**FAQ: Care homes in focus: the marketing trends driving enquiries and move-ins** [**Mediahawk**](https://www.mediahawk.co.uk/?mh_matchtype=p&mh_keyword=mediahawk&mh_adgroupid=72535780782&mh_network=g&gad_source=1&gclid=Cj0KCQiA35urBhDCARIsAOU7Qwl-Y0MUkir1RcXokrdL3-YOm0uIi_F3r1LjJC8jAKhZv25AwdpbhkwaAtirEALw_wcB)

Google organic and PPC are both important channels but how can I decide which one to invest more in than the other?

* Both are incredibly valuable. It depends on what an organisation wants as they both have enormous influence with visitor journey. Paid search is being used tactically to bolster and capture enquiries. Google Organic is important for encompassing the Google Business profile.

Bing's growth is interesting, do you think its importance will continue to grow or is it just a short-term thing? What is the potential impact of AI.

* Bing in terms of spend is a low lower than Google, but it has performed significantly well for the care sector. It is expected to continue in growth as demands are still being buoyant. It is a good investment.
* On AI, care is seeing the early adoption of AI to see how best use of it could be facilitated. It is something that will be very important for the future. Mediahawk looks at AI through outcomes e.g., analysing phone call outcome data.

Would enquiries through carehome.co.uk fall under google organic?

* The calls from carehome.co.uk would fall under directories rather than organic. They are not included as they are website produced calls. In Google Analytics it would most likely come under referral.

Have you looked at drive times/distances from customer addresses to the care home in question?

* Mediahawk does look at where calls are coming from and this is an area which Mediahawk would like to look into more. There can be a wide distance from outgoing call to the care provider themselves – there certainly is a lot of interesting information that can be drawn from these conversations