Increasing the ROI on your fostering budget

By Harry Bott

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Examples of different channels for finding foster parents

- Word of mouth - member get member
- Agencies
- Press advertising
- Events
- Bill boards
- Internet

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Changing Consumer Behaviour

- With the introduction of broadband, the internet has taken off.
- Now considered to be a vital part in an individual or a business' life
- Used as a research tool and then pick up the phone

How can you think like foster parents
And where they will find you online?

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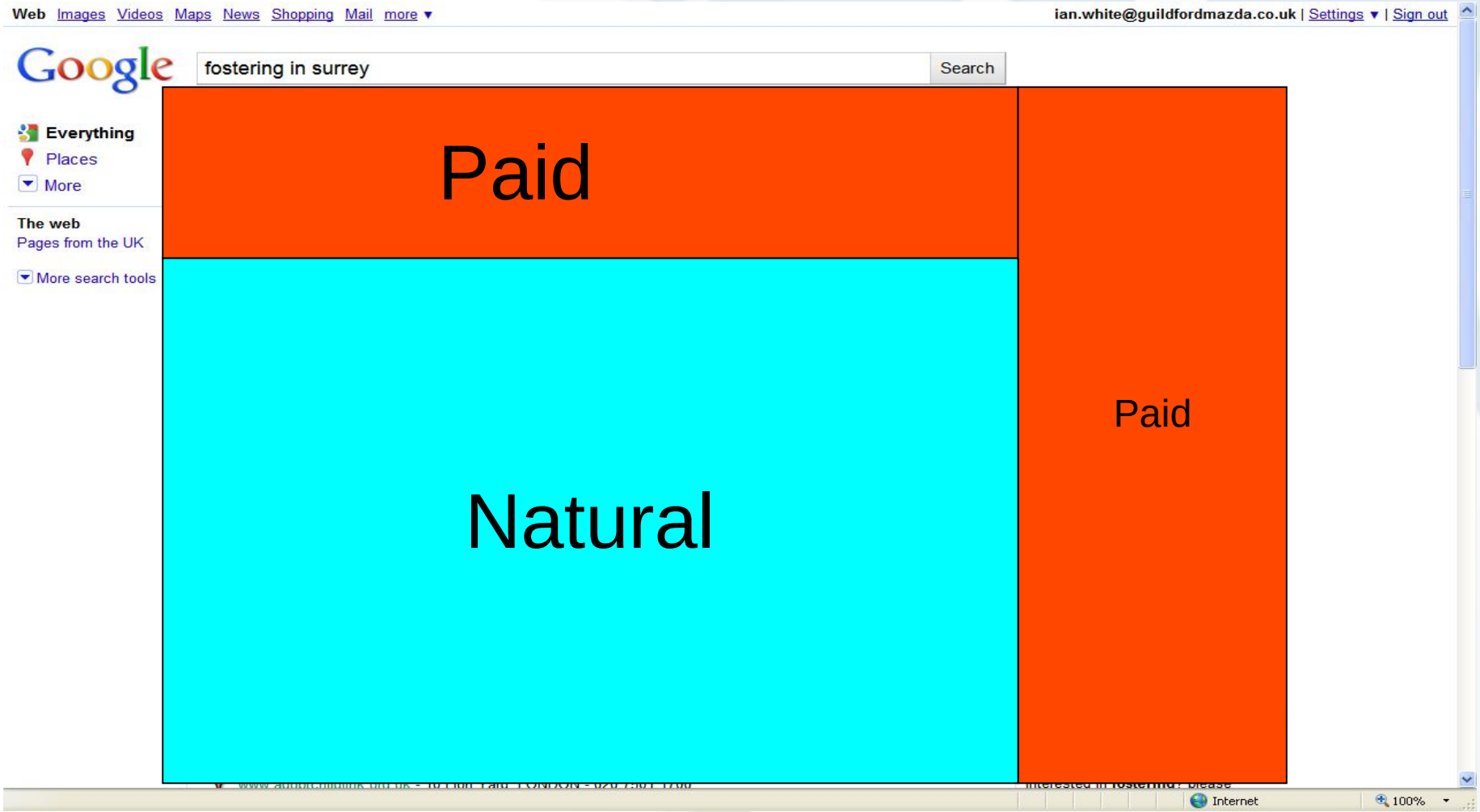
Google advertising



