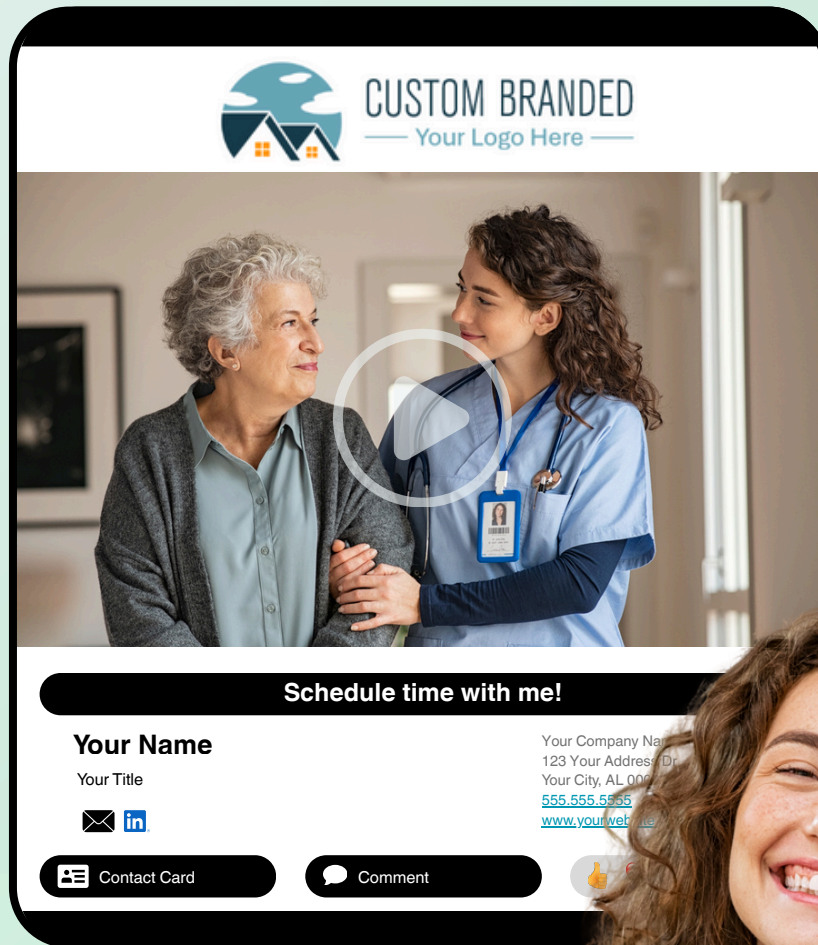




home care playbook

your guide to personalized
video messaging



6x ROI

4.9 star rating

98% approval rating

sample messaging for home care agencies:

Personalized video messaging build trust like no other medium. Provide reassurance, nurture relationships, and retain meaningful relationships with these samples messages.

01 inquiry response

Target: Adult Child / Family Member

"Hi [Name], I'm [Your Name] with [Agency]. I know looking for care can feel overwhelming. Our goal is to help your loved one stay safe and comfortable at home while giving you peace of mind. I'd love to learn more about your situation and see how we can support your family."

[Schedule a Free Care Conversation](#)

02 post-assessment follow-up

Target: Family

"Thank you again for meeting with us. I wanted to follow up personally and recap what we discussed so everything feels clear. Based on your loved one's needs, here's how we'd support them day-to-day. We're here to walk with you every step."

[Book Next Steps](#)

03 caregiver introduction

Target: Family

"I wanted to introduce you to [Caregiver Name]. They're compassionate, experienced, and truly care about the families they serve. Trust matters, and we want you to feel confident about who's coming into your home."

[Reply with Questions](#)

04 weekly family check-in

Target: Family

"I just wanted to check in and see how things are going this week. Your loved one is doing well, and we're continuing to focus on safety, comfort, and consistency. Please reach out — even small questions matter."

[Reply Directly](#)

05 referral thank-you

Target: Professional Referral

"I wanted to personally thank you for trusting us with your referral. We've connected with the family and care is underway. We truly value our partnership and appreciate the opportunity to support your patients."

[Send Referrals Anytime](#)

06 services education

Target: Prospects

"Families often ask what makes us different. We focus on consistent caregivers, clear communication, and care plans tailored to each family — not one-size-fits-all care."

[Schedule a Consult](#)

07 care update

Target: Family

"I wanted to share a quick update on how today is going. We're seeing positive progress and continuing to monitor closely. You'll always hear from us if anything changes."

[Reply with Questions](#)

08 testimonial

Target: Prospect

"I wanted to share a quick story from a family we recently supported. Their situation was similar to yours, and I hope it helps you picture what care at home can look like."

[Book a Conversation](#)

09 holiday messaging

Target: Family

"We just wanted to send a warm note and remind you how grateful we are to care for your family. Please remember we're here — even during weekends and holidays."

[Reach Out Anytime](#)

10 re-engagement / creative follow-up

Target: Dormant Lead

"I know timing isn't always right when families first reach out. I just wanted to reconnect and let you know we're here if your needs have changed."

Reconnect

engineered for your workflows

SalesMail is the easiest way to send beautifully-branded and personalized videos via email, text, CRM, and more!

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