





SENIOR HELPERS MARKETING INTERNSHIP



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SENIOR HELPERS

CARE AND COMFORT AT A
MOMENT'S NOTICE.

Senior Helpers is a home care provider in the US. That provides various services, ranging from live-in care to peace of mind visits. Senior Helpers caregivers specialize in Dementia, Parkinson's, and Alzheimer's Disease care. Senior Helpers Rock Hill is owned by Seth and Jennie Zamek.

A black and white photograph of a tablet displaying analytics dashboards. The tablet is positioned diagonally. On the screen, there are two main sections: 'Traffic Sources Overview' at the top, which includes a pie chart and some text, and 'Visitors Overview' below it, which features a line graph showing visitor trends over time. The line graph has data points connected by lines, with dates like 'Apr 19', 'Apr 26', 'May 3', and 'May 10' marked on the x-axis. Below the graph, the text 'Visitors 2,958' is visible. The background of the image is dark and out of focus, showing what appears to be a desk and a cup. There are decorative elements: a yellow circle at the top left, a yellow line with a pink circle at the bottom left, and a solid pink vertical bar at the bottom center.

MARKETING INTERN

Job Description

A marketing job consists of producing content for various platforms. As an intern my jobs were focused on reaching potential clients and caregivers through things like informational flyers, event postings, etc.

Workload/Deadlines

A majority of my larger tasks were under a deadline of about a week. Other small jobs like sending emails and updating social media were done on a day to day basis.



TASKS:

- Press Releases
- Advertising Flyers
- Social Media
- Company Headshots



WHAT I LEARNED

During my time at Senior Helpers I learned the various principles that are key in marketing and communications careers.

1. Know your audience.

- Focusing in on who your target audience is allows you to better reach a specific demographic of people.
- Without having a target audience you could be minimizing your company's ability to draw in attention from future clients, employees, or community partners.

2. Marketing mediums are constantly changing.

- With the constant development of new technology and platforms you have to stay up to date with the newest mediums to reach a variety of people in different ways.

3. Understand your consumer.

- In order to effectively reach your target audience you must first understand what they need, when they need it (your product or service), where they're getting it from, and how they are receiving it. This allows for a tailor made marketing plan for a specific clientele.

MY WORKS



Care and comfort at a moment's notice.

**WE'RE LOOKING FOR
CERTIFIED NURSING
ASSISTANTS & CARE
SPECIALISTS WHO ARE:**

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Dependable
Compassionate
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WILL ASSIST WITH:**

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Meal Prep
Medication Reminders
Transportation
Companion Care

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THANK

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not available please ring bell.



YOU

SENIOR HELPERS MARKETING INTERNSHIP



**“MARKETING IS REALLY
JUST ABOUT SHARING
YOUR PASSION.”**

Michael Hyatt