simplyfostering

Recruiting Foster Carers

What works, what is less successful!

simplyfostering

The Web!
How to achieve Page One on Search Engines

- Key words
- Clean sites
- Give “aways”
- Not for profit
- Publish articles
- Independence
- Shake the mix

simplyfostering

Recruiting Specialist Carers

- What is specialist?
- Train your own
- Offer inducements to your own FC's
- Segment the market
  - Ask yourself who would make a good foster carer
  - How do I reach them
  - What can I offer them

simplyfostering

Simply Fostering UK's number one recruiter of foster carers

- Why use SF?
- First time buyers
- Independent
- Offer choice
- Offer free advice

simplyfostering

What works for us

- 1. Google
- 2. Google
- 3. Google
- 4. Google

I think you get the message!

- 5 Yahoo!

We are on page one of Google, Yahoo on natural searches using the usual key words

simplyfostering

What Else Have I tried

- National Press
- Local Press
- Radio
- Posters
- Unemployment sites
- Direct Mail
- Hospital Waiting Rooms
- Post Office Screens