) -

- Learn how to get maximum value from your Senior Care Share membership.
- Save time caring for your senior mother, father or other loved one with proven tips from real caregivers like you.
- Learn about caregiving resources in your community by connecting with other caregivers on Senior Care Share.
- Get the inside track on seniors' apartments, assisted living or long-term care in Canada from other caregivers.

For secondary audience (Senior care experts, vendors and influencers) –

- Senior Care Share will offer a transparent channel for senior care experts to offer thought leadership support to caregivers across Canada.
- Senior Care Share will offer caregivers throughout Canada a channel to share their proven tips with each other and recommend trustworthy vendors.

Resources & Budget –

- Content strategist to develop the weekly blog post and monthly newsletter strategy, manage QA and oversee distribution (30 hours over 3 months)
- Writer to produce content (68 hours over 3 months)
- WordPress vanity URL fee (annual \$20 fee)
- MailChimp email solution (\$15 per month)

*(Refer to **promotions budget** on next page.)*

LABOUR					
CATEGORY	NAME	QUANTITY	UNITS	RATE	TOTAL
			hrs, days, wks, mths	\$ COST per unit	
PRODUCER PROJECT OWNER	Solution's entrepreneur (based on 25hrs/week dedicated to marketing)	400	Hours	20	8,000
MARKETING CONSULTANT (with usability expertise)	Consultant to recruit, train, monitor and manage pilot participants	36	Hours	35	1,260
CONTENT STRATEGIST	Required to develop editorial strategy and plan for Blog and eNewsletter, manage QA, distribution and monitor results	30	Hours	50	1,500
WRITER (with blogging & Mail Chimp expertise)	Required to write content weekly blog posts for 12 weeks and 3 monthly eNewsletters	68	Hours	45	3,060
COMMUNITY MANAGER	Required for 5 hours a week for 16 weeks (4 prelaunch and 12 up to three months post-launch)	80	Hours	25	2,000
PR CONSULTANT (with media relations expertise)	Required to plan, coordinate and implement launch event, develop launch release and implement earned media relations strategy	50	Hours	50	2,500
DIGITAL MARKETING SPECIALIST	Required to develop, execute and monitor Google AdWords campaign	15	Hours	55	825
TOTAL LABOUR					\$19,145

EXPLOITATION & MAINTENANCE		
CATEGORY	DESCRIPTION <small>(provide detailed explanation)</small>	TOTAL
OTHER - VANITY URL	One year use of vanity URL for Wordpress blog	20
TOTAL EXPLOITATION & MAINTENANCE		\$20

MARKETING, PROMOTION, PUBLICITY		
CATEGORY	DESCRIPTION <small>(provide detailed explanation)</small>	TOTAL
INTERACTIVE / WEB ADVERTISING	Google AdWords Campaign (3 months @ \$150/month)	450
E-NEWSLETTER SERVICE	Mail Chimp premium service for 3 months at \$15/month	45
MEDIA WIRE SERVICE	Distribution of launch news release via CNW or comparable news wire service	275
INCENTIVES	Restaurant gift certificates for pilot participants (12 @ \$100 each)	1,200
SPEAKER COST	Honourarium/donation/gift for speaker at launch event	200
AV/PRESENTATION EQUIPMENT	AV Equipment for launch event	500
EVENT - VENUE	Venue rental for launch event	400
EVENT - REFRESHMENTS	Refreshments for launch event	500
TOTAL MARKETING, PROMOTION, PUBLICITY		\$3,570

SUB-TOTAL		\$22,735
CONTINGENCY	not less than 5% or GREATER THAN 10% of SUBTOTAL	2,274
GRAND TOTAL		\$25,009

Conclusion

With a rising number of approximately six million middle-aged people in Canada, who oversee a senior citizen parent or other loved one's care, often while managing a career, there is a need for reliable solutions to help them.⁵

Although there are some web-based solutions in Canada and the U.S., most of these solutions are static, dated looking websites, organization-focused, limited in Canadian content or time consuming to use.

The Senior Care Share network can fill this gap with a user-centric, interactive niche social network dedicated to enabling caregivers of seniors in Canada to share searchable, practical and locally relevant tips with each other.

As much of the network's success depends on user engagement and user generated content, it's imperative that efforts focus on attracting and building a loyal user base from the onset. This document outlines a multi-channel promotions strategy to achieve this mandate from the pre-launch phase to the SCS's first three months.

The combination of this solution, as outlined, and successful promotions should set it on track to meet its audience needs, achieve its business goals, including self-sufficiency within one year.

⁵ Statistics Canada.