More private enquiries, and proof of where each one came from.

Marketing software for UK care homes and home care providers, built by the team at Bridgehead. See where you rank against every provider within ten miles, free and in seconds. Then bamboo writes your Google and Meta ads, answers your reviews and gets you into the local paper, or the Bridgehead team runs it for you.

HOW IT WORKS

From your postcode to your first enquiry, and a rank you can watch climb.

01
See your rank
Enter a postcode and see your place among the providers within ten miles. Free, with no email.

02
Build
Google and Meta ads from your CQC profile, and a landing page bamboo hosts. Nothing goes live until you approve.

03
Measure
Every form enquiry logged against the campaign behind it. Managed adds cost per enquiry.

04
Keep climbing
A Presence Score and local rank for you and every rival, recomputed weekly from the CQC rating and Google reviews.

FEATURES

Seventeen tools in eight disciplines, behind one login.

01
Advertising
Google and Meta ads, the page they point to, and what each enquiry cost.

Campaigns · Landing pages · Enquiry tracking

02
SEO
Fixes ranked by what stops families finding you, plus articles for the searches they make.

SEO audit · Article writer

03
GEO
Whether ChatGPT, Gemini and Perplexity name you. On Managed.

Answer engines

04
PR
Releases drafted for regional desks, sent to the right journalists, coverage kept.

Press releases · Media database · Media coverage · Coverage books

05
Reputation
Seven review platforms in one place, replies drafted, risks ranked weekly.

Reviews · Reputation audit

06
Social media
One post for every network you connect. Google Business Profile today.

Social publishing · Care calendar

07
Email
A monthly newsletter to families, drafted from a few lines.

Newsletter

08
Competitor intelligence
Every CQC-registered provider near you, ranked weekly.

Presence Score · Competitors

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, reviews and coverage rolled up. Free group report on request.

Every screen in bamboo shows example data until it is yours. Fernbank Lodge and the homes beside it are fictional.

PRICING

Start free. Upgrade when you're ready.

Starter

Free

No card. Ever.
For one provider, 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

Managed

The team runs it

£950

per month + VAT + ad spend
Plus ad spend, paid to Google and Meta, never marked up. Three-month first term.

- Every tool in the software, with no plan limits
- The Bridgehead team builds and runs the campaigns in your accounts
- Weekly optimisation and a monthly performance call
- One press release a month, included

For a care home, Managed is £11,400 a year before VAT, plus ad spend. One self-funded resident, at carehome.co.uk's UK average of £1,298 a week, covers the fee in about 9 weeks.

Running a group?

Five locations or more: every location on the full service, franchise hub included. Over 25 locations, we quote. Ask for a free group report first and see every location ranked.

£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 more than ten years. It is the work the agency does for its clients, written into software a single provider can run, and built on what worked across a decade of real campaigns.

1,260	263	350
press releases	Google Ads	Facebook ads

Written and run by the team. Bridgehead's records, November 2026.

Bridgehead's work for **Berkley Care Group**, a twelve-home operator, produced 400 pieces of coverage in 64 outlets.

Care providers placed in the BBC, ITV, the Daily Mirror, the Daily Express, MSN UK, Yahoo News, Nursing Times, 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, today the CQC rating and Google reviews. Others are added when they are.

03 **The same score for every provider**
Customer or not, every provider 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.

SEE YOUR RANK

bambooforcare.com/rank
Your place among the providers within ten miles, from the CQC register. Free, with no email and no card.

BOOK 30 MINUTES

bambooforcare.com/contact
A walkthrough on your own service with William Walter, who built bamboo. No sales team.

TALK TO US

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