

Senior Care & Living Private Equity Firm Case Study

Private Equity Company continually acquiring and developing continuum of care companies within the senior living/care industry. | Skilled Nursing, AL, IL, Home Care, Home Health & Hospice

Services: Marketing Consultancy and Strategy, Web Development, Marketing Analysis, Marketing, Brand and Platform Audits and Execution Strategies



Results

- Achieved brand consistency across multiple locations
- Assisted in the digital marketing strategies and web development of new acquisitions and developments.
- Provided digital marketing strategies to assist communities that were experiencing low or dropping census
- Provided individualized assistance to Administrators/locations that needed additional marketing support.
- Provided corporate logos, collateral and signage

Goals

- Generate a corporate brand, while allowing individual locations to maintain their community representation
- Quickly get new acquisitions up and running on the digital fronts including web, social and communication channels



What our clients say...

We enjoy working with our marketing partner -- they understand our industry. They continually come up with unique ways to market. Always reliable, always easy to get ahold of.

Serge N., CEO