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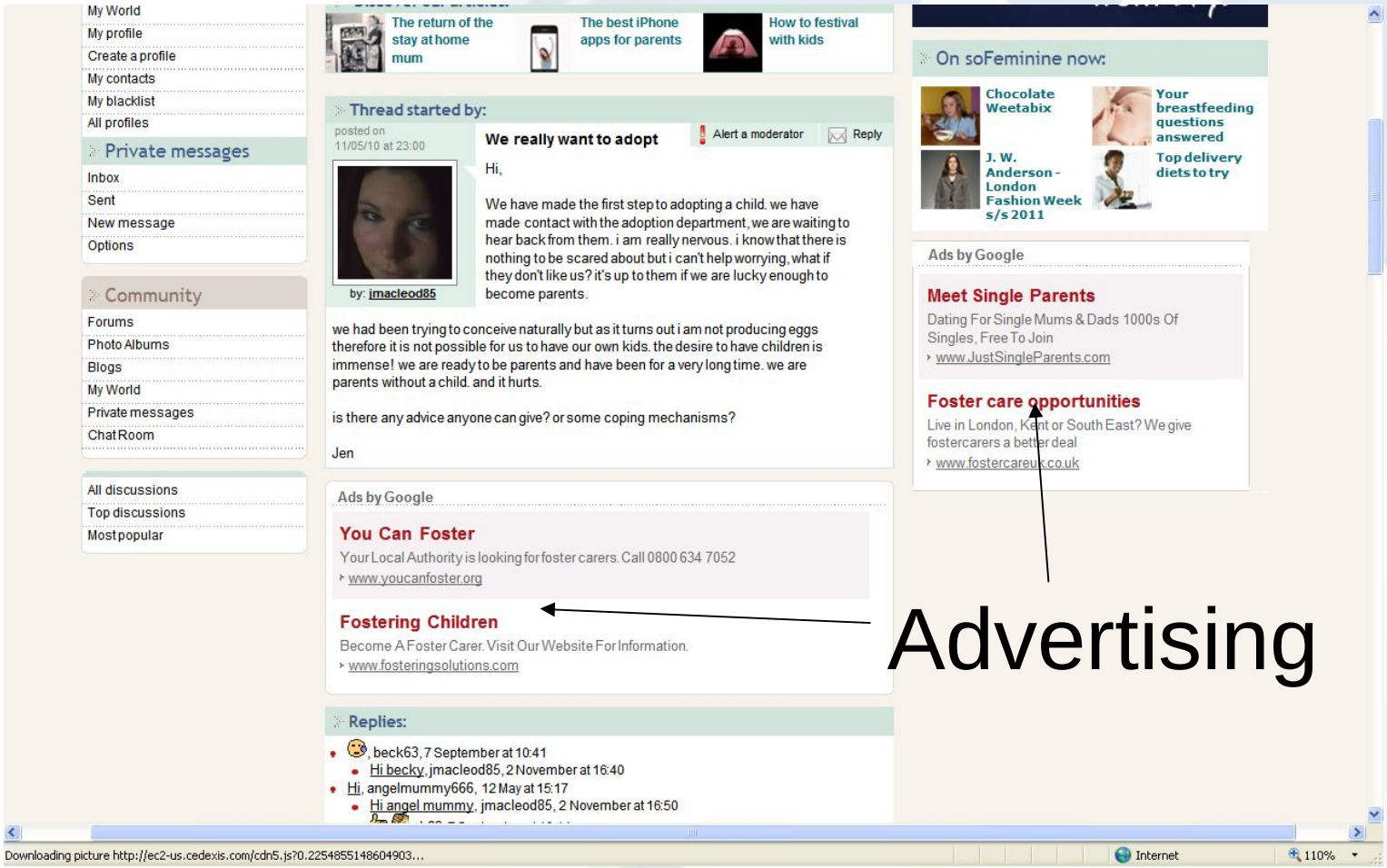
Blogs and social networking



Advertising

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Conduct a response audit

- How do you cuddle the potential foster parents?
- When did you last go through your own process - would you succeed?
- Do you survey those who fall out of the process?
- Would you sign upto your own service?

In conclusion

- Who is your customer?
- The most effective ROI you can get is through:-
  - Motivating existing foster parents to find other fosterers – if needs be pay them!
  - Marketing on the internet where potential foster parents will be
  - Reviewing your internal processes to improve take up rates

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