

More enquiries. And the scoreboard to prove it.

Marketing software for UK care homes and home care providers. bamboo builds the ads, hosts the landing page they point to, and tracks every enquiry that results. Then it shows you exactly where you rank against the home down the road. Free to start, set up from your CQC registration in under ten minutes.

HOW IT WORKS

From profile to enquiries, and a rank you can watch climb.

01

Generate

Google and Meta ads, keywords and targeting, written from a CQC-enriched profile you confirm in a couple of clicks.

02

Land

The page your ads point to, hosted by bamboo: fast, built for a phone and matched to the search that found you.

03

Measure

Every form enquiry logged with the campaign that produced it, against the spend pulled from Google and Meta.

04

Compete

A Presence Score and local rank for you and every rival you confirm, recomputed weekly from public signals.

FEATURES

Fifteen tools built for care homes, in one place.

01

Win enquiries

Campaigns

Google and Meta ads from your CQC profile. Nothing spent until you approve.

Landing pages

Hosted, fast, matched to the search.

Enquiry tracking

Every enquiry, with cost per enquiry.

02

Beat local rivals

Presence Score

Your local rank, recomputed every week.

Competitors

CQC-registered homes near you, confirmed as rivals.

Media coverage

A weekly sweep of what is written about you, and them.

03

Protect your name

Reviews

Every platform in one place, with replies drafted for you.

Reputation audit

What could hurt you, ranked weekly, with what to do.

04

Get talked about

Press releases

Brief it on the news, approve the draft, send.

Media database

The journalists your news goes to.

Newsletter

A monthly note to families, drafted from a few lines.

Coverage books

Your press, compiled with a public link.

05

Be found

SEO audit

Fixes ranked by what stops families finding you.

Answer engines

Whether ChatGPT, Gemini and Perplexity name you.

Care calendar

Awareness days and anniversaries, with a post idea for each.

WHO IT'S FOR

Care homes

Residential, nursing and dementia care, ranked against the homes families compare you with.

Home care

Domiciliary and live-in agencies, measured against the agencies registered near you.

Groups and franchises

Five locations or more: every location ranked weekly, with reviews and coverage rolled up to the brand.

Start free. Upgrade when it's working.

Starter

Free

No card. Ever.

For one home, from the first week.

- 1 campaign a month and 1 hosted landing page
- Copy, keywords and targeting, written for you
- Your Presence Score and local rank, updated weekly
- Up to 3 confirmed competitors, checked weekly

Grow

Most popular

£129

per month + VAT

Or £1,290 + VAT a year: 2 months free.

The first 25 providers pay £79 + VAT a month for 12 months.

- Unlimited campaigns and landing pages
- Enquiry tracking with cost per enquiry
- Daily reputation and media monitoring, weekly answer-engine checks
- Every tool: reviews, competitors, press, newsletter and SEO

Managed

£950

per month + VAT + ad spend

Ad spend of at least £1,500 a month, paid to Google and Meta, never marked up. Three-month first term.

- Everything in Grow
- The Bridgehead team builds and runs the campaigns in your accounts
- Weekly optimisation and a monthly performance call
- One press release a month, written and sent

Running a group?

Five locations or more: every location on the full service, with the hub included. Over 25 locations, we quote. Ad spend is always paid directly to Google and Meta; bamboo never marks it up.

£95

per location a month + VAT

THE TEAM BEHIND IT

An agency that built its own software.

bamboo is a product of Bridgehead Communications, a PR and public affairs agency that has worked for UK care providers for over a decade. It is the work the agency does for its clients, written into software a single home can run. Bridgehead's work for Berkley Care Group, a twelve-home operator, is the kind of record it is built from.

400

pieces of coverage for one care group

64

outlets, from the BBC to the trade press

6

national pieces: BBC, ITV, Mirror, Express

Care providers placed in the BBC, ITV, the Daily Mirror, the Daily Express, Caring Times, Care Home Professional, Home Care Insight, The Carer and Care Talk.

THE RULES

Four things bamboo will not trade away.

01 Nothing is spent until you approve it

Every ad, release, reply and newsletter waits for a person to say yes.

02 A blank column beats a made-up number

The Presence Score shows only the signals bamboo measures. Others are added when they are.

03 The same score for every home

Customer or not, every home is scored on public signals with the same weights.

04 Your enquiries are yours

Enquiry data belongs to the provider. It is never shown on the public scoreboard and never shared.

START FREE

bambooforcare.com/onboarding

Your CQC profile confirmed, a reviewable campaign and your local rank, in under ten minutes. No card.

BOOK A DEMO

bambooforcare.com/contact

Thirty minutes on your own home, with the people who built it. No sales team.

TALK TO US

wwalter@bridgeheadcommunications.com

+44 20 3890 0189

Bridgehead Communications Ltd, company number 12736276. Every price is quoted plus VAT.